

A deep dive in

Fix Dessert Chocolatiers : The viral Dubai Chocolate bar



Introduction

Sarah Hamouda, the founder of the now-cult-favourite brand FIX Dessert Chocolatiers in the UAE, has transformed a pregnancy craving into a successful artisanal business globally known as the 'Dubai Viral Chocolate'.

The brand was created in 2021 but it became popular in November 2023 after just one ASMR Tik Tok video from the food influencer Maria Vehera tasting the pistachio kunefe chocolate bar from FIX.

Since then, the brand became a global viral sensation.

The high demand for the product (only available in Dubai through Deliveroo in limited time and quantity) and the viral success of the brand created a chocolate craze that inspired consumers', food brands, retailers, bakers, coffee shops, patissiers and restaurants.

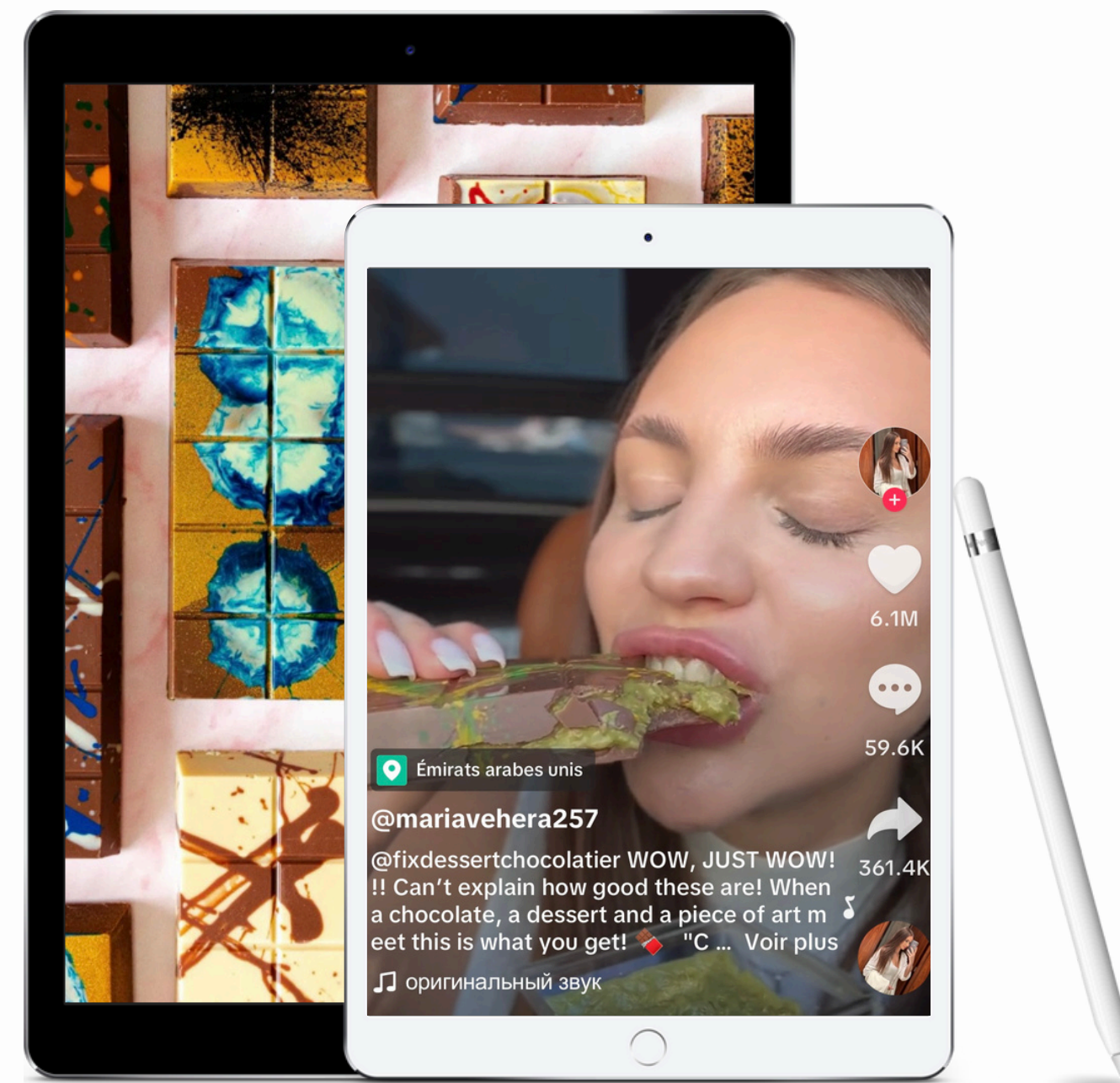
The Dubai chocolate trend is now everywhere and everybody has jumped on the trend train.



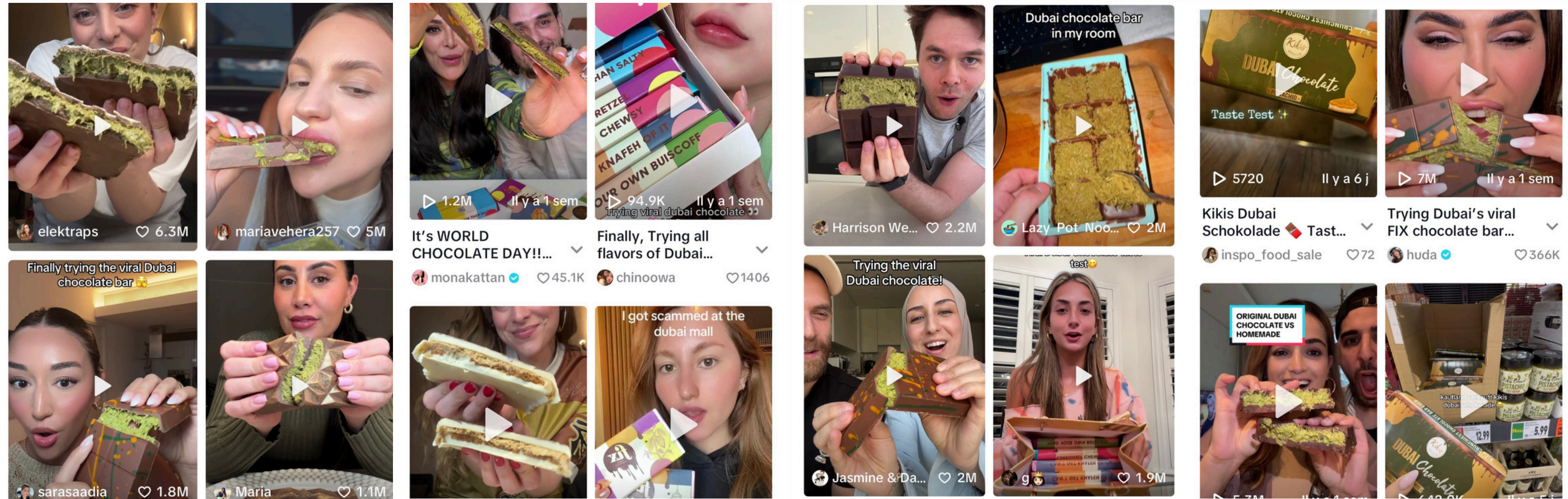
An influencer at the origin of the success

The popularity of the FIX brand and more precisely of the “Can’t Get Knafeh of It” bar skyrocketed in November 2023 after just one ASMR Tik Tok video (with more than 100 million views to date) from the food influencer Maria Vehera tasting the pistachio Kunafa chocolate bar in her car.

After this video, the bar became a global viral sensation and the Dubai chocolate took social media by storm.



A social media craze



People (including influencers and celebrities) all around the world posted videos of themselves rapturously unboxing and sampling the bar. Some tried to replicate the recipe at home too. A real “Dubai chocolate fever”!

Brands launching their own version of the Dubai chocolate

As influencers and food enthusiasts began sharing their experiences with the Dubai chocolate, a buzz was created and it rapidly increased global demand.

Many manufacturers and retailers replied thus to the Dubai chocolate social media trend by launching their own dupes all around the world.

The Swiss Chocolatier Lindt is one of the numerous brands that unveiled a Dubai inspired pistachio chocolate bar in its shores in Germany and Switzerland these last weeks. It was an unprecedented success since customers' were queuing up for hours to get their hands on the bar.

Many other brands launched their own version of the Dubai chocolate such as Vlinder Chocolate in Saudi Arabia, Cocoraw in Malaysia, Bolçi Çikolata and Ülker in Turkey and Dinguerie Dessert in France among others.

An opportunity for all chocoholics (but not only) to taste the global flavor sensation that has taken the world by storm !



A sweet and golden opportunity for bakers, patissiers, chocolatiers, coffee shops and restaurants

From croissants to cakes,
Dubai's viral chocolate is inspiring a
dessert revolution !
Everybody rides the Dubai wave.

Bakers, patissiers, coffee shops and
chocolatiers are using the pistachio-
knafeh flavor combination in all their
desserts and treats.



A sweet opportunity for bakers, patissiers
and coffee shops

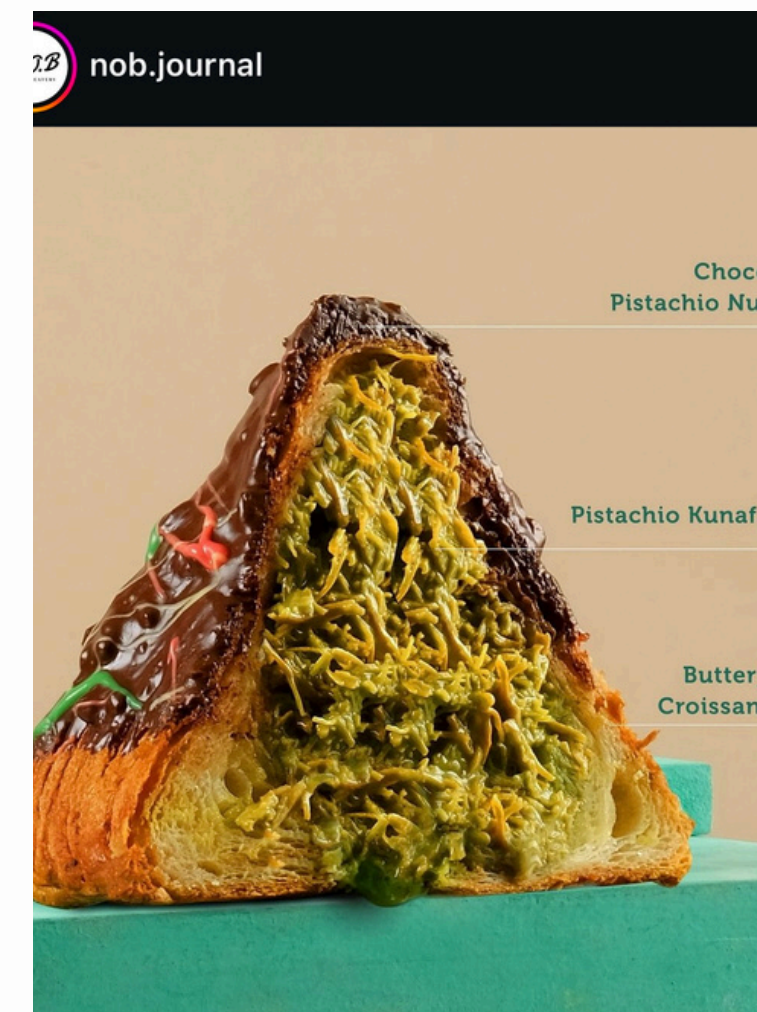
Croissants



Philippines



USA



Indonesia



UAE

A sweet opportunity for bakers, patissiers
and coffee shops

Cakes



Hong Kong



Indonesia



Indonesia



Indonesia

A sweet opportunity for coffee shops and
restaurants

Doughnuts



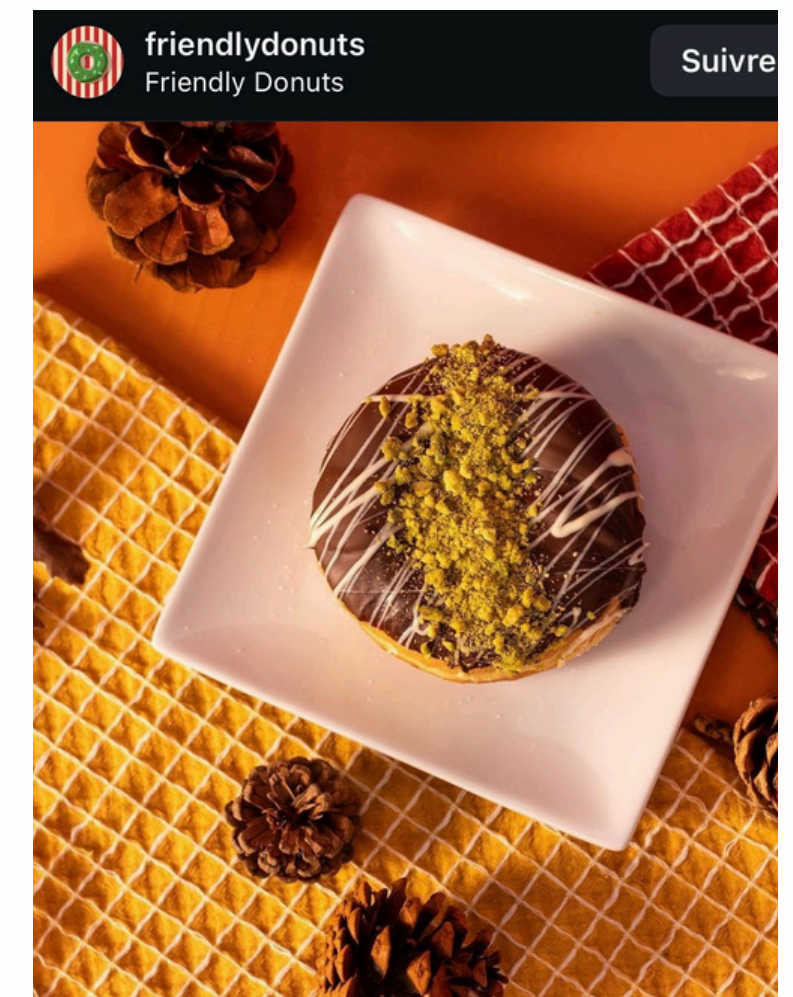
Thailand



UAE

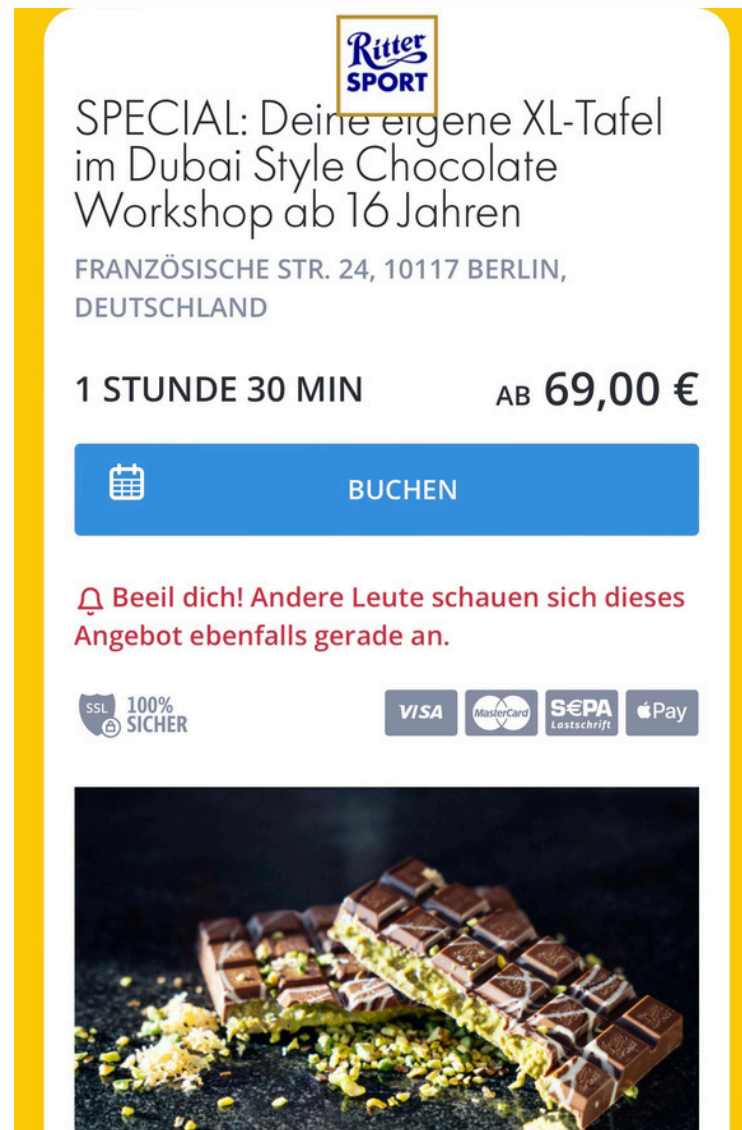


Austria



USA

Dubai chocolate bar workshops



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MAGNO CHOCOLATES
Viral Dubai Chocolate Bar (Pistachio Knafeh) Virtual Experience

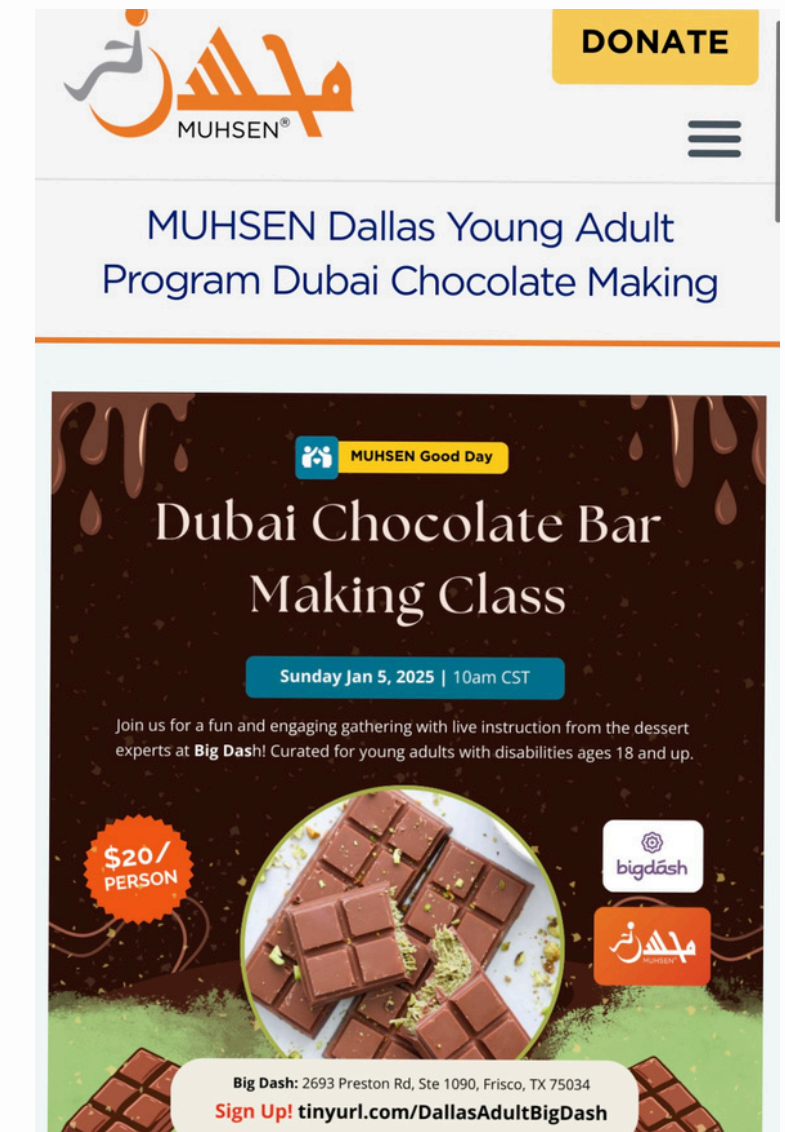
★★★★★ 11 Reviews

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Many brands have launched their own workshops to create the Dubai chocolate bar from scratch and then take home the creation.

Conclusion

- The Dubai chocolate phenomenon has skyrocketed in popularity due to its viral presence on TikTok. Scarcity created buzz, amplified demand and created FOMO. And all this has taken the globe by storm !
- Bakeries, patisseries, chocolatiers, coffee shops, manufacturers, retailers, restaurants and influencers embraced the Dubai chocolate trend and sold their own versions of the chocolate bar.
- Dubai chocolate has become now a generic term for pistachio cream-filled chocolate with kadayif (crunchy pastry shreds).
- The trend shows no signs of slowing down. And possibilities for new variations are numerous and endless...

