



Belgian confectioners Duc d'O used their time at Cannes to unveil a number of new pack innovations and product upgrades to exhibition visitors.

Of note was the new Duc d'O promobox, specifically designed to 'answer to all travel retail consumer needs' containing as it does two artisan 200g packs of the best Belgian flaked truffles in an easy carry-on box. Clearly referencing its Belgian craft heritage, the box is described by the company as 'a unique travel retail concept substantially different from the usual classic travel retail promo packs available,' and 'perfectly in line with Duc d'O's brand values'.

Available in two formats, one promobox version comes with the offer of a 50% discount on a second pack purchase, while the other gifts the consumer a complimentary rustic platter, on which to serve their chocolates to guests at home.

Multi-faceted Valentine concept



The brand's new Valentine concept pack is offered with

the tagline 'For a special woman' and is versatile enough to be used for other occasions such as Mother's Day and general year-round gifting.

The multi-faceted pack is offered as a 150g luxury bag containing milk and white chocolates with strawberries, or a 200g giftwrapped box containing the same chocolate selection.

Latest pack innovations from Duc d'O

The brand reports receiving excellent feedback on this particular concept during the TFWA Exhibition week.

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