

PRESS RELEASE

Lagardere Travel Retail Launches Exclusive KitKat Chocolatory Partnership

2 December 2020 – **For immediate release**

Lagardere Travel Retail Pacific and Nestlé are excited to have launched an exclusive partnership with to bring *KitKat Chocolatory* to their travel retail stores across the region.



Through this partnership, travellers can find the perfect break with an exclusive *KitKat Chocolatory* range in NewsLink stores which includes:

- *KitKat Chocolatory Sublime* – a variety of premium and unique flavours, including Volcanic Papua New Guinea, made with 70% dark chocolate sourced from KarKar Island.
- *KitKat Chocolatory Sublime Gift Sets* – perfect for a last-minute gift or an indulgent treat.
- *KitKat Chocolatory Special Editions* – including Uji Matcha and Sake.
- *KitKat Chocolatory gifts* – including a souvenir KitKat Aussie Break gift pack and a selection of seasonal stocking fillers.



Przemek Lesniak, CEO Lagardere Travel Retail Pacific shared his excitement about the exclusive partnership; "I am honoured that despite the difficulties for 2020, our team has continued to focus on bringing meaningful experiences to travellers. We know the *KitKat Chocolatory* range is highly sought after, and we would like to thank Nestlé for entrusting us to bring the brand to life in travel retail."

The exciting new *KitKat Chocolatory* range can be found in NewsLink stores located in Sydney's T2 Domestic Terminal, with plans to expand the partnership in Lagardere Travel Retail stores throughout 2021.

Connie Yuen, Head Chocolatier of *KitKat Chocolatory* said, "We've had such a fantastic response to our *KitKat Chocolatory* Boutiques in Melbourne and most recently Sydney, so it's incredibly exciting to now be able to offer a premium KitKat experience for those on the go."

"Whether people are travelling for work, or for leisure, this partnership with Lagardere Travel Retail enables us to bring a little magic to their travel break, with amazing chocolate combinations handcrafted by our talented chocolatiers."

Lagardere Travel Retail operates the largest network of travel retail stores in the Pacific region, operating Food Service, Travel Essentials and Duty Free outlets in 21 airports across Australia, New Zealand and New Caledonia.

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ABOUT LAGARDERE TRAVEL RETAIL

One of the two divisions of the Lagardère group, Lagardère Travel Retail is a global leader in the travel retail industry. Operating 4,800 stores across Travel Essentials, Duty Free & Fashion and Foodservice in airports, railway stations and other concessions in 39 countries and territories, Lagardère Travel Retail generated €5.5 bn in sales in 2019 (managed 100%).

In the Pacific region, Lagardère Travel retail operates more than 130 outlets across 23 airports, supported by professional local teams in Australia, New Zealand and New Caledonia.

Lagardère Travel Retail has a unique holistic approach aimed at exceeding travelers' expectations throughout their journey, and optimizing landlords' assets and partners' brands

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