

Perfetti van Melle expands travel retail team



Perfetti van Melle has appointed Dennis Hermann as Area Manager Global Travel Retail and Emma Helleman as International Product Manager

Perfetti van Melle (PVM) has expanded its travel retail team with two internal promotions across commercial and product development roles.

Dennis Hermann is now Area Manager Global Travel Retail. Hermann has been working for Perfetti van Melle since 2016 in the Belgian domestic market and previously worked in various sales and marketing roles at AB Inbev and Danone.

“Since the beginning of the year I have discovered the wonderful world of global travel retail. I’m looking forward to meeting you all and working together on the recovery of travel retail,” said Hermann.

Emma Helleman is now International Product Manager. After almost four years as a product manager for Scandinavia at the export department of Perfetti van Melle, Helleman started in the new position of International Product Manager, Global Travel Retail in January 2022.

“With my past experience at Perfetti van Melle and my previous product manager role at Elho, I am looking forward to using this knowledge and enthusiasm to enter this global tasty world with our lovely brands,” said Helleman.

Mentos brand promotions

In other news, PVM has reported high levels of passenger engagement and an uplift in sales from two₁

recent brand activations for Mentos.

The company staged the promotions in January and February in Dubai and Copenhagen airports, partnering with Dubai Duty Free and Gebr Heinemann, respectively.

For the Dubai Duty Free promotion, held over six weeks in January and February, the Mentos activation offered customers four different sleeve designs when purchasing a Jumboroll as a gift.

Travelers could choose a personalized message in combination with their favorite Mentos flavor. The promotion resulted in an uplift of double the usual sales volume, PVM said.

Sander Prins, PVM Sales Manager for MENA area Global Travel Retail, said: “The Mentos promotion attracted people to the confectionery store, and with help of a brand ambassador on site, we significantly increased consumer engagement with the Mentos brand.

“We provided an extra personal touch for customers to personalize their Mentos Jumboroll with a special theme, to show love, gratefulness or friendship to their loved ones. The promotion was a great sales boost in a period when the industry is craving additional turnover after the big pandemic period decline.”

For the Copenhagen Airport brand activation, Perfetti van Melle partnered with Gebr Heinemann in January and February to promote Mentos Gum and Mentos Jumborolls for a sunglasses gwp activation.

Travelers could participate in taking selfies with the Mentos branding messaging as a backdrop: ‘Be in the clouds with Mentos’ and ‘Be inside a Mentos Gum bottle’.

“The sunglasses promotion did very well,” said Dennis Hermann, Sales Manager for Asia area and Heinemann at PVM. “We hope the kids love them and enjoy them during their holidays.”

Both promotions boosted sales and Perfetti van Melle looks forward to further travel retail activations planned across its portfolio in 2022.