

Patchi chocolate brand marks 15 years of success with Dubai Duty Free

By **Hibah Noor** on May, 27 2019 | Confectionery & Fine Foods



From left: Akram Ahmedov, Buyer, Dubai Duty Free; Edgar Cruz, Senior Buyer, DDF; Sharon Beecham, Vice President Purchasing, DDF; Saba Tahir, Senior Vice President Purchasing, DDF; Ramesh Cidambi, COO, DDF; Colm McLoughlin, Executive Vice Chairman & CEO, DDF; Oussama Choucair, CEO Patchi UAE; Aline Ashkarian, Country General Manager, Patchi UAE; Nada Amine, Director of Sales & Marketing, Patchi UAE; Nilesh Tallur, Business Development Manager - Travel Retail, Patchi UAE; Sharbel Barhoush, Head of Corporate Sales, Patchi UAE

Patchi is celebrating 15 years of successful trading with Dubai Duty Free – an operator that played a key role in supporting and promoting the premium chocolate gift supplier in travel retail.

Patchi currently ranks second among 155 brands listed in the chocolate and confectionery category. Additionally, the brand has broken records in the turnover of its best-selling products, achieving year-on-year growth across its travel retail exclusive Gourmandine line.

On this special anniversary, Mr Oussama Choucair, CEO of Patchi UAE, said: “We are very proud of having Dubai Duty Free as a strategic partner for the past 15 years. We are committed to strengthening this relationship by continuously engaging in new projects with DDF, and we have aligned our goals with those of the UAE, especially Dubai’s 2020 vision.”

Commenting on Patchi's anniversary, Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free, said: "I would like to congratulate Patchi on its 15th anniversary with Dubai Duty Free. Patchi is a great example of a home-grown brand that has achieved global recognition and we are delighted that Dubai Duty Free has played a part in their success."

Patchi continues to expand across the globe and is committed to future growth by adapting to customers' demands and engaging them with special activations and innovative gift products for each festive season.