

Imperial's myblu brand makes worldwide debut at Beirut Duty Free

By **Mary Jane Pittilla** on August, 6 2019 | Spirits & Tobacco



Pictured from left: Ramzi Nader, Purchasing Manager, Beirut Duty Free, and Josef Abou El Sououd, Global Duty Free & Export Area Manager, Near East & North Africa, Imperial Brands

Beirut Duty Free is the first airport duty free shop in the world to offer travelers the myblu vaping brand since its launch on July 13.

The combination of more than 20 years' partnership with Imperial Brands, along with its 25%-plus market share driven mainly by the success of Davidoff in the region, made Beirut the perfect location for the much-anticipated launch.

With its one step click-and-vape system, convenient and sleek kit design and wide flavor range of pre-filled liquid pods, myblu has been successfully launched in several domestic markets.

The campaign, taglined 'Create something better in Beirut Duty Free', was supported by a prominent placement in-store and sales force support.

myblu is displayed at the center of the main shop, on an exclusive pillar displaying the kits and different flavor pods.

Brand ambassadors assist smokers on the myblu device and the wide flavor portfolio that comes in different nicotine levels and a range of tobacco, fruity and menthol flavors.

A promo bundle offers two additional pods with every purchase of a starter kit.

“Initial results are exceeding expectations and prove the big potential blu has in the duty free environment,” said Imperial Brands.

The launch was possible thanks to the strong collaboration between PAC Beirut Duty Free, MidExport and Imperial’s Global Duty Free & Export team.

Since the idea took off, Ramzi Nader, Purchasing Manager, and his team at PAC Beirut Duty Free, have supported all Imperial’s projects.

Imperial is focused on delivering the best next-generation experience for PAC Beirut Duty Free consumers.

Said Maria Eugenia Sánchez-Lozano, Next Generation Product (NGP) Manager, Global Duty Free & Export: “The regional team, led by Vangelis Nikolopolous, have done an incredible job in making this happen, and thanks to our strong teamwork and learnings from Beirut, we can now fully focus on expanding blu’s footprint in duty free.”

Sánchez-Lozano added that the launch also prepares the ground for further duty free retail roll-outs worldwide at airports over the next six months.