

**PRESS RELEASE****TFWA WORLD EXHIBITION PREVIEW****NESTLÉ INTERNATIONAL TRAVEL RETAIL UNDERLINES COMMITMENT TO INNOVATION IN CANNES**

Nestlé International Travel Retail (NITR) will underline its commitment to innovation and leading the way in the confectionery category with a high-profile showcase of its latest products at the TFWA World Exhibition in Cannes next month.

Earlier this year NITR has announced its **10 in 10** ambition-to double the size of the confectionery and fine foods category to \$10bn in the next 10 years. Innovation and new product development are at the very heart of this drive and NITR is excited to unveil new additions to its **KITKAT®** and **NESTLÉ SWISS®** brands, an important new sustainability initiative with **SMARTIES®** and the debut of **BACI®** and. All the new releases are in line with NITR's plan to drive growth built upon SOUL – Story, Occasion, Unique and Local.

General Manager Stewart Dryburgh said: "Our ground-breaking 10 in 10 plan is dedicated to leading the way in the confectionery and fine food category. This growth will require innovation across our great brands. In Cannes we are delighted to be bringing to the market both new and exciting products for shoppers and retailers, but also important new initiatives and ideas to ensure that our business is not just growing, but also sustainable for the planet."

Visitors to the high-profile NITR stand in Cannes will be introduced to the travel retail exclusive **KITKAT® Gold Traveler's Limited Edition**. This premium-sampling proposition offers the travelling shopper the chance to get in on the buzz and sample the new KitKat Gold bars. The special gold pack contains three four-finger Gold **KITKAT®** bars with a caramelized flavour in a special snack and sharing format, which offers an elevated indulgent experience for consumers. Set to hit the market in Q2 2020, these will inspire travellers to break in style, building buzz and excitement among shoppers.

Last year NITR launched, exclusively to travel retail, the **NESTLÉ SWISS®** Indulgent tablet range to great acclaim. The combination of perfectly crafted Swiss chocolate in a luxury package and a travel retail exclusive brand has created a multi-layered and artisanal experience for shoppers seeking both heritage and uniqueness in the market today. This year, NITR will extend its Nestlé Swiss Indulgent Tablet range with the release of **NESTLÉ SWISS® Dark Blueberry 170g**. Perfect for sharing it combines dark Swiss chocolate with blueberry, Almonds and Hazelnuts in an exciting new creation. Set to launch in March 2020, the product brings together more than 100 years of chocolate-making expertise with sustainably sourced cacao and visible fruit and nuts for a truly indulgent experience.

**NESTLÉ SWISS®** has been a true success story driving category growth by adding real value to the tablets and informal gifting segments, delivering the best quality, 100% Swiss chocolate and a true brand experience.

**Sustainability** will be a key talking point for NITR in Cannes this year. About 400 million tonnes of plastic are produced every year and there are already 270,000 tonnes of plastic waste floating in our oceans- Nestle recognises that growth cannot come at the expense of the planet and is joining the fight to stop plastic waste from polluting the Earth. That is why the company has pledged to make 100% of its single use plastic recyclable or reusable by 2025. It is working to both develop new packaging for the future of the industry and help drive new behaviour and understanding among our staff, customers, and the decision makers of tomorrow.

As part of this sustainability drive, Nestlé has pledged to remove all single use plastic from our **SMARTIES®** range by the end of 2020, so that the brand is the kids' friend and parents' ally to the world we live in.

Finally, in Cannes, NITR will introduce **BACI®** to the travel retail market. This Italian chocolate, which has been an expression of love and affection since 1922, will debut with five different iterations to capture the heart and imagination of travel retail shoppers. The **BACI® PERUGINA® Original Dark Chocolate Truffles Bag** offers 10 truffles which bring together chocolate and hazelnut in luscious harmony, covered in dark chocolate. The **BACI® PERUGINA® Original Dark Chocolate Truffles Bijou** box provides 14 pieces in a perfect sharing or gifting format. It is complemented by the **BACI® PERUGINA® Milk Chocolate Truffles Bijou** box containing 14 pieces of the cacao and hazelnut truffles covered in milk chocolate, and the **BACI® PERUGINA® Extra Dark 70% Chocolate Truffles Bijou** box, which contains 14 pieces covered in extra dark 70% chocolate. The final member of the **BACI®** range is the **BACI® PERUGINA® Original Dark Chocolate Truffles Box**, which contains 18 pieces of chocolate, each of which conceals a love note to inspire and express the emotion of love – perfect for gifting, sharing or savouring.

The full **BACI®** range will be released on September 1.

Also on show will be the highly-successful and innovative **NITR merchandising solutions** which have been rolled out across travel retail this year. The iconic **KITKAT®** bus, now in most major airports across the world, is a perfect example of how NITR is driving Story and Localness to help further the category. **KITKAT® Gold** will appear alongside **KITKAT® Iconic packs** on the merchandising units to highlight its unique and limited edition nature whilst adding to and enhancing the core range. In addition, NITR will be showcasing the **SMARTIES® FSU (free-standing unit) and AFTER EIGHT® Tower for its 400g pack**, along with a new design FSU and a bold and exciting new activation program for **NESTLÉ SWISS®**

NITR is excited to share the latest innovations and propositions with the travel retail industry at the TFWA World on the NITR stand at Beach Village 1, Beach 07.

## Notes to editors

### **About Nestlé**

Nestlé's ambition is to be the world's recognised leading Nutrition Health and Wellness company, and the industry reference for financial performance, trusted by all stakeholders.



For more than 150 years the company has enhanced lives by offering tastier and healthier food and beverages choices for all stages of life, helping consumers care for themselves and their families. **Nestlé** has built its success by anticipating the future and continuously adapting itself to seize the opportunities it presents. For more information about Nestlé please visit [www.nestle.com](http://www.nestle.com) and [www.nestletravelretail.com](http://www.nestletravelretail.com).

Press enquiries: Rowena Holland, Essential Communications. Tel: +44 (0) 208 405 8109.  
Mobile: +44 (0) 7525 234265. Email: [row@essencompr.com](mailto:row@essencompr.com)