

## With the launch of its travel retail exclusive, Nestlé ITR focuses on “giftability”

By **Jas Ryat** on October, 23 2019 | Confectionery & Fine Foods



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Nestlé International Travel Retail (NITR) is set to launch a London-themed, travel retail exclusive of its indulgent after-dinner mint treats: After Eight Mint Chocolate Thins. Available starting January 2020, the new presentation meets NITR’s mission to reinvent and add to its product range as part of its “10 in 10” goal. The team aims to double the size of the confectionery and fine foods category to (USD) \$10B in the next 10 years.

The stylish 400-gram travel retail box highlights the UK origins of the iconic chocolate by bringing the London skyline to life. Originally created in 1962, the dark chocolate mints have become a staple of dinner parties and social gatherings across the globe with over one billion of the treats made annually.

The newly packaged gift product presents buyers with an ever more sophisticated and striking gift opportunity to enhance their nights out with friends and family. It also meets a key Nestlé ITR driver for category growth, all year-round gifting. This driver is a main factor of its comprehensive strategy to accomplish “10 in 10.”

Stewart Dryburgh, General Manager, NITR, comments: “Recently we have been excited to share our latest innovations and propositions, of which the After Eight 400-gram travel retail exclusive pack is

one.

The luxury allure and sense of heritage around the After Eight brand is undeniable and we look forward to rolling out the iconic and much-loved mint chocolates in 2020 with a new design twist sure to appeal to traveling gift buyers who want an impressive gift item from a brand that they know, trust and love.”