

Ricola returns to TFWA Asia Pacific at peak of regional travel retail success



Ricola is listed with Kyung Bok Kung Duty Free at Incheon International Airport

Ricola is returning to this year's TFWA Asia Pacific exhibition where it will be building upon its current success in the region (Basement 2, H6).

In line with expectations, the Swiss herb specialist has developed quite dynamically in Asia Pacific in the first quarter of this year, particularly in South Korea where it has listings with all the key retailers in the market.

Notably, the company has made significant strides with Kyung Bok Kung Duty Free (KBK) and now has listings in several KBK stores including Incheon International Airport T1 & T2 Departures and two stores in Gimhae International Airport Arrivals. Ricola will be present in Cheongju International Airport Departures at the end May.

Ricola has also reached an agreement with KBK to introduce standees of Cha Eun-woo, the popular Korean actor and Ricola's brand ambassador, across various locations in Asia. This strategic partnership aims to enhance brand visibility and resonate with consumers across diverse markets.

Ricola aims to sustain this upward trajectory throughout the rest of the year with some prospective new listings which the company hopes to finalize at TFWA Asia Pacific.

Visitors to Ricola's stand will be able to see its best-selling products including the brand's 75g tins (Original Herb, Lemon Mint and Cranberry), 4 x 40g Box Multipack, and the 250g Original Herb Tin.

Andreas Reckart, Ricola's Head of Global Travel Retail, said, "It is very exciting to be returning to TFWA Asia Pacific during this crucial phase for our business in the region. Ricola's success in Asia Pacific has been impressive thus far, and we're eager to keep the momentum going forward."