

Nestlé Swiss premium chocolate range relaunches exclusively in travel retail

By **Jas Ryat** on August, 7 2018 | Confectionery & Fine Foods



Nestlé Swiss 300g tablets contain natural ingredients, Swiss milk, and are available in six varieties

Following a 12-month program of brand redevelopment, Nestlé International Travel Retail (NITR) has relaunched its Nestlé Swiss range.

Described as a premium chocolate, Nestlé Swiss is a travel retail exclusive, only available to customers in travel retail.

Inspired by the natural and rugged landscapes of Switzerland, the new visual identity is a contemporary take on Swiss chocolate, contrasting raw and natural materials with considered Swiss design, the company said.



The assorted chunk tower (360g) contains a mix of 38 chocolate chunks in three flavors

Rough and warm, bold and surprising, the stylish new design blends a cool granite canvas with warm vibrant accents of color.

Created using only Swiss milk and carefully selected natural ingredients, Nestlé Swiss chocolate is “generous and chunky: a gourmand experience”.

Conched for 24 hours in its factory at the foot of the Fribourg Alps, the chocolate is smooth and creamy. In addition, the cocoa used is 100% sustainably sourced from the Nestlé Cocoa Plan.

The relaunch taps into the brand’s commitment to provide exclusive confectionery innovations to millennial travelers seeking discovery and adventure.

In addition to improving the in-store experience through its eye-catching merchandising, the relaunch has expanded NITR's offering via exclusive innovations from the Broc factory in Switzerland.

The portfolio of tablets and chocolate chunks are said to be perfect for gifting, sharing and self-treat.

Nestlé Swiss 300g tablets contain natural ingredients, using only Swiss milk for a rich and long-lasting smooth taste. They are available in six varieties, including Dark Chocolate, Milk Chocolate, White Chocolate, Milk Chocolate with Fruit & Nuts, Milk Chocolate with Hazelnuts and Milk Chocolate with Almonds & Honey.

Nestlé Swiss also offers a selection of snacking and sharing sizes for self-indulgence, sharing and gifting. This includes the assorted chunk tower (360g) with a mix of 38 chocolate chunks with three flavors (milk, milk hazelnut and dark); Nestlé Swiss Chocolate Chunks sharing bag (470g); and three new mini boxes of 10 chunks available in dark, milk and milk hazelnut (94-96g).

Stewart Dryburgh, General Manager, Nestlé International Travel Retail, said: "We are delighted that the relaunch of Nestlé Swiss has been so well received, firstly by our customers and then in turn by our millennial consumers. We are confident that Nestlé Swiss will continue to drive category growth by adding real value to the tablets and informal gifting segments.

"At NITR the whole team is dedicated to providing not only the best quality chocolate, but also delivering a unique range of brand experiences. Nestlé Swiss really delivers on both counts."