

Oreo Café opens at Qatar Duty Free in Hamad International Airport



The Oreo Café is located in the new North Node at Hamad International Airport

[Mondelez World Travel Retail](#) (WTR), [Qatar Duty Free](#) (QDF), [Hamad International Airport](#) (HIA) and [Qatar Airways](#) have partnered to open the world's first airport Oreo Café at Doha's Hamad International Airport.

According to Mondelez WTR, "This is the first permanent Oreo café to open outside of the USA and the first-ever in the travel retail channel."

Located in the airport's new North Node, the 116-square-meter cookie-themed café opened in November 2022, with a selection including Oreo-flavored milkshakes, muffins and cheesecakes, in addition to a comprehensive savory food and beverage menu.

"The bespoke café concept features Oreo's electric signature blue, white and black, attracting transiting passengers with giant Oreo furniture, digital media walls and an Oreo retail area. The Oreo Creations Bar is the central stage for diners to wonder at the spectacle of specially trained chefs producing fabulous culinary creations live, using Oreo as a core ingredient. The first hero product for the Oreo Creations Bar is the football molded Oreo Waffle, which will be rotated on a seasonal basis to keep the menu fresh and enticing for travelers."

On March 6 - OREO Day - Mondelez WTR and QDF ran a full day takeover at HIA, including an end-to-end digital communication campaign on over 800 screens.

Jaya Singh, Managing Director, Mondelez WTR, said, “This is a historic moment for Mondelez in travel retail. It has always been our mission to bring exclusive experiences to the channel, to drive differentiation in the interest of conversion. This all plays towards our vision for the growth of both the confectionery category and the industry as a whole, expanding beyond traditional airport retail, the first step in what we hope to be a journey.

“With Oreo Café Doha, we are breaking new ground as our first foray into food & beverage in the channel, leveraging one of the most powerful global snacking brands to create a tremendous branded dining experience. A big thank you to our friends at Qatar Duty Free, Hamad International Airport and Qatar Airways, for their invaluable partnership in realizing this milestone; it is these types of partnerships, built on trust and a commitment to constant innovation, that will set the tone for the future of travel retail.”

Thabet Musleh, Vice President, Qatar Duty Free, added, “Qatar Duty Free is extremely proud of this exceptional partnership that brings a world-first to the world’s leading airport, and with such a powerful global brand. The reaction from our customers has been amazing. With delicious, high-quality meals, channel-exclusive experiences and a dedicated pipeline of creative in-store and digital initiatives to excite travelers in the months to come, we are confident that Oreo Café Doha will cement itself as one of the flagship F&B outlets in our portfolio.”