

# Al Fakher releases new flavor range in travel retail

By **Mary Jane Pittilla** on November, 19 2018 | Spirits & Tobacco



Al Fakher's new Ambrosia flavor provides a creamy mixture of fruits with a hint of mint

UAE-based Al Fakher, the world's top shisha molasses company, is introducing new flavors to travel retail at this year's MEADFA Conference in Beirut.

The Fusion range has been crafted to provide complex, intense and well-balanced flavor experiences, the company said.

The range, which adds new and surprising flavor twists, initially includes three flavors: Ambrosia, Magic Love and Black Widow.

Ambrosia provides a creamy mixture of fruits with a hint of mint; Magic Love has an aromatic herbal taste with a cooling after-effect; and Black Widow is a tropical flavor with notes of roasted nuts.

These flavors will each be available across the range of packaging formats, including 50g, 250g and 1kg. The company's travel retail team plans to work with retailers to determine the optimal size options for their stores.

Al Fakher began rolling out the Fusion range in June 2018 in select markets across Europe, the Middle East and North Africa. Further expansion is planned globally.

Ziad Jabre, Al Fakher's Head of Travel Retail, said: "We at Al Fakher are very excited about the new Fusion flavor range. Shisha's popularity around the world continues to grow as people have begun to focus more on high-quality shared experiences. As the top shisha company in the world, our broad portfolio meets consumer needs, with our new flavor range adding to this quality experience. We're thrilled to be offering these three new flavors to the world's travelers at MEADFA."

Al Fakher is a Platinum sponsor and exhibitor at November 2018's MEADFA Conference.