

# Imperial Brands to present its flagship brand and duty free growth at MEADFA



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Imperial Brands and its flagship brand Davidoff cigarettes will be proudly sponsoring this year's MEADFA Conference in Muscat.

The company will have a booth at the event, which will showcase its market-leading brand portfolio, and where delegates will have the opportunity to learn more about upcoming innovations and initiatives, enjoy their favorite type of cigarette and meet the team. Delegates will also be able to sip on mock-tails, enter to win a once-in-a-lifetime holiday to Greece and walk away with personalized gifts.

Planning to showcase its exciting plans for the area, Imperial is experiencing strong growth in its duty free business in the GCC region – led by Davidoff, which extended its footprint in both the duty free and domestic market. This is primarily the result of the launch of Davidoff Evolve, the newest range, which has all the tobacco qualities that are unmistakably Davidoff, but compacted into a King Size cigarette format featuring an innovative Combo-Filter and a premium cigarette paper.

With the release of Imperial's *myblu* vaping device, in collaboration with Beirut Duty Free earlier this year, the company is also focusing its attention on duty free, as well as the domestic market and providing a complete cross-category offer of premium products in the traditional tobacco and Next Generation sectors. The *myblu* brand will be rolled out in duty free in Europe and the USA in the coming months.

Christian Münstermann, General Manager, Global Duty Free & Export, shares: "Despite the challenging environment, our duty free business in GCC is overall growing, thanks to our strong

portfolio, great partnership with retailers and a rich pipeline of duty free exclusive offers, aiming to fulfill the specific needs of each of our target traveling nationalities.”

Tobias Baude, Head of Corporate & Legal Affairs, Global Duty Free & Export, says:“As the tobacco environment evolves to a new era, Imperial Brands adapts and has developed Next Generation Products with particular focus on the vaping category. In Middle East the regulation is changing, allowing gradually the opening of this category, where Imperial Brands is intending to play a key role.”

As a bonus, those stopping by the Davidoff stand at MEADFA will be entertained by a juggling show and a team of bartenders preparing mock-tails inspired by Davidoff’s iconic flavors. Participants will receive a branded Davidoff gift at registration and the chance to win some fun in the sun. The lucky winner will be able to choose between traveling to the island of Santorini or visiting the luxury ski resort of Arachova.

The company’s sponsorship of the conference is the latest stage in a long-standing partnership between MEADFA and Imperial, which represents Imperial’s focus on creating bountiful relationships to build the future of the industry.