

Kreol Travel Retail and Kellanova secure Pringles listing with Avolta



At a Pringles presentation at Kreol Group headquarters in Dubai: (From right) Kreol Arakulath, Kreol Group; Jeanne Reijnders, Kellanova; Alexandre Tabacoff, Avolta; Lal Arakulath, Kreol Group; Diane Sargeant, Avolta; Jacco Douma, Kellanova; Ricard Oliver, Autogrill; Neeraj Sharma, Kreol Travel Retail

Kreol Travel Retail and Kellanova are celebrating a new collaboration with Avolta in Sharjah (UAE), Kuwait, Jordan, and Egypt. The partners are looking to expand the presence and visibility of Pringles across the region.

Lal Arakulath, CEO of Kreol Group, expressed his gratitude to the Avolta team for their support.

Alexandre Tabacoff, Avolta Managing Director of Middle East and Egypt Dufry operations, commented, "We are very happy to roll out Pringles across our stores and count a new best-seller product into our Middle East and Egypt stores."

With over 30 flavors, including region-specific varieties, Pringles is available in at least 140 countries because of the parent company's vast distribution network. The saddle-shaped design of the chips ensures they are neatly stacked in the canister, which bears the Mr Pringles mascot and is recognizable worldwide.

Jacco Douma, Kellanova Business Manager - Travel Retail/Duty Free, said, "Kellanova Global Travel Retail is very happy to partner and establish a close relation with Avolta in the Middle East region, where we have now opened all the locations with Pringles in partnership with Kreol Group. We are

convinced to grow the salty category in the Middle East together. Our Pringles range first sell out figures are very promising. We look forward to a bright future, serving our consumers and customers with the crispy and high premium chips food of Pringles together with Avolta.”