

# Mayaza returns to Orlando with its “Out of This World” line

By **Hibah Noor** on February, 27 2020 | Spirits & Tobacco



Mayaza will once again be exhibiting at the Summit of the Americas exhibition in Orlando (booth 800), where it will be showing its “Out of This World” flavors.

With over 100 flavors, Mayaza offers a wide range to capture a broader scope of consumers’ preferences. The brand also launched a series of new lines including its “Out of This World” collection, which features Mayaza’s classic shisha flavors with a twist. Offering exotic mixes, the goal of the collection is to add diversity and variety to its portfolio. Additionally, the company has expanded its business by launching a new line of vape juices, which are operating under the Mayaza umbrella.

While relaxing at the outdoor smoking lounge on the Regency Patio, visitors to the exhibition will be able to sample all of the flavors Mayaza has to offer.

Continuing to grow its travel retail business outside of the Middle East, the brand is pleased to report that it outperformed its business target by 60% in 2019. Already listed in a number of border duty

free shops (Argentina-Uruguay/Uruguay-Brazil), Mayaza is looking to expand its presence in the Americas.

Rawan Elayyan, Global Duty Free Manager, Mayaza, shares: Our business over the past year has been truly amazing, fuelled by the growth in shisha all over the world, and the particular popularity of Mazaya and our “Out of This World” flavors.

We continue to see the Americas as a land of opportunity and are delighted to be returning again to the Summit of the Americas show where we will again operate a smoking lounge. This was very popular when we first had it two years ago and we found it to be an effective way of connecting with buyers. Our ‘Out of This World’ line has been very well received so far and we look forward to debuting it at the Summit of the Americas exhibition.”