

# Ricola sales boom with Gebr Heinemann at Frankfurt Airport



Sales of four travel retail exclusive products surged by 880% at two Frankfurt Airport stores in January 2019

Ricola, the Swiss herb confectionery specialist, has announced great results from a travel retail activation at two Gebr Heinemann stores in Frankfurt Airport during January 2019.

Sales of four travel retail exclusive products, promoted by a specially designed display for the campaign, saw Ricola volume across the two stores surge by 880% over the month, compared to January 2018.

The four products, all sugar-free, were a 125g doypack (sharing pack containing Ricola Lemonmint, Eucalyptus and Original flavors), 75g tins of Cranberry and Original Herb flavors and a multipack sku (containing 45g packs in Original Herb, Cranberry, Eucalyptus and Lemon Mint flavors).

The latter product came with a special offer of buy two for 20% off, and buy three for a 30% discount.

The promotions took place at Gebr Heinemann stores in Frankfurt Airport's Terminal 1 B East and Terminal 2 Non-Schengen.

The special Ricola point of sale displays, in eye-catching yellow, featured the campaign strapline "We wish your throat travels smooth and easy".

On the back of this success, Heinemann has listed several more travel retail exclusive products from Q2 2019.

Andreas Reckart, Vice President Sales Middle East & Travel Retail, Ricola AG, said: “We’re obviously very pleased with the exceptional sales figures for our Swiss herb confectionery, shared with us by Gebr Heinemann, for January 2019.

“It provides further evidence that special displays and travel retail exclusive products can help to achieve amazing results for our brand in airport retail.”

Andrea Zaki, Buyer Confectionery, Gebr Heinemann, said: “We are pleased with the performance of the travel retail exclusive assortment of Ricola. We look forward to continuing working with the team at Ricola on more promotions and introducing new travel retail exclusive products in the coming months”.