

AERO MILKY BAR BLOCK 118g and AERO MILK BLOCK 118g NPD Launch



PICK ME UP

FREE CASE ALLOCATION

As a part of the launch of the new Aero range, please accept this case of **AERO MILKY BAR BLOCK 118g** and **AERO MILK BLOCK 118g** at no charge. This line has a series of promotions scheduled over the coming month and will feature in above the line campaign from Nestlé.

We are excited to see the success of this new product, should you have any questions or feedback please email them through to merchandising@igatas.com.au or contact your local Nestlé representative



FIELD SUPPORT

Nestlé Aero NPD Tower

- Available in Small or Large size via Nestlé Field Team
- Supported by series of promotions

Available 08/07



Nestlé Code	Product Description	Pack Size (RQPU)	Carton Cost	GST Y/N	Unit Cost	RRP Sell	Supplier	EAN	TIR Code
12588066	AERO MILKY BAR BLOCK	118.00GM (12)	\$51.38	Y	\$4.28	\$6.00	Nestlé	9300605157040	155758
12589927	AERO MILK BLOCK	118.00GM (12)	\$51.38	Y	\$4.28	\$6.00	Nestlé	9300605157095	155643

Invoice: Available Now

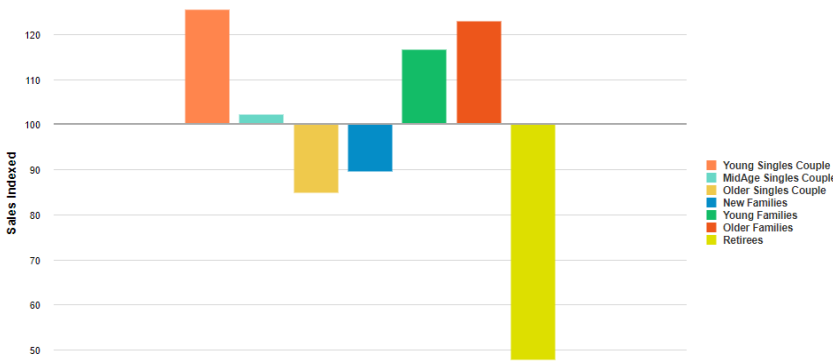
Indulge in Classic Perfection: Discover the Rich Delight of Aero's Milk and White Chocolate Block

Unique and light texture that enhances the overall enjoyment of each bite

- Innovate on a fast growing brand – Aero (+26.7% Val Sales YOY) to drive incremental growth
- Creamy and Smooth Texture: Aero's Milk and white chocolate offers a velvety and smooth texture that melts in mouth, providing a truly indulgent experience.
- Airy Bubbles: Aero's signature aerated bubbles are present in the chocolate, adding a unique and light texture that enhances the overall enjoyment of each bite
- appealing to younger consumers which helps bringing in different shoppers to the aisle.



Drive segment growth and recruit younger shoppers



Size of Prize:
White \$310k
Milk \$560k

Invoice:
24/06/24