

# Al Fakher brings shisha to Cannes



Al Fakher welcomes visitors to its branded shisha lounge at Bay Terrace T-12 during the TFWA World Exhibition

Al Fakher, the global leader in the shisha tobacco market, is making a mark in travel retail with its presence at TFWA World Exhibition in Cannes this year, the company's first year exhibiting at the event.

The company has experienced unprecedented growth in the travel retail sector. While it had been already present in travel retail, the renewed focus on the channel has produced excellent results.

Al Fakher tobacco is available in 14 new locations, and its global distribution footprint in travel retail is set to increase this year.

This success is helping the category's growth as a whole. Shisha tobacco's year-on-year growth in travel retail is in the double digits, and that growth is expected to continue in coming years.

At TFWA World Exhibition, Al Fakher has taken a space with a large outdoor area that enables the company to present an experiential shisha lounge. This will allow visitors to enjoy Al Fakher's world-renowned flavors while the team showcases how they might add value to their visitors' business.

"Our travel retail team is looking forward to meeting with travel retailers from around the world, exploring new growth opportunities and introducing Al Fakher to those we've not yet met with," says Ziad Jabre, Head of Global Travel Retail.

"Shisha is not just a Middle Eastern phenomenon. Our products are available in over 150 countries, and Al Fakher is recognized the world over. With our travel retail partners, we can ensure that our customers find their favorite tobacco wherever they might travel."

Al Fakher will use the opportunity in Cannes to display innovations and share exciting news.

Al Fakher was established in Amman, UAE, in 1999. Al Fakher boasts the largest market share of shisha molasses, at 40%+. The molasses is made from the finest tobaccos and infused with European<sub>1</sub>

flavor infusions to create a rich, full smoking experience.