

Ferrero takes Kinder to the max with new brand mascots

By **Mary Jane Pittilla** on September, 9 2019 | Confectionery & Fine Foods



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Ferrero Travel Market will unveil at TFWA World Exhibition the Kinder Maxi T18, the latest travel retail exclusive offer from the children's confectionery brand (Stand number: Bay Village 8).

Kinder Maxi T18 378g presents 18 individually wrapped Kinder Maxi 21g bars packed into a box shaped like a super-sized Kinder Maxi chocolate bar.

The Kinder Maxi T18 format will be the first outing for Kinder Maxi's new official brand mascots, Milky and Schoki, a cartoon couple depicting a glass of milk and a bar of chocolate.

Together they aim to embody the taste combination of milk, chocolate and creamy sensation.

Kinder Maxi T18 comes in two designs - 'The best moments are with you' and 'With all my heart' - featuring Milky and Schoki, either exploring the world together or enjoying each other's company.

Designed for travelers as an unusual gift, the Kinder Maxi T18 in its bar-shaped pack is dedicated to young adults to give to whoever is close to them.

Ferrero Travel Market will display the full Kinder, Nutella, Tic Tac and Ferrero praline ranges at the TFWA World Exhibition.