

Mondelez WTR partners with Dubai Duty Free to launch Oreo Golden in travel retail



The Oreo Golden cookies at Dubai Duty Free

[Mondelez World Travel Retail](#) (WTR) has unveiled a new variant of the Oreo cookie in travel retail, pre-launching in an exclusive partnership with [Dubai Duty Free](#) for the month of May before rolling out with other retailers globally from June.

According to the company, the cookie features a sweet vanilla flavor of Oreo crème between crunchy, golden layers of biscuit. For travel retail, the Oreo Golden sandwich cookies are housed in a 264-gram pouch comprising of 12 individually wrapped packets containing two biscuits — a format produced exclusively for the channel to encourage gifting and sharing with friends and family. The bright yellow packaging features illustrations of popular travel icons.

Oreo Golden is already a success in its home country of the United States, with Oreo Golden currently ranked as the #3 sub-brand in the U.S. and 40% of Oreo Golden buyers only consuming this unique flavor of Oreo.

The exclusive pre-launch with Dubai Duty Free has unlocked seven additional high-profile touch points across Dubai Airport. A special promotion is running to celebrate the pre-launch: travelers buying two pouches will receive one complimentary pouch. Further awareness of the launch is being generated via posts on Dubai Duty Free's Facebook and Instagram pages in addition to advertising on dubaidutyfree.com.

Dogus Kezer, Marketing Director at Mondelez WTR, said, "It is incredibly rewarding to see travelers so drawn to the new Oreo Golden flavor in travel retail, building on its remarkable success in domestic markets. We will continue exciting consumers by bringing fresh innovations to Mondelez WTR's winning portfolio to drive accelerated conversion for the growth of confectionery category. Oreo Golden is not only golden in appearance, but a winning product to expand the biscuits offering with a unique and delicious new flavor."

Sharon Beecham, Senior Vice President for Purchasing of Dubai Duty Free, added, "We are delighted that Mondelez WTR has partnered exclusively with us to be the first travel retailer to pre-launch the new Oreo Golden ahead of other travel retailers in the world. With lots of promotional activities to create awareness and excitement for the new Oreo, we are confident that this will appeal to our customers and bring added value to the confectionery category."