

Mondelez World Travel Retail (WTR) is spreading festive cheer in travel retail with a special limited edition Christmas-themed sleeve for its Toblerone 400g bar.

Travellers will have the opportunity to take home the Christmas sleeve – the first of its kind in the travel retail channel – throughout December at select locations through Europe, Middle East & Africa and Asia-Pacific.

The Toblerone 400g Christmas sleeve represents a strong element of the 'Memory' segment of the company's well-documented category segmentation strategy, and has been created to give travellers the perfect memento to take home during the holiday period.

The limited edition sleeve will be supported by special in-store communications aimed at helping retailers drive incremental sales during a key travel period. The product also allows retailers to create secondary placements of Christmas-themed Toblerones at the front of stores, signposting the confectionery category and complementing standard placements in wallbays and gondolas.

Nicole Hatt, Manager of Category Marketing at Mondelez WTR says, "By combining a hugely popular gift like Toblerone with a unique, limited edition Christmas sleeve we are delivering an extremely compelling proposition which will allow our retail partners to capitalise on the huge opportunity during the holiday period.

"The playful packaging and impactful in-store communications will drive 'More Spend, More Often' – two of the pillars of our 'Delighting Travellers' category vision – by driving incremental purchases and providing a memorable gift that will have shoppers seeking out similar purchases in the future."