

# Mondelez links with Dufry for One Toblerone, One Tree campaign



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Confectionery giant Mondelez World Travel Retail (WTR) and leading travel retailer Dufry are supporting the non-profit tree planting charity One Tree Planted to plant one tree for every Toblerone purchased in selected travel retail locations.

The collaboration aims to help global reforestation efforts as well as to support travelers in making more sustainable choices when they shop in duty free.

The donation value of each Toblerone purchased from selected Dufry stores funds the planting of one tree in the Andes, supporting both the physical environment and the surrounding community.

The activation was launched in October across Athens, Lisbon, Zurich and London Heathrow airports, with additional locations in Barcelona, Madrid, Arlanda and Glasgow airports rolled out in November.

The campaign is being highlighted to travelers with digital advertising and activations at the point of sale, including QR code gift tags on Toblerone products such as the 360g bar and best-selling Toblerone Tiny bag.

When traveling shoppers scan the code, they are taken to a microsite where they can learn more about the campaign, as well as to track the progress of the reforestation efforts in real time. The amount raised is already more than halfway to the target of US\$50,000.

The One Tree Planted collaboration is the latest initiative in the confectionery category leader's broader sustainability roadmap. The roadmap includes the development of more ethical promotional activities and in-store engagement; packaging innovation and recyclability; award-winning products with sustainably-sourced ingredients; and pioneering more sustainable design practices for travel retail.

The design of the Toblerone and One Tree Planted activations includes repurposed retail units as well as recycled plastics and reclaimed metals to limit the environmental impact.

Carlos Granados, Head of Global Sales at Mondelez WTR, said: "At Mondelez WTR, the deeply collaborative nature of our relationships with our partners has always been one of the major driving forces behind our success. To achieve our sustainability goals and to truly make an impact for the good of both people and planet, we know that we can draw once again from the power of collaboration – that Travel Retail Made Right also means Partnerships Made Right.

"We're very proud to debut our Toblerone and One Tree Planted promotion with our long-standing partners at Dufry, who share our unwavering commitment to both the channel and to progressing more sustainable practices."

Philippe Moryl, Global Category Management Head – Confectionery, Food, Souvenirs & Toys, Dufry Group, added: "Over many years, Dufry and Mondelez WTR have developed a great partnership characterized by close collaboration. With sustainability becoming an increasingly important topic, for our consumers and for our channel, we need to align wherever possible to do better. The Toblerone and One Tree Planted campaign demonstrates that as partners, we are not only listening to traveling consumers' needs, but adapting our offering to support them in making a positive impact."