

FERRERO

PRESS RELEASE

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FERRERO TRAVEL MARKET REVAMPS RAFFAELLO

Ferrero Travel Market has revamped its Raffaello pralines offer to appeal to travellers looking for a beautiful gift for their loved ones.



The new Raffaello Travel Edition, containing 24 pieces, is a gift box that has a premium look and feel, with a bright red and white palette, pretty graphics of the contents, a glossy finish and an embossed red ribbon as a dramatic flourish.

Inside, white and delicate in appearance, the Raffaello pralines surprise with a delicious combination of irresistible layers: a crunchy white almond, surrounded by velvety smooth cream, in a crispy wafer shell, covered with coconut flakes.

Impactful on shelf, delightful as a gift, travel-friendly and easy to carry, the new Raffaello gift box is designed to appeal to travellers, recipients and retailers alike.

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Sergio Salvagno, General Manager Ferrero Travel Market: “This new Raffaello presentation is the result of an initiative to revamp the brand imagery and to leverage the brand’s equity as the fifth best-selling praline in the world. We were aiming for an attractive yet practical pack design, which is exclusive to travel retail, looks terrific on the shelf, tucks neatly into a travel bag, and recloses for easy storage. With the new Raffaello Travel Edition we believe we have created a winning formula!”

Raffaello will be exhibited on the Ferrero Travel Market stand at TFWA World Exhibition (8 Bay Village) from 30th September through 4th October.

Ends

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