

Lindt lands best-in-class supplier in the confectionery category by Advantage Report

By **Jas Ryat** on February, 1 2018 | Confectionery & Fine Foods



Swiss chocolate brand

Lindt is ahead of the game when it comes to focusing on customer needs, innovation and partnership

Lindt has been ranked best-in-class supplier in the confectionery category based on focusing on customer needs, innovation and partnership by the 2017 Advantage Report Global Travel Retail.

The Advantage Report is an annual study based on both quantitative and qualitative research. Advantage believes that collaborative business relationships enable superior commercial success and that to be strong, business relationships must be objectively measured and benchmarked over time. Moreover, building strong, collaborative relationships jointly helps suppliers and retailers deliver against consumer expectations for which they are rewarded.

Over 440 key stakeholders from 69 different operators participated in the Advantage Report survey. Participants evaluated the performance of their suppliers with respect to approximately 30 business practices spanning relationships, personnel, category, consumer & trade marketing and supply chain & service. Respondents also provide feedback on best-in-class attributes of suppliers.

The success of this approach was recognized when the company was named Best-In-Class Supplier in the confectionery category of the 2017 Advantage Report for Global Travel Retail, ranking first overall and achieving top-tier ratings across all seven performance areas. It has seen Lindt rise up the

rankings in the study since first taking part in 2013, when the company ranked fourth, moving up to third in 2014 and second in 2015.



Peter Zehnder, Head of Lindt Global Duty Free (pictured left), explains the important role customer feedback has played in becoming a global leader in the category

Peter Zehnder, Head of Lindt Global Duty Free, explains how listening to customer's feedback was among the factors that have helped it become a global leader in the category; "Our dedication to listening to, and implementing the feedback of customers has helped us improve year on year."

In addition, Lindt held a joint workshop with Advantage Group International to help understand customer response, analyse strengths and weaknesses, and create a concrete action plan that takes into account each region of their travel retail operation.

"We have also placed considerable emphasis on founding and nurturing our premium partnerships, along with our continued focus on premium quality and our fast and flexible business approach," continues Zehnder. "Innovation leadership is in our DNA. When it comes to products, we have channelled our expertise and experience into creating a portfolio of genuine travel exclusives, providing retailers with a huge array of travel-exclusive novelties and travel gifts each year, while appealing to different nationalities and every traveler's budget."



Garth McAdam, Director Travel Retail at Advantage, boasts about the positive feedback retailers have expressed about Lindt

Garth McAdam, Director Travel Retail at Advantage commented: "Lindt is top of the class in confectionery and the travel retail operators are seeing the value that Lindt brings to the table across multiple business fundamentals. Retailers have expressed high praise for the quality of the personnel within their organization as well as their ability to develop category plans that meet the retailer's expectations."