



PRESS RELEASE

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KINDER SCHOKO-BONS PERFECT FOR SHARING IN EXCLUSIVE TRAVEL RETAIL PACK

Kinder Schoko-Bons will be presented in a bright new pack which is exclusive to travel retail on the Ferrero stand at the TFWA Asia Pacific exhibition in Singapore next month.

Ferrero Travel Market Division knows that snack-packs are very popular with travellers who like to pick up a delicious treat or share a snack with friends.

Kinder Schoko-Bons are mini milk chocolate eggs with light fluffy milk and crushed hazelnut filling which are twist-wrapped for freshness. They are presented in a handy 320g bag which can be carried easily in a backpack, handbag or tucked into a briefcase.

The new bag is designed to appeal to retailers too: it is eye-catching in red, white and blue and stands upright on the shelf for effective display.

Giannicola Losacco, General Manager: "Everyone loves a treat when they are on the go. Confectionery for sharing is a significant segment of the market in travel retail and Ferrero is confident that Kinder Schoko-Bons will quickly become one of the best selling products in the Kinder range."

Kinder Schoko-Bons will be exhibited alongside the rest of the Kinder range, Ferrero Rocher, Tic Tac and Nutella at stand L8 at TFWA Asia Pacific & Gate ONE2ONE in Singapore Suntec from 11th to 13th May 2010.

Ends

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