

Nestlé partners with Dubai Duty Free on KitKat coffee launch



The new KitKat Arabic Coffee campaign at Dubai Duty Free features specially-created point of sale materials and extensive social media exposure

Nestlé International Travel Retail (NITR) has launched to airport retail the new KitKat Arabic Coffee flavor exclusively to Dubai Duty Free at Dubai International Airport.

The new product from its leading chocolate brand KitKat comes in a two-finger format in packs of 18 x 19.5g bars.

Promotions with Dubai Duty Free run from April to June, encompassing the Ramadan (1 April-1 May) and Eid (2-3 May) dates, which are the key periods in the Middle East diary.

The campaign features specially-created point of sale materials to house the KitKat Arabic Coffee packs, and extensive social media exposure from Dubai Duty Free on Facebook and Instagram.

The seasonal sku has been produced by Nestlé Middle East with an Arabic twist to meet the local consumer demand for a flavor inspired by Gahwa, as Arabic coffee is referred to in the region.

The KitKat crispy wafer fingers come in a blend of milk chocolate, roasted blond Arabica coffee beans, and the aroma of cardamom, in a combination “evoking comforting traditional senses that merge nostalgia with modernity”.

Nestlé General Manager Stewart Dryburgh said: “We understand the cultural value of coffee time in the Middle East region, and this KitKat special edition has been created to tie in with this. We are delighted to collaborate exclusively with our long-time partner Dubai Duty Free to offer this great-tasting product and help to deliver on the important Sense of Place from our category-driving VERSE model.”