

ANDS launches products in Casablanca and Marrakech with IDFS



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Dubai-based ANDS (Alternative Nicotine Delivery Solutions) is continuing its travel retail expansion in partnership with International Duty Free Shops ([IDFS](#)) Morocco to launch a range of its products in Casablanca and Marrakech airports.

Fadi Maayta, Co-Founder and President, ANDS, said, “This new development is in line with ANDS travel retail expansion mirroring our domestic deployment in the region and beyond. We continue our journey to reach out to 140 million adult smokers across the MENA region, providing them with better alternatives, with the potential to reduce harm compared to combustible cigarettes.”

Arnaud Piorkowski, Head of ANDS Travel Retail Business, said, “We are proud of our partnership with IDFS in Morocco, addressing the demand of the regional and international travelers through our leading portfolio. This marks another milestones in our travel retail expansion, being recognized as the category advisor for Alternative Nicotine Delivery Solutions.”

ANDS has a strong commercial and operational presence across Middle East and Africa and is growing its presence in Europe and Asia. It will continue to leverage its extensive knowledge of the category and industry supplying alternative nicotine delivery systems to target adult smokers.

Within travel retail, ANDS aims to support operators to embrace the nicotine category and advocate

for proper regulatory frameworks in their relevant markets, says the company.