

## Lindt & Sprüngli Travel Retail unveils news on its much-loved brand LINDOR at TFWA World Exhibition & Conference

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### Media release (13<sup>th</sup> September 2018)

Lindt & Sprüngli Travel Retail will unveil its new vision for the duty free market around sharing magical moments at the TFWA World Exhibition & Conference in Cannes this October, inviting visitors to sample the latest products from its bestselling LINDOR brand alongside a number of other travel retail exclusive innovations.

The latest line-up of the range includes LINDOR Mini Tubes 175g, a new premium gifting format that is perfect as a personal treat or as a surprise for someone special. It will be available in classic red with the most popular flavour, LINDOR Milk, as well as in an assorted version in premium gold, plus in a stunning green which will feature the newly-launched LINDOR Milk-Mint flavour.

LINDT will further delight dark chocolate lovers with its LINDOR Dark Selection Tube 387g – an assortment consisting of the newly launched LINDOR Extra Dark 70%, the highly popular LINDOR Extra Dark 60% and the classic LINDOR Dark. It has also expanded its LINDOR Singles tablets to offer customers exciting, new snacking options. The iconic LINDOR tube has also been relaunched with improved colour livery and a new design to underscore the brand's premium appeal.

LINDOR has been creating 'magic moments' for consumers for over 60 years with its irresistibly smooth recipe created by the LINDT MASTER CHOCOLATIERS, who themselves will be giving live chocolate demonstrations at the TFWA World Exhibition & Conference. LINDT will also increase its profile at Cannes this year with its new turbo-promotion programme, an extensive sampling campaign and an eye-catching LINDOR PoS gondola with a screen featuring an animation of the famous smooth melting LINDOR Ball.

As one of the most popular global confectionery brands, LINDOR remains a favourite among travellers across the world, enjoying continuous growth worldwide.

Peter Zehnder, Head of the Lindt & Sprüngli Global Duty Free Division, said; "We're incredibly excited to reveal our new blueprint for the travel retail market at the TFWA World Exhibition & Conference. LINDOR is an iconic brand and one that is popular with travellers from all age groups and nationalities. With new gifting and self-consumption options and lower price points, our new LINDOR portfolio will allow travellers to really experience the magical world of the LINDT MASTER CHOCOLATIERS. We firmly believe these products will help retailers to increase average basket spend and grow sales of their confectionery segment, which is the second biggest conversion driver 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.

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**LINDT TRAVEL RETAIL**

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