

Mazaya brings a flavor of the Middle East to Cannes

By **Hibah Noor** on August, 29 2019 | Industry News



Mazaya's new Out of This World Mint Molasses line is a standard flavor with a twist

Mazaya will be sailing into Cannes this year on the Princess Illuka luxury yacht for the TFWA World Exhibition, where it will also have a stand in the exhibition hall (Yellow Village H53).

The yacht offers a relaxing and prestigious environment for tobacco buyers visiting the show, where they can sample Mazaya's selection of shisha flavors, including lemon mint, two apples, grape with mint, gum, and new mixes such as ruby crush and strawberry cream.

In addition to shisha, a spread of traditional Arabic and regional food, fruit and snacks – beautifully imagined and displayed by leading food blogger Alpha Foodie (Samira Kazan) – can also be enjoyed by visitors to the yacht.

Said Rawan Elayyan, Global Duty Free Manager: "If you don't yet offer shisha tobacco as part of your tobacco offer, then meet with us in Cannes to find out why you're missing out on a really good opportunity for additional sales."

“The shisha trend continues to grow outside the traditional stronghold of the Middle East, and retailers in Europe, Asia and the US are becoming more and more interested and receptive to the concept.”

Mazaya is committed to the global travel retail industry and, once listed, will support retailers as much as possible, given legal restrictions for tobacco. The brand is very keen to promote shisha in-store, whether that’s with activations, gwps or price-off – all of which are proven to significantly increase sales.

Elayyan continued: “Mazaya is performing very well in travel retail, and sales from January to June 2019 have already achieved more than 65% of total 2018 sales. We have just launched a new line, offering fresh takes on our traditional favorites – initially launched in the domestic market with great success, we have now introduced this line in duty free shops. While our special lines usually include new flavors, the new Out of This World line includes some of the standard flavors but with a twist, adding diversity and variety in the same flavor to capture all our consumers’ preferences. We have also launched a collection of innovative glass hookahs in various sizes to complement the shisha offer, with additional items designed specifically for travel retail.”



Mazaya Gum Molasses (50g) can be sampled at the TFWA World Exhibition



World flavor

Grape with Mint (50g) is another new Out of This