New travel retail exclusives for Mondelez

Mondelez WTR has announced the launch of two new travel retail exclusive products: Toblerone Crispy Coconut and Toblerone Tiny Mix Box.



The brand says that both products have been developed with the aim of attracting new shoppers to stores and driving incremental revenues.

Toblerone Crispy Coconut will be available in stores from November 2015 and the Toblerone Tiny Mini Box 136g will be available mid-March 2016.



Toblerone Crispy Coconut blends the original Toblerone honey and almond nougat recipe with pieces of sugar-coated coconut. Mondelez WTR is said to have used one of the 10 most popular flavours to create a new product for chocolate, globally.

Throughout its launch year, Toblerone Crispy Coconut will be supported by a global marketing campaign, covering in-store communications, POS, tastings and promotional activations. At selected locations, Mondelez WTR will launch its new 'Coconut Island' promotional concept, featuring a playful, desert-island theme.

Toblerone Tiny Mini Box, a triangular box containing Toblerone Tiny in 3 varieties milk, white and dark chocolate, is said to be an ideal gift for Toblerone lovers. Toblerone

Tiny Mini Box allows retailers to deliver differentiation against domestic retail offers and create a more comprehensive offering around the chocolate brand in travel retail, says the brand.

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Nicole Hatt, Manager Category Marketing at Mondelez WTR (left) said: "Over the last few years Mondelez WTR has repeatedly driven growth in the confectionery category through channel-exclusive innovations around the iconic Toblerone brand.



Toblerone Crispy Coconut follows in the successful footsteps of recent additions to the Toblerone bar range, including the award-winning launch of Crunchy Almond and 2014's introduction of Crushed Corn. Toblerone Tiny Mix Box offers a perfect gifting option, delivering an affordable, accessible and cute product. In line with the three pillars of our Delighting

Travellers vision we are confident that these innovations will deliver 'More Shoppers, More Spend, More Often'. By combining Toblerone's strong brand appeal with exciting new flavours and formats, we are helping our retail partners differentiate their offer and create in-store excitement – vital factors in driving increased spend and repeat visits."

Both new products will be showcased by Mondelez WTR (stand RG5) at the TFWA World Conference & Exhibition in Cannes, from 18-23 October 2015.