Lindt & Sprüngli to bring new chocolate novelties to travellers & retailers in 2022

Swiss chocolatier Lindt & Sprüngli will refresh its premium chocolate range in 2022 to the benefit of travel retailers and shoppers.



The recognisable Lindor brand will be available in a new Lindor Bag Milk 100g format to cater to self-treating and on-the-go snacking.

Lindor Bag Milk 100g contains eight Lindor chocolate truffles, appealing to busy travellers seeking an indulgent treat.

According to Lindt, 88% of shoppers in a survey said they found the smaller 100g bag format appealing.

NUXOR DEBUT

Meanwhile, Lindt will deliver the popular Nuxor brand to travel retail the first time in 2022.

Nuxor will showcase in elegant gold ballotins available in classic Milk 165g and travel retail exclusive Milk & Dark Assorted 165g variants, suitable as a gift for loved ones or as an individual treat.

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The revamped/redesigned Napolitains collection will be supported with a POS activation themed

Time to Travel'.

In addition, the best-selling Lindt Napolitains range will be relaunched with a new eye-catching pack design to increase visual attention and promote brand awareness among shoppers.

More visible on-pack messages to clearly communicate the six Napolitains flavours, greater visibility of side-of-pack graphics and an 'optimised' pack footprint to improve value for money perception are among other changes.

Lindt says the latest launches will unlock opportunities for gifting, which remains a key purchase motivator for duty free shoppers.

TARGETING THE RIGHT MIX

Peter Zehnder, Head of the Lindt & Sprüngli Global Duty Free division, said: With growing numbers of passengers returning to the seas and skies, travel retailers will need to ensure they are offering the right mix of products for consumers.

In the confectionery aisle, this will encompass a strong core range of best-selling lines and innovative novelties from leading brands that shoppers know and trust. As a much-loved confectionery brand with global appeal, Lindt is ideally placed to help travel retailers meet the various needs of confectionery buyers.

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Nuxor pralines twin velvety gianduja chocolate with roasted whole hazelnuts.

The launch of Lindor Bag Milk 100g and Lindt Nuxor, as well as our redesigned Lindt Napolitains range, will bring much-needed innovation to the travel confectionery market, providing travellers with exciting new products to suit every occasion – from gifting to self-consumption and on-the-go treating.

Elsewhere, the Swiss chocolatier will continue to place an emphasis on its sustainability efforts.

From the selection of its cocoa beans to the production of the finished chocolate products – from bean to bar – Lindt & Sprüngli is maintaining investment in initiatives such as the Lindt & Sprüngli Farming Program.

The programme strives for ecologically and socially responsible cultivation and supports farmers, their families and their communities.