

## Ricola to carry forth momentum gained at TFWA World Exhibition to Asia Pacific Region

By **Jas Ryat** on April, 10 2018 | Confectionery & Fine Foods



Doypacks are available for individual consumption comprising of a 125g bag, wrapped and containing 3.6g sugar-free herb drops



Ricola, the Swiss Herb confectionery specialist, is growing in the Asia Pacific Region as a direct result of the success following TFWA World Exhibition last October

The company plans to announce a new distribution partner for Korea and is confident of confirming further listings in the region shortly. Meanwhile, the pocket-size packaging – available in both checkout and shelf versions for individual consumption – have sold so well with Duty Free Philippines that Ricola is now placing four personalized units in their shops at Manila Airport NAIA Terminal 3, Fiesta Mall, Cebu Airport Terminal 2 and Zamboanga City.

Ricola will be at TFWA Asia Pacific Exhibition & Conference (stand Basement 2 H6) showcasing a checkout item for individual consumption consisting of 75g tin boxes in three different designs, unwrapped, containing 2.5g sugar-free herb drops in three flavors: Original Herb, Lemon Mint, and Cranberry. Also a shelf item for individual consumption comprising of a 125g bag, wrapped, containing 3.6g sugar-free herb drops in a mixed doypack, three flavors: Original Herb, Lemon Mint, and Eucalyptus.

"We've been really pleased with the reaction from buyers to the new range," says Andreas Reckart, Head of Travel Retail and Middle East at Ricola. "What's more, consumers clearly love the product too and we're thrilled to have been named as a finalist in the TR Business Consumer Awards."

While Europe is the region where Ricola is best known and most successful, Reckart is greatly encouraged by progress in Asia Pacific. "We are confident that our herb drops are have global potential as travelers the world over look for self-consumption confectionery that not only freshens breath and soothes dry throats, but also tastes great!" he says.