

# FERRERO

## PRESS RELEASE

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### FERRERO LINES UP NEW EXCLUSIVES FOR TRAVEL RETAIL

Ferrero Travel Market is lining up a fabulous new assortment of travel-exclusive products to share with buyers at the forthcoming TFWA World Exhibition. Among the highlights are hero products from each of their world-famous brands: Kinder, Nutella, Tic Tac and Ferrero Rocher.

From the world's favourite children's confectionery brand comes the **Kinder Surprise Maxi 100g** in three colourful monster-shaped editions with surprises inside that glow in the dark, all designed exclusively for the travel market.



Sharing happiness is a strong purchase motivation for travellers, particularly among people who travel on business. Kinder Surprise is the top selling confectionery product for special occasions, a worldwide blockbuster that meets this need perfectly, enabling people to share a special moment with their children when they get home.

The Kinder gifting range continues to outperform the market, again delivering double-digit growth of +18% in the third quarter versus the previous year.

New from the best-selling praline brand in the world is the **Ferrero Rocher 100g**, a charming pack offering eight delicious pralines in a travel-exclusive gift box adorned with a golden map of the world and inscribed with an inspiring 'Where do we go next' message.



FERRERO TRAVEL MARKET

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Designed specifically to enable the traveller to trigger a golden moment of reunion with loved ones, the new Ferrero Rocher offer makes a luxurious yet informal gift.

Its design achieved the highest scores for being “distinctive & unique” in a study conducted by CiR in November 2017, and the high scores awarded by respondents on the “intention to buy” confirm that this offer has an accessible price point.



Set to celebrate its 50<sup>th</sup> anniversary next year, Nutella is one of the most loved brands of all time. Constantly innovating to delight its fans, the brand is set to launch in travel retail an exclusive travellers' version of **Nutella B-ready**, the easy way to enjoy Nutella anywhere.

The crunchy texture and slightly savoury taste of the outer wafer shell of this Nutella bar enhances the unique taste of Nutella making it a perfect on-the-go, ready-to-eat snack.

Originally launched in 2013, Nutella B-ready will now be available to the travelling consumer in a new and exclusive super-size pack of a dozen single portions that is designed to address the 'sharing while travelling' need of travellers.

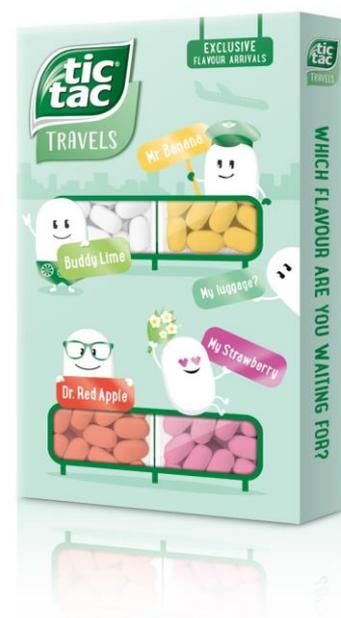
Ferrero Travel Market addresses also the need of shoppers to enjoy non-chocolate confectionery on their travels with its latest innovations from Tic Tac that leverage new and exciting flavour combinations.

The **Tic Tac Travels Multi-flavour pack** contains four flavours of the little mints, available together only in this special multi-pack which was designed exclusively for travel retail.

Cute graphics of the flavour characters illustrate Buddy Lime, My Strawberry, Dr Red Apple and Mr Banana going off on their travels.

The launch of this multi-pack reflects the fact that 90% of the sugar offer on shelf today is multi-flavoured and flavour extensions are the key driver of innovation launches in this category.

These novelties represent just a glimpse of what Ferrero Travel Market will be unveiling at stand Bay 8 in Bay Village at TFWA World Exhibition 2018 so watch this space!



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