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## **Tiny Messages: Mondelez WTR welcomes next generation of travelers with new Toblerone personalization**

**September X, 2022** – Mondelez World Travel Retail (WTR) is continuing its pioneering personalization journey with a fresh offering from the channel’s number one chocolate brand, Toblerone. The travel retail exclusive packaging of the limited edition Toblerone Tiny Messages further enhances the sharing appeal of the 272g Tiny milk bag, with twenty-one distinct messages printed on the wrappers of each individual ‘tiny’. ‘Messages’ include words and feelings that help to connect travelers, like ‘happiness’, ‘sharing’ and ‘laughing’, with promotional materials highlighting to travelers what “being together means”.

Targeting digitally driven Gen Z and millennials - two customer groups, who are expected to increase their travel retail spend in coming years and are known to favor exclusivity and personalization<sup>1</sup> - Toblerone Tiny Messages’ travel retail exclusive packaging includes a QR code that allows travelers to access an augmented reality (AR) tool. The AR enables traveling consumers to create sharable, one-of-a-kind virtual messages, providing a platform for travelers to express themselves and engage with the brand beyond the airport environment.

Mondelez WTR first pioneered personalization in the confectionery category in 2017 with Toblerone Messages for the iconic 360g bar. Since then, the category leader has continuously evolved with the trend to keep the offering relevant and exciting, from ribbon printers with personalized messages to the highly popular Toblerone sleeve printer for the 360g bar.

**Dogus Kezer, Marketing Director at Mondelez WTR, said:** “The new limited edition Toblerone Tiny Messages allows us to engage with this new generation of traveling consumers in a more personal and creative way than ever before, increasing our emotional link with our target Gen Z and millennial travelers. We are very excited to see travelers combining words and sharing such positive messages on social media; this is a powerful reflection of Toblerone’s brand identity, which encourages individual uniqueness and self-expression and speaks directly to these younger consumer markets.”

The limited edition Toblerone Tiny Messages will be available until the end of next year.

1 Millennial and Gen Z travel retail shopper behaviour (m1ndset, August 2022).

**ENDS**

### **About Mondelez International**

Mondelez International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as OREO, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy and Trident gum. Mondelez International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow the company on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

### **About Mondelez World Travel Retail**

Mondelez World Travel Retail, a member of the Mondelez International family, is the leading confectionery manufacturer in travel retail that makes every traveler's journey delicious in airports, ferries, airlines, and border stores across the globe. Its portfolio covers all main confectionery categories, chocolate, biscuit, gum and candy, with beloved brands such as Toblerone, Milka, Cadbury, Oreo, Daim, Côte d'Or, Mirabell, Marabou, Freia, Trident, Stimorol and Bassett's. Visit [www.mwtr.com](http://www.mwtr.com).

