

Mazaya majors on border stores in Orlando



Mazaya's Chambra Fio flavor molasses has been specially developed for the Americas market

Shisha tobacco supplier Mazaya is waving the flag for the shisha sector at this year's Summit of the Americas, where it will be focusing on border store business (Booth number: 601).

"Our domestic business continues to grow in both North and South America in line with the booming trend for shisha, and we think retailers are missing out on a potentially lucrative revenue stream in duty free," said Rawan Elayyan, Mazaya's Brand Manager.

In the Americas, Mazaya is offering specially developed flavors to match consumers' preferences and market diversity, such as Chambra Fio, Sarrada, Zaragata, and Sweet Brown, which are being very well received, he added.

"It makes perfect sense to include shisha as an option within the duty free tobacco category; we see very real opportunities through all channels, but particularly border crossings both North and South," he said.

Visitors to the booth can see a representation of Mazaya's extensive shisha tobacco range, including best-selling flavors such as two apples, lemon mint, blueberry, mint, gum mint, grape mint and watermelon mint.

The Mazaya brand was launched in 2010 by fast-growing Jordanian tobacco company Alzawrae.

Mazaya's high quality products include pure honey, natural food grade flavors and premium quality French tobacco.

Pioneers in the production and supply of high-end tobacco-molasses and innovators in hookah technology to international standards, Mazaya has expanded its presence from three markets to 30 markets in five years and seeks to expand globally.