

# Kreol Travel Retail celebrates Kägi's Middle East debut



Kägi Söhne is featured at Zayed International Airport through a collaboration between Lagardère Travel Retail and Kreol Travel Retail

Kägi confectionery, which has Kreol Travel Retail as its exclusive distributor, has made its debut in the Middle East at Abu Dhabi's Zayed International Airport with Lagardère Travel Retail.

Kägi Söhne is a Swiss confectioner founded in 1934 by Otto Kägi. The company started its own chocolate production from raw cocoa beans in 1960. While its product range includes pralines and cookies, Kägi is known for its chocolate-covered wafer speciality which is available in various flavors.

Lal Arakulath, CEO of Kreol Group said, "This strategic launch marks the first time the renowned Kägi confectionery has been made available to travellers in the Middle East. The move is part of Kreol Travel Retail's ongoing commitment to bringing diverse, high-quality products to travellers in the region."

Vadim Motlik, CEO, of Lagardère Travel Retail UAE, added, "Lagardère Travel Retail looks forward to a successful partnership with Kreol Travel Retail and is confident that Kägi Swiss confectionery will be well-received by our customers."