

# BMB expands into travel retail with Kreol Group partnership



BMB creates healthy snacks and confectionery at its production facilities in Dubai

[BMB](#) has entered into a travel retail distribution agreement with [Kreol Group](#) to take its healthy snack brands to global travelers.

"We are committed to expanding into travel retail with Kreol Group's experience in this industry guiding the way forward. We have an amazing range of products which are ideal for travelers," said Mohamad Khachab, Senior Vice President of BMB.

Founded in 2007, BMB exports its products to more than 23 countries across the globe. The company creates healthy snacks and confectionery, including Mediterranean sweets, at their state-of-the-art production facilities in Dubai. BMB is a part of the Aghthia Group, a Abu Dhabi-based food and beverage conglomerate.

"Being a UAE-based company ourselves, we are proud to be associated with the home-grown BMB and are quite excited by this new mission," said Lal Arakulath, CEO, Kreol Group.

Serving all the major duty free operators in the Arabian Gulf countries, India and Africa, Kreol Travel Retail is in the process of expanding its reach into Southeast Asia. Kreol Travel Retail is a long-time partner of Dufry in the duty free operations at Cochin International Airport in India.