

Locker teams up with Kreol Travel Retail to add new listing at Muscat Duty Free



(L-R) Rajat Gupta, Commercial Manager at Muscat Duty Free, Renat Rozpravka, CEO of Muscat Duty Free, Lal Arakulath, CEO of Kreol Group, Kreol Arakulath, Executive Director of Kreol Group and Faiz Khan, CCO of Muscat Duty Free

Kreol Travel Retail, in partnership with Muscat Duty Free, is proud to announce the launch of Locker, the globally loved premium wafer and chocolate brand, at Muscat International Airport. Celebrated for its Alpine heritage and natural ingredients, Locker delivers a refined snacking experience rooted in Italian craftsmanship. Timed perfectly with the school holidays, the launch invites travelers to discover a world of flavor, authenticity, and indulgence making every journey more memorable.

Kreol Group CEO, Lal Arakulath, comments, "We share a long-standing and trusted relationship with Muscat Duty Free, and we take great pride in introducing innovative and high-quality brands to this market. The launch of Locker reflects our shared commitment to offering travellers best-in-class global products that elevate the airport shopping experience."

Kreol Travel Retail is the travel retail channel-specific division of Kreol Group of companies, which includes multi-category distribution to duty free retailers across the globe. "When we partner with retailers to grow their confectionary category, it is about choosing the right product mix. A strong wafer offer is essential given the volatility that conventional chocolate is going through," says Kreol

Arakulath, Executive Director of Kreol Group.



Loacker in-store display photo at Muscat Duty Free

Speaking on this launch, Muscat Duty Free CEO Renat Rozpravka says, “We are delighted to welcome Loacker to our portfolio at Muscat Duty Free. The brand’s commitment to quality, natural ingredients, and consumer trust aligns perfectly with our vision of curating exceptional experiences for our passengers. As the travel retail landscape evolves, we continue to invest in brands that bring both value and emotional connection to our customers.”

To celebrate this launch, travelers can enjoy special offers and sampling activities throughout the promotional period, ensuring a sweet start to their journeys. The product range is attractively merchandized for easy access and strong visual appeal turning everyday treats into an elevated airport indulgence.

“Loacker’s debut at Muscat Duty Free marks a new milestone in expanding the airport’s confectionery offering with globally trusted and wholesome brands that resonate with modern travelers. A dedicated activation has been created to showcase Loacker’s bestselling varieties,

including the classic Napolitaner, creamy Vanilla, and indulgent Chocolate flavours which are perfect for gifting or enjoying on the go” adds Faiz Khan, Chief Commercial Officer.

With the summer holiday season underway, the launch of Loacker offers another reason for travelers to explore the world of premium snacking available at Muscat Duty Free.