

Mars Wrigley ITR puts M&M's in TFWA Asia Pacific spotlight



Colorful M&M'S Peanut and Crispy and Maltesers Global Traveller Passports will feature at the upcoming TFWA Asia Pacific Exhibition

Mars Wrigley International Travel Retail (MWITR) returns to TFWA Asia Pacific this year to showcase the company's evolution of the M&M'S brand in the region.

With its ambition to drive footfall into the confectionery category through a regional focus, MWITR is guaranteeing to bring fun and excitement to travelers in the Asia Pacific region.

MWITR believes the opportunities in the Asia-Pacific region to grow the confectionery sector remain huge, as it remains a highly impulsive, good margin, and low maintenance category. However, one of the biggest challenges in the region is to drive footfall into the category, which is under-developed, particularly in China, compared to the rest of the world. MWITR sees opportunities to convert this opportunity together with its partners and customers.

Marcus Hudson, MWITR Sales Director, said, "Travelers and shoppers need a reason to come into the category, and, when they are there, to buy. It is our job to make this happen and convert this opportunity.

"We know that our amazing brands are very well-loved and have the power to excite consumers of all nationalities. We are looking forward to collaborating with our partners in Asia to bring this excitement to the category and put big smiles on the faces of shoppers there."



MWITR will demonstrate the important role regional celebrations can play in travel retail

Putting customer and shopper needs at the heart of its thinking, MWITR will demonstrate in Singapore how it will tailor its global moment-led strategy to local needs and requirements. Hudson continued, "We will bring the right offer at every relevant touchpoint in an attractive, engaging, and fun way. For example, by focusing more on bringing local festivals to life on the shop floor such as Ramadan, Diwali and Chinese New Year by creating impactful touchpoints, celebrating regional cultures and converting these critical gifting moments."

The company is introducing its latest product innovations to the region. M&M'S Mini's are mini in size and big on fun. This innovation brings more taste, crunch and fun to ITR. The 310g pack contains milk chocolate lentils with an extra crunchy crust in different colors; ideal to share whilst enjoying travel time together.

In addition, MWITR will highlight the M&M'S Peanut and Crispy and Maltesers Global Traveller Passports. These fun gift boxes are ideal for travelers to bring home, containing six to eight single bags and are easy to personalize with the 'To, From' label on the pack outer.

MWITR's transaction zone concept is a proven success in Europe, and the company is looking forward to sharing more about its plans in Asia. Hudson added, "We will share some of the astounding results we have been experiencing in Europe, and a clear plan to continue to drive this in Asia."

MWITR believes the Asia region is going to be critical to the success of the channel. "We are fully engaged to convert this opportunity together with our key retail and distribution partners, and those involved in the broader industry, and we are looking forward to seeing you all there," Hudson concluded.