

# Fazer Geisha celebrates Valentine's Day at Dubai International Airport



The promotional space in Terminal 1 at the airport will focus on the Geisha Heart 225-g, with on-pack messaging, as well as the Geisha 295-g series Geisha Original and Geisha Caramel & Sea Salt

The pink Geisha is Fazer's most international brand, known for its mix of milk chocolate and crispy, yet silky hazelnut nougat filling. This month, Geisha will celebrate Valentine's Day at Dubai International Airport with a dedicated, inspiring promotion. Geisha has had a strong presence in Dubai since 2007, when Fazer initiated its partnership with Dubai Duty Free.

The promotional space in Terminal 1 at the airport will focus on the Geisha Heart 225-g, with on-pack messaging, as well as the Geisha 295-g series Geisha Original and Geisha Caramel & Sea Salt. Passengers will be handed Geisha Love Poem cards and have the chance to sample the treats.

Valentine's Day is one of the most significant occasions for Geisha and fits perfectly into the season of friendship and love with its delicate pink packaging. Dubai Duty Free and Dubai International

Airport are also a match: Dubai Airport is one of the busiest airports worldwide with over 86 million passengers in 2023, while Dubai Duty Free continues to break records, achieving an all-time record sale of US\$2.16 billion in the same year.

“We are thrilled with this new collaboration with Geisha to celebrate the special occasion of Valentine’s Day. The busy and international character of Dubai Duty Free at Dubai Airport and the good fit of Geisha into the high-quality atmosphere are sure to attract customers, signaling good sales for the brand,” says Sharon Beecham, Senior Vice President, Purchasing at Dubai Duty Free.

“Fazer has a long history within global travel retail business and Geisha has received a strong foothold globally. With its distinctive brand color, we are able to create fascinating activations throughout the year, inspired by the gifting theme. Dubai Duty Free has been our valuable partner since 2007 and throughout the years, we have been growing together Geisha in Dubai International Airport. After a successful year 2023, we are looking forward to another record year together with Dubai Duty Free. Geisha’s Valentine’s Day activation will be a great example of our valuable co-operation,” says Kari Kuikka, Director, Travel Retail at Fazer.