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## Mondelez WTR Wraps Up Toblerone for Christmas with New Festive Sleeves

**December 12, 2022** – Mondelez World Travel Retail (WTR) has launched a new travel retail exclusive Christmas-themed sleeve for Toblerone’s 360g bars, supported by a number of festive instore activations and playful digital content. Leveraging Toblerone’s status as the iconic gift-of-choice during a key festive gifting period, the activation is spreading a great dose of festive cheer through consumer engagement and enchanting visuals that capture the spirit of the season.

From November 2022 through January 2023, shoppers across select locations in travel retail will have the opportunity to experience the activation first-hand, with high-profile promotion (HPP) sites at Dubai DXB, Paris CDG and Václav Havel Airport Prague. The activations showcase the modern, contemporary visual campaign which reimagines the iconic Toblerone triangle as the timeless Christmas tree. This features on the Toblerone sleeves as well as on impactful retail elements and digital displays which serve to signpost the festive gifting opportunity through a range of seasonal icons and design cues.

Elevating the experience and engagement is a Christmas-themed digital game which sees players adopt the role of ‘Toby’ and attempt to catch as many festive icons as possible. Successful players can win a variety of travel-themed prizes instore, including travel pillows and phone rings.

**Dogus Kezer, Marketing Director at Mondelez WTR, said:** “As an iconic gift in travel retail with such an unmistakable identity, Toblerone has the power to elevate the confectionery category during the key Christmas period. By leveraging this power, in combination with the proven success of the sleeve personalization format and an engaging instore activation concept, we are supporting our retail partners in fully capitalizing on this major seasonal opportunity. We know that travelers are increasingly on the look-out for something original and personalized, and the Toblerone Christmas edition provides an informal, travel-exclusive, highly versatile and delicious offering. Merry Christmas from Toblerone, and the Mondelez World Travel Retail team!”

**ENDS**

**About Mondelez International** Mondelez International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2021 net revenues of approximately \$29 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).

