

Ricola confirms first direct order from TFWA '19 and announces news from its Asia market



Following Cannes, the brand experienced a high level of interest not only in travel retail Swiss herb confectionery items, but also in specialty instant teas, new to the channel

Ricola AG, the expert in Swiss herb confectionery, has reported a pleasing new piece of travel business arising from its appearance at the recent TFWA World Exhibition & Conference in Cannes.

At the show, the company met with representatives from Slovenia's Kompas Shop. This meet-and-greet quickly transitioned into a substantial order. Ricola products will now be stocked in the retailer's stores on Slovenia's borders with Austria, Italy and Croatia.

Ricola, which has seen a 25% year to date growth in travel retail so far in 2019, also reveals that its Cannes presence has led to advanced discussions to stock "significant volumes" of its products with other travel retailers across Europe.

In Cannes, the brand says there had been a high level of interest not only in travel retail Swiss herb confectionery items such as the range of 75-gram tins and the 125-gram assorted bag, but also in the specialty instant teas, which it recently introduced to the channel.

Additionally, Ricola announces significant news from the Asia market. In a move that will boost profitability, the brand will now also supply the Asian organizations of its key global accounts Heinemann and Dufry directly, rather than only the respective organizations in Europe.

Andreas Reckart, Vice President Sales Middle East & Travel Retail, Ricola AG, states: "Our appearance in Cannes exceeded our expectations in terms of potential new business and it's great to be able to confirm our first direct order from the show. We also had some great discussions with our existing customers at the TFWA event about how we can further grow our existing business together.

It has been an exceptional year so far in terms of sales growth in travel retail, and all the signs are that that will accelerate through the rest of 2019. It's a very exciting time for our brand."