

## Kreol Travel Retail delighted by Duc d'O promotion at Dubai Duty Free

By **Hibah Noor** on June, 24 2015 | Retailers



Belgian chocolatier Duc d'O has concluded a month-long promotion at Dubai Duty Free in association with its regional brand representative Kreol Duty Free and brand consulting firm Beyond Brands.

The promotion enabled travellers who bought AED50 (US\$14) worth of Duc d'O products to enter a draw to win a trip to Belgium. The winner received two air tickets and three nights' hotel accommodation in Belgium. The draw was conducted on June 16 at Dubai Duty Free's offices.

"We are proud to partner with Dubai Duty Free and are grateful to the entire team for their support and for giving us an opportunity to participate in their ongoing customer-friendly promotion plans," said A.S. Lal, CEO of Kreol Travel Retail, the regional representative of Duc d'O.

Duc d'O Chocolatier has been one of Belgium's main producers and exporters over the last 25 years, producing 30 tons of chocolate products every day.

Over the last decade, an expansive export network has been rolled out, covering 80% of the globe. Best-selling lines are Duc d'O truffles, mini pralines and liqueur pralines.

Kreol Travel Retail represents a number of brands, including Frazer, Fonterra, Solen, Turin and Sweets of Oman. Operating from its head office in the UAE for over 20 years, the company supports all the travel retail stores in the GCC region and in the Indian subcontinent.

The company is also a joint venture partner with World Duty Free Group for its operations at Cochin

Airport Duty Free, India.