

## Launching its Milka Tender Moments pouches, Mondelez World Travel Retail encourages sharing

By **Laura Shirk** on September, 13 2019 | Confectionery & Fine Foods



Milka Tender Moments pouches are available in a variety of flavors: Alpine Milk, Wholenut and Oreo

Tapping into the sharing segment, Mondelez World Travel Retail (WTR) recently launched its MilkaTender Moments pouches.

Offering tasty chocolate parcels in a variety of flavors, this new travel retail exclusive is available in Alpine Milk, Wholenut and Mix. A better bang for your buck, the Mix pouch is made up of six delish flavors: Caramel, Almond Caramel, Wholenut, Toffee Wholenut, Alpine Milk and Oreo. A breakdown of the sweet treat by description, Milka chocolate is included in each fun formula. As an added bonus, Nut variants pack either almond or whole hazelnuts for the perfect crunch factor & Oreo combines

bits of cookie with a crème filling. *Milka* Tender Moments pouches offer more than 40 small 'Moments' of *Milka* gathered into a 405g mono-flavored pouch or a 400g assorted pouch for sharing with friends and family.

Irina Tarabanko, marketing manager, Mondelez WTR Category said: "With 50% of travelers purchasing confectionary for sharing or gifting, tapping into this essential segment is key to delivering against Mondelez WTR's 'Delighting Travelers' category vision, with the goal of driving More Shoppers, More Spend, More Often... While we share a lot when we're traveling, let's make sure to take a moment to reconnect with people when we get home. Making more time to share keeps our travel experiences alive longer and enhances relationships."

Offering rich sharing opportunities for travelers and tourists alike, the *Milka* Tender Moments pouches embody the essence of the beloved brand. With a wide-ranging portfolio, Mondelez WTR covers *Milka*, *Cadbury*, *Tolberone*, *Chips Ahoy!* – plus so many more go to nibble names. Empowering people to snack right via iconic and global brands in 150+ countries around the world, Mondelez International is the future of bite-sized eats.