

Global Retail – another successful year with around 50 additional Shops

Global Retail once again achieved double-digit sales growth with an impressive sales of around 550 million Swiss francs.

Since its inception in 2009, Global Retail has been an ongoing success story. The strategic expansion of the Group's network of own retail outlets continued apace in 2018. Lindt, Ghirardelli, Russell Stover, and Caffarel Shops can now be found in 460 prime sites across the globe. The chance of an exceptional shopping experience in the world of Master Chocolatiers attracted over 80 million visitors during the past year. Global Retail has thus become a major contributor to Group sales and plays a crucial role in the successful positioning of the Group's brands in the premium chocolate segment.

Over the course of 2018, the expansion of the retail network saw the opening of more than 50 new Shops, mainly in Germany, Canada, Brazil, and Japan. Another 11 Shops opened in top tourist destinations across the whole of Germany during the reporting period. The opening of three new Lindt Shops in the popular theme park near Rust, Europa-Park, was a special highlight. The retail network in Canada added another 8 Shops. In Italy, devoted Lindt fans made the pilgrimage to new Shops in Vienna, Siena and Bolzano.

«
460
Lindt Shops at
prime locations
across the globe
with over
80 million
visitors.

»

The pace of expansion was particularly impressive in Japan, with 12 new Shops. Meanwhile in Brazil, the Lindt Boutique concept was extended to another 7 prime locations. The climax of the year was the opening of a new Lindt Boutique in New York right next to the Empire State Building.

In Lindt's own Shops, the brand is showcased in a distinctive visual design offering a vast selection of the best sellers: Lindor truffles and Excellence chocolate bars. They can be enjoyed all year round and are often accompanied by an exceptional range of gifts and exclusive products that are only available in Lindt Shops. In some Shops, Lindt fans can have their gifts personalized or watch the Master Chocolatiers at close quarters as they produce their exquisite creations. Lindt's own very attentive "Chocolate Advisors" are also on hand in some Shops to reinforce the premium quality of the Shops. Comprehensive staff training in products and service therefore continues to be a strong focus, so as to provide the perfect complement to the visitor's premium shopping experience.



Rest of the World

Okayama, Japan

One of twelve new Lindt Shops in Japan opened in the Okayama prefecture.



Europe

Icon Outlet Center, O₂ Arena London, England

Lindt's world-famous brand ambassador, Roger Federer, along with Master Chocolatier Stefan Bruderer, attended the official opening of London's newest Chocolate Shop in the Icon Outlet Center at the O₂ Arena.



North America

Upper Canada Mall, Newmarket, Canada

A view inside the new Lindt Shop



Europe

Europa-Park, Rust, Germany

Lindt fans were spoiled for choice, with three new Lindt Shops opening in Germany's Europa-Park.