

# Magical Moment: Lindt & Sprüngli Travel Retail honors DDF with top retail partner award for 25th anniversary



A snapshot of Lindt's Pick 'n' Mix display at Dubai Duty Free

Peter Zehnder, General Manager - Travel Retail, Lindt & Sprüngli, presented Chief Operating Officer (COO) of Dubai Duty Free (DDF), Ramesh Cidambi, with a Special Recognition Award to celebrate 25 years of partnership between the companies.

The award, which features an upscale version of the confectionery brand's iconic LINDOR ball, highlights the importance of DDF to the success of LINDT (the number one premium confectionery brand in travel retail). Cidambi was also presented with four miniature models of the Burj Khalifa Tower, handmade from the finest Swiss chocolate by the LINDT MAITRE CHOCOLATIER.

The partnership has seen LINDT become the number one confectionery brand at DDF for over ten years. In December 2019, Lindt & Sprüngli Travel Retail and Dubai Duty Free sold 21,000 LINDOR Tubes (one of the most popular products within the

Lindt & Sprüngli Travel Retail range), breaking the previous record by more than 40%.

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Lindt & Sprüngli Travel Retail is dedicated to bringing the magic of the LINDT brand to life at key travel locations in the Middle East. Supported by the expertise of LINDT MAITRE CHOCOLATIER, Matthew Muller, and a team of LINDT Brand Ambassadors at DDF stores, the company ensures staff members at travel retail stores in the region receive extensive training in the finer points of chocolate manufacturing and its consumption.

Zehnder says: “We are proud to be celebrating our 25<sup>th</sup> anniversary with Dubai Duty Free. The Dubai Duty Free team is an excellent partner and a remarkable retailer, who is committed to helping Lindt & Sprüngli Travel Retail achieve its mission of creating more magical moments for passengers in travel retail.

Our collaboration with Dubai Duty Free has led to many impressive brand executions over the years. These range from the launch of our LINDT Diamond Edition to, most recently, our LINDT Dubai Edition including the LINDT Dubai Napolitains World Traveler Suitcase and 300-gram Gold tablet.

We are strengthening this partnership in 2020, with the launch of our LINDT Lunar New Year gifting range with Dubai Duty Free, based around an extensive marketing campaign created in partnership with actress and LINDT China Brand Ambassador, Xin Zhilei (辛芷蕾).”

Cidambi states; “We sold some 1,620 tonnes of chocolate last year, so there can be no doubt that this category plays an important role in Dubai Duty Free’s product mix. Lindt & Sprüngli is our preferred partner and a very important and popular brand for us in Dubai.

We applaud Lindt & Sprüngli Travel Retail for its ongoing innovation in keeping the offer fresh, relevant and often exclusive. We very much value our close working relationship and are most grateful to receive this award.”