

Kreol Travel Retail appointed channel distributor for Jacobsens Bakery



Kreol Travel Retail has announced that it has been appointed a GTR channel distributor for Jacobsens Bakery.

In 1962, Mr. Sigurd Jacobsen started an import/export company in Denmark called Intergoods Bakery Ltd. The company contracted domestic manufacturers to produce traditional Danish Butter Cookies in the Jacobsens brands. Those tins of cookies were so popular that, in 1984, Jacobsens set up their own fully automated baking and packing facility to safeguard the high quality of the products. They went on to increase their production capacity as consumer demand had grown substantially. As part of a new product and branding strategy, in 2001, the company was renamed Jacobsens Bakery Ltd.

Today, Jacobsens cookies are found in retailers around the world. With its extensive knowledge of consumer choices, experience in assessing marketplace demands, and constant innovation in both products and packaging designs, Jacobsens has emerged as a market leader in this category. The company intends to maintain this position by focusing on consistent product quality, efficient logistics and competitive pricing.

Kreol Travel Retail's CEO, Lal Arakulath, said, "I was pleasantly surprised to learn that Jacobsens

produces 7,585,000 cookies in 24 hours. If the entire year's production of these cookies were placed in a line, it would reach 3.2 times around the equator! At 885,000 tins per week, if all the tins produced in a year were stacked on top of each other, it would equal the height of 9,971 Eiffel Towers."

"Kreol Travel Retail is proud to be appointed the travel retail distributor of Jacobsens products for the Indian subcontinent as well as select markets in the Middle East and elsewhere," said Kreol Arakulath, Executive Director, "I have tasted them and am confident that our consumers will enjoy the superior quality of these cookies as much as I do."

"We are looking forward to working with Kreol Travel Retail," said Jørgen Klink Skov of Jacobsens Bakery, "Air travel will pick up again. We want to give travelers the possibility to purchase our superior and high-quality cookies in tax free shops."

Despite such extensive production and distribution, Jacobsens is careful to minimize the impact their operations have on the environment. As a global player, they place a high value on integrity and ethics.