

# NITR & DDF launch new GTR exclusive





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The 251.4-gram product was introduced on July 4, ahead of the Eid Al Adha holidays in select DDF stores

Nestlé International Travel Retail (NITR) has released its new Mackintosh's Quality Street Oriental Selection featuring four unique regional flavors as a travel retail exclusive with Dubai Duty Free (DDF) this summer.

The 251.4-gram product was introduced on July 4, ahead of the Eid Al Adha holidays in select DDF stores including the travel retailer's Foodplus outlets at Dubai International Airport.

The activation for the premium chocolates is supported by a two-month promotional campaign with point-of-sale materials including product gondolas and pillars. These are being supported in select locations with sampling opportunities.

To drive awareness of the new product, DDF is running a social media campaign to highlight the new chocolates across July and August.

Quality Street Oriental Selection praline chocolates are delectable, indulgent creations, with 30 pieces of the special confectionery served in a golden tray inside each beautiful, eye-catching tin.

The four unique flavors, which give multi-sensorial tastes are Rose Pistachio, Qamar El Din, Baklawa Pistachio and Mohalabiya, all housed in rich, smooth chocolate shells.

The Rose Pistachio variant is filled with creamy pistachio, topped with rose jam; Qamar El Din contains a sweet and tangy apricot-based filling; Baklawa Pistachio is filled with roasted pistachio and flaky toasted baklawa pieces; and Mohalabiya contains a creamy and fragrant mohalabiya filling, infused with orange blossom flavor.

This is the first time ever that pistachio, mastika liqueur and jam has been used in the production of Quality Street chocolates.

"The unique combination of ingredients in the Oriental Selection makes this one of the most innovative ever releases from the great Mackintosh's Quality Street brand. These indulgent treats produce a real burst of great flavour with each premium chocolate.

"Dubai Duty Free is long-established as one of our most important travel retail partners and we see their high-class stores as a natural home for a travel retail exclusive release of this superb quality.

"Quality Street Oriental Selection is another great example of innovative confectionery from Nestlé which will have a unique appeal for the traveling consumer," says Tamara Spada, Marketing Manager, NITR.

"We are delighted to launch the new Mackintosh's Quality Street Oriental Selection to coincide with Eid Al Adha. This is another example of NITR's innovative approach to a much-loved brand and we look forward to hearing the feedback from our customers on the four unique regional flavors, adds Sharon Beecham, Vice President for Purchasing, DDF.