

Nestlé spotlights indulgent innovation at MEADFA Conference

By **Jas Ryat** on November, 23 2018 | Confectionery & Fine Foods



“It is always exciting to showcase new products and we were pleased to reveal our latest KitKat innovation, KitKat Senses Mini Desserts, at MEADFA this year” – Stewart Dryburgh, General Manager, Nestlé International Travel Retail

Nestlé International Travel Retail (NITR) was the official coffee sponsor at this year’s MEADFA Conference in Lebanon, where the company sampled the newest innovation from strategic brand KitKat.

Following its global showcase of new products at the TFWA World Exhibition in Cannes, Nestlé highlighted its continued commitment to leading innovation in the travel retail confectionery category throughout 2019 and its response to consumer dynamics of the Middle Eastern and Africa markets.

NITR’s SOUL (Stories, Occasion, Unique, Local) framework and 2019 innovations aim to deliver aspirational and shareable brand stories and enrich consumers’ travel experiences, by offering exclusive and unique products.

Stewart Dryburgh, General Manager, Nestlé International Travel Retail, said: “At NITR we are continuing to focus on insight-based innovations creating an outstanding range of exclusive products [1](#)

across KitKat, Smarties and Nestlé Swiss."

He continued, "It is always exciting to showcase new products and we were pleased to reveal our latest KitKat innovation, KitKat Senses Mini Desserts at MEADFA this year. We are confident that our added-value propositions deliver more than just enjoyable taste; they provide a unique factor, engaging experiences, digital presence and relatable storytelling, especially amongst our travel retail and ongoing millennial consumers in the Middle East and Africa."

Travel retail exclusive KitKat range

Following the success of KitKat Senses, NITR is set to launch KitKat Senses Mini Desserts next year.

This premium travel retail exclusive proposition will feature four new and indulgent dessert flavors, including Tiramisu, Crème Brûlée, Strawberry Cheesecake and Cherry Brownie.

The range will be available from March 2019 in a 202g format, presented in gift-worthy and impactful packaging, perfect for sharing and gifting, NITR said.

This launch will be complemented with the reintroduction of the premium KitKat Senses range of chocolate products. This innovation will feature a new visual identity with the signature red K standing out with vibrant triangles and patterns on the packaging, aiming to convey a modern look and feel.

The KitKat brand will be brought to life with in-store brand activations and via innovative and engaging POS materials featuring internationally recognized British icons like the double-decker bus, which has proven to deliver impactful in-store sales and resonates with customers, particularly millennials, NITR said. In addition, travelers will be able to sample the range.

To celebrate 20 years of KitKat Chunky, NITR will launch a new limited-edition packaging leveraging the 90's nostalgia through look and feel, across the Chunky gift range. This will be available from March 2019 in Milk, Mix, Hazelnut and Peanut Butter (250g).

Smarties' musical relaunch

In 2019, Smarties will build on its relaunch campaign that aims to inspire children and stimulate their imaginations.

The new Smarties Music Creator acknowledges the importance of music and offers children the opportunity to learn. The product includes a Smarties 38g hexatube, a quality recorder and a music sheet, which teaches children how to play three popular children's songs.



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With this launch, NITR is bringing to life extensive insights about child development, launching a simple icon and navigation system that serves as an on-shelf guidance for parents to help them choose the right product for their kids, according to the educational value needed.

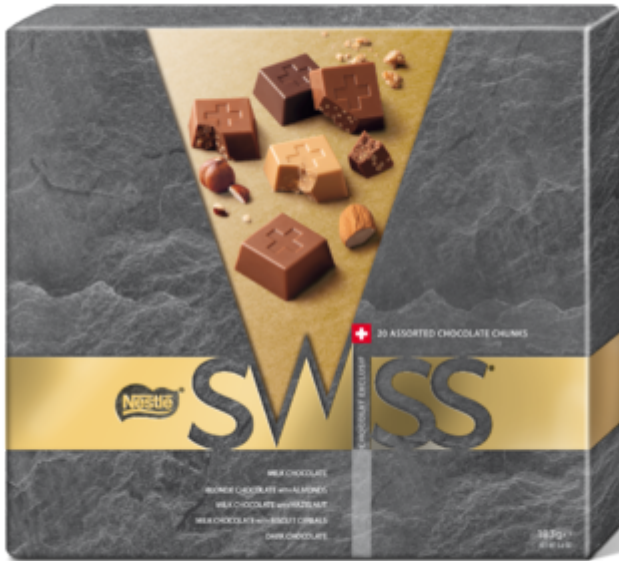
The Smarties Music Creator, available from March 2019, will join the Smarties Toppers (a giant tube with a reversible finger puppet and crayons), the Smarties Telescope, and Smarties Creatorbook. These propositions are targeted at both gifting and inflight entertainment for children.

Nestlé Swiss gets adventurous

Following a successful relaunch in 2018, the travel retail exclusive Nestlé Swiss range seeks to provide confectionery innovations to millennial travelers seeking discovery and adventure.

Based on the spirit of 'trouvaille', representing an encounter with something wonderful, Nestlé Swiss is made using only Swiss milk and natural ingredients, including cocoa from 100% sustainable sources from the Nestlé Cocoa Plan.

The premium innovations for 2019 include three new Nestlé Swiss 195g tablets: Milk with Cranberries, Almonds and Hazelnut, Milk with Raisins, Almonds and Hazelnut, and Dark Chocolate with Orange Zest and Cacao Nibs. They were developed as a self-treat and for gifting through its distinctive packaging.



The Nestlé Swiss Assorted Box (183g) travel retail exclusive is a new gifting proposition containing 20 chunks in five flavors.

NITR will also be launching a Nestlé Swiss Assorted Box (183g) as a travel retail exclusive. This new gifting proposition contains 20 chunks in five flavors, including two new variants (Milk with Biscuit Cereals and Blond Almond) adding to the existing Milk, Dark and Hazelnut flavors. The new Nestlé Swiss Assorted Box will be available from March 2019. The packaging is designed to set the product apart on-shelf and seeks to offer consumers an immersive experience, bringing to life a world of contemporary Swissness.

NITR will continue its in-store brand activations through strong and impactful POS solutions that tell the brand story.

Across all three of these confectionery brands, digitally-led and engaging in-store executions will be staged in key locations.