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Tobler Takes Center Stage: Mondelez WTR Unveils Premiumization Strategy with New Toblerone Pralines

October 2nd, 2023 -- Mondelez World Travel Retail (WTR) is excited to announce the arrival of Toblerone pralines, underpinning the confectionery category leader's new premiumization strategy to drive more spend in travel retail and their commitment to evolving the offer to continuously delight travelers. Tobler entered the channel with a bang this week with a high-profile cocktail event hosted during the TFWA World Exhibition and Conference in Cannes, inviting the industry to celebrate the brand's latest innovation to enhance gifting among travelers. Tobler's travel retail launch marks a significant moment for Mondelez WTR, underlining the ultimate purpose of their category vision to increase penetration and drive accelerated conversion.

Tobler builds on Toblerone's heritage as travel's favorite chocolate brand. Available in exclusive travel retail packs of 380g, the creation injects a delicious dose of originality into a standardized world, a concept present from the premium product itself to the launch campaign. Toblerone pralines are unique in their shape with a geometrical outer-shell, resembling a diamond. Tobler's accompanying slogan nods to this – 'Diamond shaped, never square' - highlighting the chocolate's decadent look, taste and feel. With a smooth inner praline filling and tiny bits of crunchy nougat that inspire exploration, Tobler provides a perfect moment of indulgence or a premium gifting opportunity.

The launch highlights Mondelez WTR's growing premium portfolio and further elevates brand awareness, while delivering a unique experience through a high-quality product and shopping moment. In line with the category vision to grow More Shoppers, More Spend, More Often, the industry leader is focused on recruiting new shoppers into the category with Tobler. Research indicates that Gen Z and Gen Y will make up 50% of travelers by 2030. Through a playful marketing campaign and witty social media presence, Tobler effectively captures younger shoppers.

On Monday, Tobler took center stage during TFWA Cannes at its cocktail launch event. Attended by retailer partners, industry peers and leading travel retail media outlets, guests were offered a closer look and taste of the latest product. The evening was elevated by a special sparkly surprise up for grabs as Mondelez WTR hosted a diamond giveaway to mark the momentous arrival of Tobler in the channel.

Beyond Cannes, Mondelez WTR is celebrating the launch through a global partnership with Dufry. Until December 2023, Tobler will be exclusively available at select Dufry locations. Thereafter, the premium praline will be available worldwide. Passengers traveling through 12 travel hotspots in 2024 can experience attention-grabbing activations in Heathrow, Istanbul, Singapore, Dubai, Qatar, Australia, Paris, Spain, Brazil, Frankfurt, Italy, Greece and Switzerland. To continue delighting travelers online and offline, Mondelez WTR is reinforcing Tobler through a strong social media presence using playful messaging around traditional diamond tropes: 'Diamonds that last... for a moment' and 'Diamonds are forever-ish,' will engage and delight travelers as they experience an extraordinary new world of flavor with Tobler.

Dogus Kezer, Marketing Director, Mondelez WTR, said: "We are proud to launch Tobler in travel retail, a product that stands as a fresh beacon of originality and progression. Toblerone pralines promise to deliver a special moment of indulgence for everyone with its distinct look, taste and feel. The launch marks a significant milestone for Mondelez WTR as we advance our premiumization strategy to deliver more spend, and continue delighting travelers with unique products and shopping experiences."

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