

# CS&S set to expand with KLIA arrivals shop

**DFNI Exclusive**

By Michael Eaton

Chocolate Sales & Supplies (CS&S) will open a new arrivals shop at Kuala Lumpur International airport (KLIA) next month after being awarded the concession for five years.

The new store, at 3,600sq ft (335sq m), will be more than 75% bigger than its 2,000sq ft (185sq m) flagship Choc Stop outlet in the international satellite terminal. The existing 600sq ft (55sq m) arrivals shop will be incorporated into the new store. The operator's contracts at its three other KLIA shops have 18 months to run after it was granted two-year extensions earlier this year.

"This will be the cr me de la cr me and the world's biggest chocolate shop," claimed group marketing manager Shereen Lau. "I describe it as a chocolate theme park with a boutique style. There will be state-of-the-art branded displays for Hershey, Toblerone (Kraft Foods), Cadbury, Masterfoods/M&M's, Looney

Tunes (Genesis Distribution) and Nestl . The Cadbury thematic display counter is a world first with impressive light boxes."

The product focus will be on international brands, with no plans to introduce fine foods. But in addition to replicating its formula of numerous multi-purchase offers, free gifts and samplings, CS&S will offer chocolate-related products such as Mars plush toys, Barbie Doll accessories and Looney Tunes plush items. Japanese cat character Hantario will appear in duty-free at airports in Malaysia for the first time.

●Chocolate Sales & Supplies won the coveted Best Travel Retailer Operating in a Single Country prize at the Raven Fox Awards, held in Cannes on October 24.



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