



TFWA World Exhibition Preview

Mars Wrigley ITR aims to excite and engage travellers with limited-edition Skittles®, M&M's® and Twix® launches

Mars Wrigley International Travel Retail (MITR) 2020 continues to drive news in the confectionery category with the launch of three exciting and limited-edition versions of its Skittles®, M&M's® and Twix® products. Following limited edition successes this year and the last, 2020 will see new exclusive taste twists to three popular brands. These latest innovations will be launched at TFWA World Exhibition (Bay Village, Bay 9).

Capitalising on current flavour trends in the industry, MITR hopes to entice travellers with a new range of fruity, crunchy and salty sweet flavours. Three all-new products providing unique twists on successful favourites – Skittles® Smoothies, M&M's® Crunchy Caramel and Twix® Salted Caramel – will offer new and engaging sharing and snacking options for travelling consumers.

M&M's® Crunchy Caramel (374g) couples two consumer favourites – crunchy and caramel (ranked top 3 in terms of ingredient partition) – with the already adored M&M's® brand. Perfect for any sharing occasion, a crunchy caramel centre is surrounded by smooth milk chocolate and a colourful sugar shell to create an M&M's® treat to follow up on the success of the Salted Caramel limited edition this year.

Limited-edition Skittles® Smoothies (400g), a refreshing twist on the core Skittles product, combine yoghurt with a mix of summer fruits (Pineapple, Raspberry, Apricot, Blue Berry and Banana) for a sweet and tangy taste. All mixed together in lively, striking yellow packaging perfectly timed to achieve peak popularity during the Spring/Summer 2020 seasons, Skittles® Smoothies aim to meet the needs of shoppers who seek a new fruity confections experience.

Twix® Salted Caramel (420g) represents the first foray into a global taste phenomenon for the much-loved bar and capitalises on the appeal of a flavour which has seen growth of 32% in Europe over the last two years to become one of the most successful flavors in confectionery. The new, indulgent Twix® flavour offers the same three layers fans know and love, with an extra pinch of salt for a new crunchy, sweet and salty experience contained within exclusive packaging for global travel retail.

Raghav Rekhi, Category Director MITR, says: “Limited Editions are a great way of presenting something unique to consumers from a well-known brand. They provide something quick to engage with, fun to purchase and fun to enjoy, share and gift. We know that limited editions drive impulse purchase and introducing popular flavours such as salted caramel and smoothies is highly effective in driving sales to existing consumers, whilst also attracting new ones.”

Available to retailers in the first half of 2020, Mars Wrigley ITR new limited editions are further evidence of its commitment to finding new ways to connect with more customers and drive sales through relevant innovation.

“The release of these limited-edition products to travel retail is about exciting and entertaining travellers who are looking for something a bit different while they are waiting for their flight,” continues Rekhi.

“It’s more than just offering somebody a good bar of chocolate or a bag of sweets. It’s about using our brands to improve their travel experience – giving them something fun, something that really stands out, something unexpected. We believe that connecting with our consumers, and potential consumers, on this level is vitally important to not only us but the growth of the category as a whole.”

The new limited editions will be supported by high profile activations, promotions and dedicated merchandising materials.

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