

# Walker's Shortbread accelerates global travel retail plans



The 'World of Walker's: Dubai Shortbread Highlanders' gift box

[Walker's Shortbread](#) has revealed its plans for further global travel retail traction, including expansion across the cruise and ferry sectors in 2023.

According to the company, "Celebrating its milestone 125<sup>th</sup> anniversary this year, Walker's Shortbread's travel retail vision is accelerating its growth globally whilst ensuring localized and tailored products across markets with its expanding Sense of Place range."

Since the flagship launch of the brand's 19-strong Global Travel Range in April last year with Dufry, which marked the largest global retail partnership in the brand's history, Walker's recently launched an exclusive new product to its 'Sense of Place' collection at Qatar Duty Free featuring a traditional Middle Eastern coffee pot.

In April, Walker's will launch the 'World of Walker's: Dubai Shortbread Highlanders' gift box exclusively with [Dubai Duty Free](#). The design will showcase customized illustrations of iconic landmarks including the Burj Khalifa and Burj Al Arab. Walker's Global Travel Range launched in the Middle East in October, with the brand curating an exclusive activation at Dubai International Airport.

Nicky Walker, Walker's Shortbread Managing Director, said, "Last year marked a significant acceleration in our travel retail ambitions. As we celebrate our 125<sup>th</sup> anniversary, our family business remains committed to offering localized sense of place products that showcase Scotland at its Finest across more channels, for customers and traveling consumers around the world."

Walker's continues to bring its Sense of Place to life across the global travel retail channel with activations such as an Eiffel Tower made from shortbread, which was on display at last year's TFWA in Cannes, as well as a recent promotional activation at Luton with Lagardère Travel Retail, which saw a bespoke promotional site showcasing its exclusive UK Sense of Place collection featuring iconic London landmarks.

Impactful and localized wall bays are also being rolled out at several key airports, including Edinburgh and Glasgow, showcasing illustrations of local landmarks such as Edinburgh Castle, The Wallace Monument in Stirling and Loch Ness.