



TFWA Asia Pacific Preview

Nestlé returns to Singapore, laying foundations for Asian growth

Showing its strong commitment to the future growth of confectionery in the Asia Pacific region, particularly in India and China Nestlé International Retail (NITR) returns to TFWA Asia Pacific this year after some years absence. The company can be found on stand G30, next to the central bar area.

NITR Head of Sales Ian Robertshaw explains that with increased focus on the region, the time is right for the company to return to the exhibition. 'Our business in the region has been performing in line with the market and we have maintained market share. Looking ahead, however, we anticipate significant growth, specifically from India and China, and we are putting the foundations in place to meet increased demand. This involves improving our regional distribution and increasing the visibility and availability of the NITR portfolio to these markets.'

As part of this activity, NITR is linking with local company offices in order to carry out shopper insights and consumer trend research, both seen as vitally important within Nestlé's category management strategy. 'In positioning Nestlé's wide portfolio of both and local brands, covering a wide range of categories, it is vital with target these very specific audiences with the right brands and products,' continues Robertshaw.

'We are delighted to be returning to TFWA Asia Pacific this year; the event gives us an unparalleled opportunity to show our range to buyers from across the region, giving us valuable insight into market requirements.'

Details of new products are as follows:

INFORMAL GIFTING – NESTLÉ SWISS

It was research undertaken at Singapore's Changi Airport with shoppers last year that alerted NITR to the importance of 'Swissness' in its famous NESTLÉ SWISS chocolate. This led directly to the decision to relaunch the product with new branding and new quality silver packaging for the 400g tablets. With the rebranding to NESTLÉ SWISS, NITR brings the concept of *Chocolat Brut* to life. Big, Bold and Simple, *Chocolat Brut* is the authentic Swiss chocolate that everyone loves. Quality silver packaging, displaying a mountain of chocolate that blends into Swiss Alp scenery, reinforces its Swiss origin and highlights the use of authentic recipes. In addition, there are two new self-indulgence varieties: SOLO Dark and SOLO Milk offered in a 200g mono-size for self indulgence and snacking. Presented in a modern cube packaging, each piece of chocolate is individually wrapped.

CHILDREN'S GIFTING - SMARTIES

The new range of SMARTIES Toppers is based on the very successful DISNEY/PIXAR movie: CARS. Targeted primarily, but not exclusively at boys (many girls like playing with cars, too), the toppers range features main CARS characters: Luigi, McQueen, Sally and Mater. All have a pull-back mechanism and each of them performs differently when activated. Each topper sits on a 170g giant tube of SMARTIES and is available individually or in a multipack of four.

SNACKING/SHARING – KIT KAT

KIT KAT has a new design emphasising its bright red colour, dynamic logo, and the deliciously light product itself. Also new to Asia Pacific is a KIT KAT Dark Travel Pack, containing eight x four finger bars.

Stand contacts are:

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