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## Sweet souvenirs: Mondelez WTR makes locations iconic with ‘Sense of Place’ promotions

**August xx, 2022** – Looking to uplift gifting and make the souvenir category sweeter than ever, Mondelez World Travel Retail (WTR) continues to lead the way in delighting travelers with new destination-themed packaging and in-store activations for number one chocolate brand Toblerone as well as widely beloved Milka. Travelers across Europe are taking a taste of their travels home with them thanks to Mondelez WTR’s latest Sense of Place promotional activities.

Mondelez WTR first pioneered Sense of Place in the confectionery category with Toblerone in 2015, returning with a fresh approach in 2019, each time introducing innovative new designs, expanding the destination assortment, and highlighting the products with eye-catching location-themed retail furniture. Mondelez WTR introduced the first Destination Toblerone Tiny with Tiny Dubai in 2019, which went on to become one of the best-selling products, continuing to elevate the category today.

By leveraging Sense of Place, Mondelez WTR is targeting the ‘Local Touch Seekers’ and ‘Emotional Brand Image Seekers’ consumer segments which respectively represent 23% and 18% of all travel retail shoppers [1]. Local Touch Seekers are travelers who value gifting and tend to purchase international products with a local touch, while Emotional Brand Image Seekers prefer to shop in attractive shops where they can find exclusive products, special editions and international products with a local flavor [2].

Toblerone Gift from Copenhagen, Sense of Place promotion ran from May to June at CPH Main Shop Sweet Stage and included tastings, a sticker printer for 272g bags and a free travel pillow with purchase of any three 272g bags. Toblerone ran ‘homeground’ Sense of Place activations in P3 and P4 GVA3 in Geneva Airport, introducing a Switzerland sleeve dispenser, while in Italy, the brand collaborated with Jägermeister with a Sense of Place activation that included a personalized ribbon printer and sleeve dispenser, exclusive Toblerone Tiny Italy Bags, and a Toblerone 360g destination sleeve.

The first Milka Sense of Place activation popped up in Amsterdam’s Schiphol Lounge 3 through April and May, offering exclusive destination sleeves, tastings and a QR Code on Milka bars, allowing consumers to create a personalized tender message to send to loved ones.

Sense of Place promotions have taken over the summer in Europe with further promotions in Greece, Czech Republic, Turkey, Spain, UK and Germany. Looking to elevate the progressive souvenir trend globally, Mondelez WTR will also continue to innovate with Sense of Place in the Middle East.

**Dogus Kezer, Marketing Director, Mondelez WTR, said:** “Consumer occasions remains an important trend to leverage. According to a recent study by m1nd-set, gifting in the confectionery category has persisted as a key driver for purchase in duty free, with to over one third – 34% – of shoppers purchasing the category for gifting, and with the festive season approaching, it is prime gifting season. Having pioneered ‘Sense of Place’ with the channel’s number one chocolate brand, Toblerone, back in 2015, we have continued to evolve the concept to appeal to travellers, introducing locations for Milka for the first time, featuring fun designs of regional icons for travellers to take home as souvenirs or to share as gifts with loved ones.”

[1] Dynamic consumer demographics [m1ndset, July 2022]

[2] How the Pandemic has changed the Travel Retail shopper segments [m1ndset, March 2022]

**ENDS**

### **About Mondelēz International**

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