

Mondelez WTR identifies biscuit barrel of opportunity

By **Claire Malcolm** on November, 14 2017 | Confectionery & Fine Foods



Irina Tarabanko, Category Marketing Manager, Mondelez World Travel Retail

With the world-leading travel retail chocolate brand headlining its portfolio and an assortment of high performing brands delighting travelers across the globe, Mondelez World Travel Retail (WTR) is

turning its attention to the a nascent industry opportunity - biscuits.

According to Irina Tarabanko, Category Marketing Manager, Mondelez WTR, the category is growing four times faster than chocolate. "Biscuit sales in travel retail currently account for just 4% of total sales versus 26% in domestic, and this show us there is strong potential for growth," she said.

Oreo's 42 million Facebook likes is a clear indicator of the global appeal of the category and Tarabank noted: "We started with Oreo in 2012, with a limited portfolio, since when we have tripled sales and are growing at CAGR of 50%. Part of this success was our market activation strategy where we cross-branded Oreo with Milka chocolate, and moving forward we realized that biscuits as a category still had huge potential to grow in our channel."

She says that the focus is to find a relevant customer offer to leverage this potential in order to significantly grow the category, not only for Mondelez but also for the industry as a whole.

"We've done extensive research to understand the best way to work with the category and understand how incremental it is, including a virtual store test; and if we do it right we believe we can grow the entire biscuit category by 40%," remarked Tarabanko.



A duo of new travel retail-exclusive 308g Oreo boxes debuted in Cannes with combo flavors mixing Peanut Butter and Choc'o Brownie and Strawberry Cheesecake and Cool Mint

Integral to the company's ambitious commercial vision are product innovations from Oreo and Milka along with the future introduction of Cadbury biscuits. Mondelez WTR also plans to dedicate retail space close to confectionery and "ideally at the entrance point" to group brands together and

collectively increase sub-category visibility.



Mondelez WTR believes it can grow the entire biscuit category by 40% in the long term

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While Oreo is the obvious brand leader to drive Mondelez' category growth strategy, it hopes that novelties like Milka's new Biscuit Collection pouches will add further incremental value. The new range includes popular cookies and biscuits coated with Milka's signature Alpine milk chocolate.

Tarabanko noted: "It's important to mention that we know this is not a one-day exercise but a journey, and one we are committed to. It's not only about next year's novelties and we are planning to extend the category step by step by producing more interesting gifting and premium offers, as well as introducing new brands into the category."

Commenting on 2018 opportunities across the group's entire travel retail portfolio, product innovation based on shopper insights remains at the heart of the Mondelez WTR strategy to win over the next generation of travelers looking for exclusive gifts and authentic brand experiences.

"The launch of our 2017/18 novelties will be supported by a 360° program covering both digital platforms and in-store activations," she concluded.