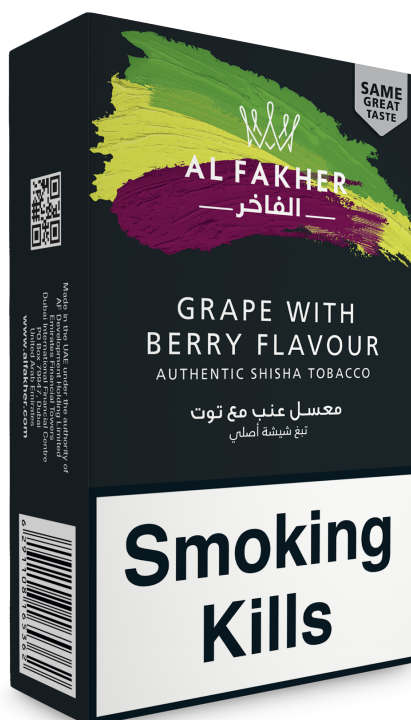


Al Fakher kicks off 2020 with new packaging



Priding itself on a passion and dedication to all things shisha, Al Fakher is showing its commitment to the travel retail and duty free industry with the unveiling of new elevated packaging. Aligning with global ambitions to both continue its rapid growth in the industry as well as delighting and enhancing its shisha loving audience, this new packaging is the start of an exciting 2020 for Al Fakher.

After listening to feedback received from potential and existing customers, it was apparent that Al Fakher had a great opportunity to improve its offering. The new packaging not only reinvigorates the brand but aims to make it more relevant to those that love shisha with a more contemporary feel. Repositioning the brand to offer not only its core, classic flavors, but also to introduce innovative products designed to excite and enhance the shisha experience by enabling and empowering mixing, consumers are able to curate an infinitive number of flavor possibilities.

Al Fakher currently distributes its products to more than 80 countries and operates four factories around the world. It is enjoying fast-paced growth and is the first shisha molasses brand to be present in the European duty free market with listings in Paris, CDG and Orly airports, as well as Marseille and Nice.

“Our focus on connecting with all markets within which our products are distributed and enjoyed makes duty free and travel retail the ideal launchpad for the next evolution of our company. We consider Al Fakher as a driver of social connection and 2020 marks the next stage in our journey; one that will provide further appeal to and engagement with travelers across the shisha world,” said Ziad Jabre, Head of Global Travel Retail at Al Fakher.

The Al Fakher relaunch will be exclusive to Dubai Duty Free for two months from February 18. Travelers will be able to find the new packs in other airports from May.