

Ferrero TM reports success in the Americas

Ferrero Travel Market says it is pleased with the performance of its key brands Ferrero Rocher, Kinder, Nutella, Tic Tac and Raffaello in the Americas over the past year and is looking forward to productive meetings with retailers at the IAADFS Duty Free Show, this week.



“Despite the economic challenges affecting key markets in which we operate, 2015 was a positive year for Ferrero,” said Patrick Baubry, General Manager FTM.

“When the going gets tough, it is essential to focus on your brand strengths and on strong partnerships with key stakeholders and this is what we have done.



“In Americas travel retail, our brands in particular Ferrero Rocher, Nutella and, to a lesser extent, Tic Tac benefit from high brand awareness in the domestic markets.

ATELIER DEL GUSTO & GOLDEN GALLERY CONCEPTS

“We are endeavouring to leverage this in the competitive environment of travel retail with high visibility merchandising and beautifully executed activations along the lines of the ‘Atelier del Gusto’ promotion for Ferrero Golden Gallery at Milan Malpensa airport in the Fall.”

In this activation, travelling consumers were encouraged to sample the company’s pralines which feature in the Ferrero Golden Gallery collection while blindfolded for a multi-sensory experience.

Patrick Baubry, General Manager FTM.

Patrick Baubry continued: “In a cluttered global confectionery market, premium brands such as ours must focus on innovation. This is the basic pillar of our strategy. Our mission is to explore new market segments, serve the key segments such as premium gifting and sharing well, and delight consumers with innovative and exciting presentations.

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“I would highlight, for example, the Ferrero Rocher T48 Destination collection of personalised packs for individual destinations with a World Traveller Edition for global use.

“We believe that the Americas offer plenty of room to grow the Ferrero brands with the support of retail partners who will work with us to improve in-store penetration.

Retail activation and shopping experience will definitely be the key for a bright future. We have work to do but, with the support of the retailers, the rewards are there to be taken.”



Ferreros Golden Gallery concept.

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