

Bitmore strikes distribution agreement with Kreol Group



Kreol Group will represent Bitmore as a travel retail distributor in the Middle East and India subcontinent region; the deal was signed at the TFWA World Exhibition in Cannes in October

Bitmore has signed a distribution agreement with Kreol Group. The Dubai-based company will represent Bitmore, recently certified as a B Corporation, as a travel retail distributor in the Middle East and India subcontinent regions.

Brokered by Bitmore consultant Rajiv Malhotra of Lead in Travel Retail, the deal was signed at the TFWA World Exhibition in Cannes in October.

Kreol Group, through its subsidiary Kreol Travel Retail - which already represents brands such as Pringles, Torres, Kägi, Two Stacks Irish Whiskey and Don Nacho Tequila in these territories - will leverage its extensive network and expertise to expand Bitmore's presence and visibility across these regions.

Kreol will distribute more than 25 Bitmore consumer electronics SKUs covering categories including powerbanks, charging devices and audio accessories, and other products such as Bitmore's award-winning Snooza travel pillows.

Bitmore CEO Hoj Parmar says, "We already had direct relationships established with major retailers in key Middle East airports in the UAE and Saudi Arabia, which logistically has been quite challenging. So having a local partner of the stature of Kreol Group - which already represents so many great brands - to take care of supply chain and logistics servicing the local market is a great help.

"Add to that the fact they are a very well-established business in the region with extensive reach

locally in the Middle East and the Indian subcontinent makes them an ideal partner to take Bitmore forward in airport and cruise retail in parts of the world which have great growth potential for our expanding brand.”

Kreol has an exceptionally strong track record, with two decades of extensive expertise as a multi-category distributor. Renowned for its comprehensive distribution network, and a dynamic portfolio that spans across a multitude of categories, Kreol has established a strong reputation in travel retail, particularly across the Middle East and Indian subcontinent regions.

The company’s seasoned history is punctuated by an innovative approach to duty free retailing, fostering robust partnerships with brands and retailers worldwide.

Kreol Travel Retail Executive Director Kreol Arakulath added, “We are incredibly excited to welcome Bitmore into our distinguished ensemble of brands. The company’s dedication to sustainability resonates with the environmentally conscious ethos of today’s global traveler.

“In a world of greenwashing, it’s refreshing to see brands take a serious approach to certifications and transparency. This partnership underscores our commitment to curating a product mix that isn’t just valuable, but also tries to be responsible. We’re delighted to embark on this journey with Bitmore, marking a new chapter in offering innovative products within the travel retail space.”