



Kraft Foods World Travel Retail Novelties promise a delicious Singapore Show

ZURICH, April 6, 2010 – Kraft Foods World Travel Retail (KFWTR) continues to scale new peaks of excellence at this year's TFWA Asia Pacific exhibition in Singapore. Visitors to KFWTR's booth can look forward to the regional launch of an exciting array of novelties, which is certain to delight both retailers and consumers alike. This year, in addition to the delicious brand worlds of *Toblerone* and *Côte d'Or*, visitors are invited to experience and enjoy the Alpine world of *Milka*.

A delicious new *Toblerone* experience

In 2010, *Toblerone* chocolate takes centre stage. The launch of an innovative new product, ***Toblerone Tobelle***, promises a totally different way to enjoy the unique chocolate treat. Offering thin and refined triangular pieces of *Toblerone*, *Tobelle* delivers a completely new eating experience whilst retaining the delicious Swiss milk chocolate with honey and almond nougat taste. The combination of an 'easier to eat' format melting in your mouth plus a beautifully designed box is guaranteed to make *Toblerone Tobelle* the perfect product for both gifting and sharing. It is certain that this new product can only serve to broaden the appeal of *Toblerone*.



Share two of the most popular *Toblerone* flavours

Since its launch in 2008, 'Fruit & Nut' has become a favourite with *Toblerone* fans worldwide. This year, we are delighted to bring the new flavour to the snacking sharing segment with the introduction of the ***Toblerone Mix Pack***. This attractive sharing bag features snack size formats of Fruit & Nut and Milk *Toblerone*. The Mix Pack will certainly prove an exciting addition to the impulse-driven confectionery category.





Milka – Delight in Mousse au Chocolat

The *Milka* chocolate brand portfolio welcomes an exciting new product, strongly targeting a key segment in travel retail, informal gifting. **Milka Mousse au Chocolat** delivers tender Alpine milk chocolate with a delicious chocolate mousse filling. The two *Milka* Mousse au Chocolat tablets are presented in an attractive, travel retail exclusive gift pack, offering *Milka* Alpine goodness with just a hint of sophistication.



Côte d'Or strengthens its table offering

Côte d'Or 200g tablets have proved a big hit with Asian consumers, and in 2010 KFWTR will build this success with the introduction of **Côte d'Or Premium Bitter & Whole Almonds** tablet. High quality dark chocolate with crunchy whole almonds, this new tablet will be a delicious addition to the mouthwatering flavours already available.

A souvenir as sweet as a Mozart melody

Now everyone can enjoy the unique taste of *Mirabell* chocolate with the launch of the brand's first sharing gift: The **Mozart Bag**. Offering 16 Mozartkugeln in an exclusive travel retail format, the Mozart Bag is the perfect item for the increasingly popular segment of informal sharing gifts.



We invite you to join us in booth P20 at the Singapore Suntec Center to experience these novelties at first hand and to immerse yourselves once again in Kraft Food's brand worlds.



Should you need any additional material to support your press release please contact:

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