

# Kreol Travel Retail unveils Pringles TR exclusive at Muscat Duty-Free

Lal Arakulath, CEO, Kreol Group announced that Kreol Travel Retail is launching Pringles Travel Retail exclusive packs in the Middle East. “These iconic snack canisters, known for their irresistible crunch and bold flavours, make their debut at the Muscat Airport Duty-Free in Oman,” he announced.



Bold new Pringles flavors are now available to travelers when they shop at Muscat Duty Free

Pringles, known for their unique saddle shape, have elevated snacking to a new level with the introduction of bold flavors, demonstrating that there's no limit too bold for the Pringles taste experience.

“GTR Kellanova is happy to partner with Muscat Duty-Free by growing the salty category together with Pringles and serving our customers' needs in snacking.

This is in line with the company vision globally to be the best snacking powerhouse serving

consumer moments and needs,” said Jacco Douma, Business Manager (Emerging Channels BNLX Global Travel Retail Duty-Free)



Unique packaging matches the unique flavors of Pringles TR exclusive

Muscat Duty-Free, located in the bustling Muscat International Airport, provides a carefully chosen range of products in categories like Perfumes & Cosmetics, Confectionery, and Beverages. Pringles has now become one of the prestigious brands available, bringing extra flavor to the travels of passengers. “We are thrilled to introduce Pringles to our product selection and eagerly anticipate the positive impact it will have on our business growth,” said Renat Rozpravka, CEO, of Muscat Duty-Free.