



TFWA World Exhibition Preview

Colourful world of Ritter Sport expands in travel retail with launch of new flagship product and reimagined items

Formed in 1912 and providing distinctive innovation and splashes of colour across the confectionary landscape since the mid-seventies, iconic German chocolate brand Ritter Sport is set to expand its colourful world in 2019 by introducing to travel retail (TR) a new, luxury flagship product with a selection of redesigned and reimagined gift items. These will be launched to travel retail buyers at this year's TFWA World Exhibition (Green Village, L47).

Promising, 'pure pleasure to cocoa enthusiasts', Ritter Sport's **Cocoa Selection Deluxe** represents the culmination of decades of experience and expertise from the traditional family business, using only the purest recipes made from sustainable cocoa from traceable sources in Ghana, Nicaragua and Peru.

Cocoa Selection Deluxe is a unique gift proposition, comprising 3x100g Ritter Sport square bar varieties encased in a luxury, hot foil-embossed, jungle-inspired box that heroes the cocoa fruit. Exclusive to travel retail, it importantly offers more than just exceptional packaging by presenting consumers with superb sustainable single-source chocolate. The distinct and colourfully wrapped selection within – 55% Smooth, 61% Fine and 74% Intense – gives chocolate lovers the full spectrum of pure cocoa excellence, from the deliciously smooth and milky to the indulgent intensity of the fine and dark.

Simone Weiss, International Key Account Management Travel Retail for Ritter Sport, said: "We felt that there was a gap in our assortment for a truly premium gift product which could, at the same time, act as a flagship for the Ritter brand. Our new Cocoa Selection Deluxe perfectly fills this gap, bringing together our purest recipes with purity of design."

Strawberry Yoghurt and Whole Hazelnut in Praline Cream appear as the tempting flavours inside special Ritter Sport's new smaller sized **Travel Edition Choco Cubes pouches** (available in 111g and 109g bags, respectively, containing 14 units) – ideal for small-scale sharing, snacking and gifting. These join the larger 397g Choco Cube pouch containing five flavour varieties.

“Our Choco Cube range now meets all consumer needs from individual consumption to the perfect chocolate sharing option for larger groups, complemented by the selection box which is ideal for informal gifting,” continues Weiss.

For those who want to make an even more colourful gift statement, the redesigned, striking and now easier-to-open Ritter Sport **Mini Meter** contains 72 Ritter Sport minis in various varieties in an impactful, metre-long gift box with travel-inspired packaging featuring sights and attractions from around the world.

A makeover to the Ritter Sport **Heart** and **Smile** gift box will also appear in 2020, bringing it into line with the other updated and redesigned products and playing on the reinforced Ritter Sport identity of colours and geometric patterns.

The new, high-end, cocoa-rich and flagship gift product Cocoa Selection Deluxe, as well as the attractive proposition of new-look gift items from the esteemed German brand, join Ritter Sport’s extensive TR selection including the famous Ritter Sport Nut Tower. This is now available in an improved 800g multipack (8 x 100g). Offered in a convenient carry pack, the 800g Nut Tower includes six nut variations including the top-selling Honey Salt Almond flavour.

Concludes Weiss, “Ritter Sport’s new and reimagined gift options are perfect for travel retail – providing a complete and comprehensive range of different taste options to put a smile on any chocolate-lover’s face.

“Over three million chocolate bars leave our factory every day and make their way to over 100 countries. We’re excited about working with travel retail to bring our sustainable, ecologically-sound and truly good chocolate to even more cocoa lovers and, with these new products, there truly is something for everyone.”

About Ritter Sport

Established in 1912, the family-owned company employs around 1,550 people and achieved sales of 480 million Euros in 2018. Ritter Sport is the first and, as yet, only major chocolate manufacturer to produce exclusively certified and sustainable cocoa for its entire range. Every day, more than three million colourfully packaged bars of chocolate leave its factory in Waldenbuch in south Germany on their way to over 100 countries worldwide.

For more information please contact:

Simone Weiss
International Key Account Management-
Travel Retail
Tel: +49 7157 97 - 1344
Fax: +49 7157 97 - 1418
Mobil: +49 151 10934804

E-Mail: s.weiss@ritter-sport.de

Internet: <http://www.ritter-sport.de>