

# Ritter Sport returns to TFWA Asia Pacific with a focus on sustainability and exclusivity



Greetings from...Bangkok, Kuala Lumpur and Hong Kong as Ritter Sport rolls out a new campaign

German chocolate specialist Ritter Sport returns to the TFWA Asia Pacific Conference & Exhibition in Singapore, May 12-16 (Level 2, G29), with colorful new products, a 'feel-good' stand and a new activation strategy to share with travel retail industry partners.

This year Ritter Sport will feature a new booth, redesigned to treat visitors to a comfortable, feel-

good meeting place more like a living room than an exhibition stand. Here sustainability plays a key role as Ritter Sport's exhibition furniture has been upcycled, the floor and overall construction can be reused at other trade fairs, with recycled materials used wherever possible.

The stand will also be used to introduce a new 'Greetings from...' campaign which offers Sense of Place through a destination design on featured products and a strong POS presentation.

The 'Greetings from...' activation was successfully launched in Kuala Lumpur in March. It is rolling out in Bangkok this month (May) and is set to feature in Hong Kong in June.

Incorporated in the 'Greetings from...' activation are the successful Mini Towers, available in customized outer sleeves with destination designs. "This simple creative execution can have a big impact in creating an additional purchase incentive for the traveler," said Jan Pasold, Managing Director, Global Travel Retail Ritter Sport.

"We believe this campaign is the perfect opportunity to offer customers an individualized, personalized product. As a great indulgent gift from their travels, this also targets both Self Treat and Gifting."



Ritter Sport's colourful Vegan Tower is exclusive to travel retail

The activations are the perfect way to feature Ritter Sport's travel retail-exclusive lines which include the Choco Cubes Fruity Mix Pouch and newcomer Fruity Yogurt Pouch. The brand noted Choco Cubes' strong performance in the channel, soon to be buoyed with yogurt and berry-based new varieties, Yogurt, Black Currant Yogurt and Strawberry Yogurt.

Targeting both Sharing and Self Treating, the Ritter Sport Choco Cube chocolates do not contain artificial coloring and flavoring and are presented in a paper-based bag. Choco Cubes feature natural ingredients and cocoa from 100% sustainable, certified cocoa sources.

Pasold says the fruity yogurt flavors are proving especially popular in the Asia Pacific region. "With the addition of new flavors, Ritter Sport is looking to strengthen the Choco Cubes product line-up as we know that small bites are performing very well in travel retail," he commented.

Pasold underlined Ritter Sport's strength in the Asia Pacific region. "Travelling consumers, in particular millennials and GenZs, are on the lookout for something different, something eye-catching, products that relate to their tastes and their belief that brands can do more than just sell chocolates. At Ritter Sport our strategy remains focused on 'Chocolate full of Joy and Goodness', with sustainability deeply rooted in the brand's DNA. That is evident in our paper-based packaging, our use of 100% certified sustainable cocoa and Ritter Sport's status as a carbon neutral company.

"We are confident Ritter Sport has what it takes to make a difference in the confectionery category, and we look forward to sharing our development plans for the Asia Pacific region with current and prospective partners."

Other travel retail exclusive lines to feature at the Singapore event include the 100g Vegan Tower, developed to suit market trends and for those who don't want to give up anything, especially not taste. New flavors, Crunchy Almond and Crispy Cookie, have been added to the 5 x 100g colorful gift box.

Tasty Vibes is another concept new to the Asia Pacific market, combining music and chocolate together in standout packs with three flavors: Chill out Creamy Milk, Groovy Crunchy Pretzel (combining milk chocolate with chunky pretzel) and Funky White Lemon (with a fresh and fluffy lemon mousse in crisp white chocolate).