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Mondelez World Travel Retail opens its first ever “shop in shop” in Amsterdam

June 1, 2023 - Mondelez World Travel Retail (WTR) is delighting travelers and expanding its experiential offering through the introduction of the confectionery category leader’s first ever boutique-style “shop in shop”, featuring iconic brands from winning portfolio including Toblerone, Oreo and Milka. The new premium experience emphasizes Mondelez WTR’s evolved category vision, which aims to deliver enhanced category awareness alongside unique experiences, promising memorable moments for travelers to treasure long after their visit.

Mondelez WTR opened the first-of-its-kind shop in shop in partnership with Schiphol AirPort Retail and Gebr. Heinemann on May 25th, inviting consumers to enjoy a more impressive confectionery range of all their favorite travel products. The 62m² store is a collaboration between Mondelez WTR, and Schiphol AirPort Retail which delivers their mutual objective to bring even more excitement to their passengers in Amsterdam. With a distinct focus on greater personalized gifting options, many of which are unique to Amsterdam, Mondelez WTR offers travelers a bespoke experience where passengers can treat themselves or loved ones back home.

As category leaders, Mondelez WTR’s winning portfolio delivers differentiation at its finest and this new concept is no different. Using the latest technology, the advanced Toblerone sleeve printer allows shoppers to personalize their 360g Toblerone bars. In addition, ribbons in multiple colors can be personalized and instantly printed in store, adding an extra special touch to purchases, whether travelers are treating themselves or friends and family.

Alongside a variety of unique and innovative gifting options, Mondelez WTR is also championing sense of place, a concept it pioneered within the industry many years ago. Paying tribute to Amsterdam, the shop features a special gifting station in the shape of the iconic Dutch windmill and a biscuit section designed to look like a Dutch bakery; both features connect the space to its

surroundings and give it a localized look that can only be found in Schiphol Airport. Shoppers can also purchase Amsterdam-themed Milka and Toblerone bars, the perfect souvenir to bring back from travels. In addition, an exclusive Amsterdam bag is offered as “gift with purchase”, further elevating the sense of place concept and adding more value for the shopper.

Beyond delivering travelers favorite portfolio, this space innovatively engages consumers to enhance the unique experience. A beautiful artificial tulip wall provides the perfect photo opportunity for travelers to snap a picture and share online, driving digital engagement and awareness. In addition, the newly launched Toblerone equity design will be featured instore alongside a giant screen for passengers to play a game, have fun and engage with the new look and feel of travel’s number one chocolate brand. The bakery section brings further engagement, with travelers invited to enjoy an Oreo Game as another exciting touchpoints in the shop.

Jaya Singh, Managing Director, Mondelēz International WTR, said: “As pioneers of sense of place, it brings me great joy to see how the Mondelez team brings innovation to concepts we have championed for nearly a decade. We have continued to enhance what sense of place looks and feels like and this latest project ticks all the boxes with its design elements unique to Amsterdam. We are grateful to Gebr. Heinemann and Schiphol AirPort Retail for supporting our vision of elevating confectionery awareness and growing the category by working with us on delivering a unique experience for travelers to remember long after they have returned home.”

Simon Asmus, Managing Director, Schiphol AirPort Retail, said: “Today’s traveler is not simply seeking out a product. They are seeking out an experience, something unique and exciting that they can’t get anywhere else. That is where travel retail steps in with a strong advantage. We have consumers passing through our duty free on a daily basis in large numbers. Through this powerful partnership with Mondelez and Gebr. Heinemann, we hope to deliver an experience that stops travelers in their tracks whilst also ensuring they remember their time in Amsterdam as one that is memorable.”

Jens Peter Peuckert, Director Marketing, Gebr. Heinemann, said: “In order to be constantly innovative, we team up with partners that are equally willing to push boundaries. Our productive companionship with Mondelez and Schiphol shows what collaborative efforts can achieve in terms of setting new standards for how activations excite, engage and invite consumers to enter duty free shops. With the “shop in shop” concept, we underline that we stand for a spectacular assortment and as well as unforgettable experiences.”

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About Mondelēz International

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2022 net revenues of approximately \$31 billion, MDLZ is leading the future of snacking with iconic global and local brands such as Oreo, Ritz, LU, Clif Bar and Tate's Bake Shop biscuits and baked snacks, as well as Cadbury Dairy Milk, Milka and Toblerone chocolate. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index.

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