



Press release No 4:

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Heading: TR GO for GOLD Awards featuring the Confectionery Category

Entries opening date: 3rd April 2023 – 2nd June 2023

Entry fee £250 plus 20% vat where applicable (10% discount for TFWA members)

www.trgoforgoldawards.com

This is the 3rd in our series of articles, which features a specific TR GO for GOLD award category.

A quick overview of the rationale behind the TR GO for GOLD awards: Our mission statement is; “To create an awards whose judging criteria reflects what would attract the attention of a Travel Retail buyer in 2023 in terms of product section and client services. Therefore, making the effort that goes into creating a successful awards entry beneficial in terms of future marketing, benchmarking, and business growth.”

Our judges are well respected category and industry professionals and winning a product category award provides recognition of best practice and excellence across the key disciplines of: product design and development, customer touchpoints and doing the right thing and of course, success.

Our Travel Retail and Confectionery category expert is Martyn Westbury.



In 1980, Martyn joined Mars Confectionery as a Graduate. During his tenure, he got to work and cover every sales role, different channels and sectors. He spent 13 years working in the Duty-Free/Travel Retail arena. In 2004 he joined TRC and went through the Chair and then in 2016 took on the role of Treasurer. In 2013 he set up his own business and now also work for a supplier to the Duty-Free industry called ‘Newthing’ – who put sustainable & innovative products first”.

About Confectionery in Travel Retail:

The Confectionery category has always been a part of the Travel Retail world, but its market share rose when liquids and gels were banned for security reasons and the expansion of low-cost airlines with a no-frills approach to catering. Today with legacy airlines slimming down the meal offering, Confectionery has a further role to play through snacking / self-treat.

The traditional role of gifting remains, and whilst for many Confectionery means chocolate, the category is far broader encompassing cereal bars, chocolate covered biscuits as well as protein bars. and the huge segment of sugar confectionery featuring fruit, mint and dedicated confections along with gum - so truly something for everyone making it in that respect a unique category.



Over time, the range of Confectionery products available in Travel Retail has expanded to have a broad variety from around the world, everything from the iconic UK Mars Bar to Japanese Kit Kats to American Reese's Peanut Butter Cups. Many manufacturers have created special editions or exclusive products for this market. The range continues to evolve with changing consumer tastes and preferences reflected by products with sustainability at their heart or featuring healthy, vegan and organic options.

Martyn says, "Becoming a collaborator and judge of the new TR 'GO for GOLD' awards, means I can use my experience and knowledge to help drive standards, which means everyone benefits".

The Confectionery category 'Guide to Gold' and Entry Form can be downloaded via the TR GO for GOLD awards website www.trgoforgoldawards.com having registered to enter from the 3rd April 2023

For further information please visit www.trgoforgoldawards.com

Or

Email: Customer Service @trgoforgoldawards.com