

Premium chocolate brand Torras names Kreol Group as TR distributor



Torras is known for its sugar-free, gluten-free, organic, and vegan ranges, as well as its chocolate bars

"Premium Spanish chocolate brand, [Torras](#), has appointed us as its travel retail distributor for the Indian subcontinent and GCC regions. Our partnership aims to expand the presence and visibility of Torras chocolates in these fast-growing markets where increasing demand for premium and sugar-free chocolates, as well as the rise in travel spending of consumers, are driving growth," said Lal Arakulath, CEO of Kreol Group.

Chocolates Torras was founded in 1890 in Barcelona, Spain, and has a long tradition of producing high-quality chocolate products with natural ingredients and innovative flavors. The brand is known for its sugar-free, gluten-free, organic, and vegan ranges, as well as its exquisite chocolate bars. Present in more than 50 countries worldwide, Torras has a strong reputation in the travel retail sector. The brand offers a broad portfolio of products suitable for different occasions, such as gifts, souvenirs, or indulgences.

"Chocolates Torras is confident that this collaboration will bring success and satisfaction to both parties, as well as to the chocolate lovers in these regions," added Annia Torrent, Export Manager of Torras.

Kreol Group is a leading travel retail distributor in the Indian subcontinent and GCC regions, with over 25 years of experience and expertise. The group represents a wide range of international brands across various categories, such as confectionery, food, beverages, beauty, fashion, and electronics. Kreol Group has a strong network of distribution channels and logistics capabilities in these markets and is committed to delivering value for money to its customers.

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