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A World-First for the World’s Number One Cookie*: OREO Café opens at Qatar Duty Free in Hamad International Airport

April 13, 2023 – The quaternity of Mondelez World Travel Retail (WTR), Qatar Duty Free (QDF), Hamad International Airport (HIA) and Qatar Airways have united in their common pursuit of creative innovation and unique experiences to open the world’s first airport OREO Café at Doha’s Hamad International Airport; the first permanent OREO café to open outside of the USA and the first-ever in the Travel Retail channel.

Located in the airport’s celebrated new North Node, the 116sqm cookie-themed café started trading at the beginning of November 2022, delighting travelers with a delicious selection of sweet inventions including the best-selling OREO-flavored milkshakes, muffins and cheesecakes, in addition to a comprehensive savory food and beverage menu.

The bespoke café concept features OREO’s electric signature blue, white and black, attracting transiting passengers with giant OREO furniture, digital media walls and an OREO retail area. Throughout the experience, various touchpoints encourage travelers to take photos, with many HIA passengers having already shared their experiences online organically with OREO and Doha hashtags, taking a memory of the world’s favorite cookie on their onward journey and spreading excitement.

The OREO Creations Bar is the central stage for diners to wonder at the spectacle of specially trained chefs producing fabulous culinary creations live, using OREO as a core ingredient. The first hero product for the OREO Creations Bar is the football molded OREO Waffle, which will be rotated on a seasonal basis to keep the menu fresh and enticing for travelers.

To build awareness and excite travelers around the café’s launch, Mondelez WTR and QDF are running a marketing campaign that includes an in-flight video that ran during October 2022 on Qatar Airways in the lead-up to the opening of the café and an airport “on-the-trail” visibility program. Mondelez WTR also ran a highly successful social media campaign featuring playful creative assets and

rich imagery of tasty treats from the café's menu. The campaign outperformed across nearly every platform, with Facebook and Instagram advertisements delivering an exceptional 12.5 million impressions (506% over delivery). In addition, Gen Z travelers will be targeted with an upcoming TikTok campaign to stimulate user-generated content and even more excitement.

On the 6th of March – OREO Day - Mondelez WTR, and QDF ran a full day takeover at HIA, including an end-to-end digital communication campaign on over 800 screens, creating a tangible buzz and inviting travelers to come celebrate the world's favorite cookie with a delicious treat at its new airport home.

Jaya Singh, Managing Director, Mondelez WTR, said: “This is a historic moment for Mondelez in travel retail. It has always been our mission to bring exclusive experiences to the channel, to drive differentiation in the interest of conversion. This all plays towards our vision for the growth of both the confectionery category and the industry as a whole, expanding beyond traditional airport retail, the first step in what we hope to be a journey.” Singh continues: “With OREO Café Doha, we are breaking new ground as our first foray into food & beverage in the channel, leveraging one of the most powerful global snacking brands to create a tremendous branded dining experience. A big thank you to our friends at Qatar Duty Free, Hamad International Airport and Qatar Airways, for their invaluable partnership in realizing this milestone; it is these types of partnerships, built on trust and a commitment to constant innovation, that will set the tone for the future of travel retail.”

Thabet Musleh, Vice President, Qatar Duty Free, added: “Qatar Duty Free is extremely proud of this exceptional partnership that brings a world-first to the world's leading airport, and with such a powerful global brand. The reaction from our customers has been amazing. With delicious, high-quality meals, channel-exclusive experiences and a dedicated pipeline of creative in-store and digital initiatives to excite travelers in the months to come, we are confident that OREO Café Doha will cement itself as one of the flagship F&B outlets in our portfolio.”

*Source: Euromonitor Int. Ltd; Snacks 2023 ed.; Sweet Biscuits brand share 2022 retail value sales.

ENDS

About Mondelēz International

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2022 net revenues of approximately \$31 billion, MDLZ is leading the future of snacking with iconic global and local brands such as Oreo, Ritz, LU, Clif Bar and Tate's Bake Shop biscuits and baked snacks, as well as Cadbury Dairy Milk, Milka and Toblerone chocolate. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at <https://www.twitter.com/MDLZ>

About Qatar Duty Free

Qatar Duty Free (QDF), a subsidiary of Qatar Airways group, is a shopping emporium at the heart of Hamad International Airport (HIA), with more than 37,000 square meters of duty-free and concession space. QDF boasts more than 180 luxury and affordable retail outlet and F&B outlets.

QDF offers an extensive selection of luxury boutiques and a wide portfolio of multi-brand concept shops and duty free stores. In addition to its wide luxury brand portfolio, QDF boasts a wide range of cuisines to suit every palette and budget at our numerous dine in restaurants, cafes and grab and go outlets.

As part of its position within a powerful trinity of a retailer, an award-winning airport and a global airline, QDF is uniquely positioned to partner with travel retail brands to launch products and services, bringing exclusive experiences to customers.

Qatar Duty Free (QDF) has been named the 'World's Leading Airport Duty Free Operator 2022' and 'the Middle East's Leading Airport Duty Free Operator 2022' in the World Travel Awards. QDF also won the 2022 "Best Customer Experience Airport Retailer" at Global Brands Magazine Awards."

Hamad International Airport won the "World's Best Airport for Shopping" at the SKYTRAX World Airport Awards 2023, attributed to Qatar Duty Free retail and F&B strategy to offer the best experience for passengers at the airport.

