

## Lindt & Sprüngli Travel Retail takes shoppers around the world with the new World Traveller Collection

---

Media release (28<sup>th</sup> September 2018)

Lindt & Sprüngli Travel Retail is launching an assortment of travel retail-exclusive and magical product innovations at the upcoming TFWA World Exhibition & Conference in Cannes, with a clear focus on the much-loved LINDOR brand. It will also announce further news on its bestselling ranges such as the Assorted Napolitains and the development of a new snacking range.

Following the successful launch of the Assorted Napolitains Tin Suitcase 360g and personalised POS campaign this year, the new Assorted Napolitains World Traveller Collection will serve as the ideal choice for consumers who like to bring home a stunning and memorable travel gift.

The suitcase-styled souvenir will take consumers on a “taste journey” of finest Swiss Premium Chocolate. It contains Assorted Napolitains in six popular flavours – Swiss Milk, Hazelnut, LINDOR Milk, Dark, CRESTA Milk and CRESTA White. Each tin comes in one of five eye-catching designs featuring the flag of popular tourist destinations – Brazil, Spain, the UK, the US and Switzerland – making them a must-have collector’s item that can be used long after the last exquisite Napolitain has been enjoyed.

The launch will be supported by a 360-degree interactive promotional campaign, encompassing a return of the eye-catching LINDT Trolley displays that played an important role in the success of the range in 2018, along with a number of High Profile Promotions underscoring the sense of place at specific airports. This will be complemented by oversized accessories, engaging pictures and digital screens. An interactive Spin & Win game will give travellers the chance to win an amazing prize of an ‘around the world’ ticket or an exclusive luggage tag of the World Traveller Collection.

Peter Zehnder, Head of the Lindt & Sprüngli Global Duty Free Division, said; “The World Traveller Collection provides duty free shoppers with an iconic travel retail gifting solution that really sets itself apart from the offer on the high street. Gift solutions are the most important driver of purchase after price and value. Tapping into a strong demand for souvenir gifts, (which is the second most important motive for gift buying in travel retail), it also has appeal to the all-important millennial traveller, who is always on the hunt for a real experience from a particular destination. It’s a perfect product to create impact and has the genuine stopping power that can increase penetration - particularly important when only 17% of passengers shop in confectionery, and we know that collectables help to drive higher basket value in travel retail.”

**About Lindt & Sprüngli**

As global leader in the premium chocolate sector, Lindt & Sprüngli looks back on a long-standing tradition of almost 175 years which takes its origins in Zurich, Switzerland. Today, quality chocolate products by Lindt & Sprüngli are made at 12 own production sites in Europe and the USA. They are distributed by 25 subsidiary companies and branch offices, in more than 410 own stores, and also via a comprehensive network of more than 100 independent distributors around the globe. With over 14,000 employees, the Lindt & Sprüngli Group reported sales worth CHF 4.1 billion in 2017.

**Media Contact**

Templemere PR, Clare Williams  
E-mail: [clare@templemerepr.co.uk](mailto:clare@templemerepr.co.uk)

**LINDT TRAVEL RETAIL**

Miriam Richter (Marketing Manager Duty Free)  
E-mail: [mrichter@lindt.com](mailto:mrichter@lindt.com)