

DUBAI CHOCOLATE: IS IT A REAL OR AN IMAGINED TASTE?

Dubai Çikolatası: Gerçek mi Yoksa Uydurma Bir Tat mı?

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ABSTRACT

Dubai Chocolate attracts attention with its popularity on social media, winning people's admiration with its unique combination of taste and texture. Social media leverages its power to position this product as a "symphony of flavors," conveying a tale of luxury and pleasure transcending its mere status as a chocolate bar. This new gourmet taste, born from combining künefe, tahini, and pistachios with chocolate, has become one of the most recognizable symbols of Dubai's food culture. Fix Dessert Chocolatier, a boutique shop specializing in luxury chocolate production, designs and produces the Original Dubai Chocolate in limited quantities. With all these features, the product is considered a successful example of the "viral food" concept in the literature. This study examines the story and the virtualization process of Dubai Chocolate, a viral food. In this context, written, visual, and audio media sources related to the product were examined, the factors that caused viralization were determined, and an original recipe was created by compiling the most popular recipes. The research results reveal that Dubai Chocolate owes its success in becoming a viral food to its unique taste, visual appeal, influencer-driven promotion, and the power of social media. Furthermore, recommendations from marketing communication, public relations, production, and tourism perspectives are presented to ensure the product's sustainability. This study is a critical case study that examines Dubai Chocolate's impact on gastronomy and marketing.

Keywords: Gastronomy Marketing, Viral Food, Viralization, Dubai Chocolate, Fix Dessert Chocolatier

ÖZET

Dubai Çikolatası, sosyal medyada kazandığı popülerlikle dikkat çekmekte, eşsiz tat ve doku kombinasyonu ile insanların beğenisini kazanmaktadır. Bu ürün, sosyal medyanın gücüyle yalnızca bir çikolata olmanın ötesine geçerek, lüks ve hazzın hikâyesini anlatan bir "lezzet senfonisi" olarak konumlandırılmıştır. Künefe, tahin ve Antep fıstığının çikolatayla buluşmasından doğan bu yeni gurme tat, Dubai'nin yemek kültürünün en bilinen sembollerinden biri haline gelmiştir. Orijinal Dubai Çikolatası, lüks çikolata üretiminde uzmanlaşmış Fix Dessert Chocolatier adlı butik bir çikolata dükkanı tarafından tasarlanmış ve sınırlı sayıda üretilmektedir. Tüm bu özellikleriyle, ürün literatürde "viral yiyecek" kavramının başarılı bir örneği olarak değerlendirilmektedir. Bu çalışma, viral bir yiyecek olan Dubai Çikolatası'nın hikâyesini ve viralleşme sürecini ele almaktadır. Bu kapsamda ürünle ilgili yazılı, görsel ve işitsel medya kaynakları incelenmiş, viralleşmeye neden olan faktörler belirlenmiş ve en çok rağbet gören tarifler derlenerek özgün bir tarif oluşturulmuştur. Araştırma sonuçları, Dubai Çikolatası'nın viral bir yiyecek olmasındaki başarısını eşsiz tadına, görsel çekiciliğine, influencer odaklı tanıtıma ve sosyal medyanın gücüne borçlu olduğunu ortaya koymaktadır. Ayrıca, ürünün sürekliliğini sağlamak adına pazarlama iletişimi, halkla ilişkiler, üretim ve turizm perspektiflerinden öneriler sunulmuştur. Bu çalışma, Dubai Çikolatası'nın hem gastronomi hem de pazarlama alanındaki etkisini inceleyen önemli bir örnek teşkil etmektedir.

Anahtar Kelimeler: Gastronomi Pazarlaması, Viral Yiyecek, Viralleşme, Dubai Çikolatası, Fix Dessert Chocolatier.

INTRODUCTION

In today's modern world, when a product is trending on social media, it is often impossible to escape it. These days, scrolling through social media platforms such as Instagram, Facebook, and TikTok, it is common to see people trying a new chocolate bar, trying to imitate it by producing it themselves, or raving about its taste, flavor, and texture. One of the hottest food trends of 2024 is Dubai Chocolate, which emerged in December 2023 and quickly became a craze among social media users. A fusion of different flavors, this chocolate has become a significant attraction for food-producing businesses and consumers. At its simplest, this popular product can be described as a milk chocolate shell filled with crispy kunafah, a traditional Middle Eastern dessert made from pistachio cream, tahini, and shredded phyllo dough. This product, which has spread worldwide from Fix Dessert Chocolatier in Dubai, is an extra-large, thick, crunchy chocolate that is very colorful inside and out.

Between September and October 2024, Dubai Chocolate was the subject of nine out of every ten posts about chocolate on social media platforms. According to DigiLUP data, MTM's (Media Monitoring Center) comprehensive digital media platform covers 187 languages and 196 countries, and 578,300 out of 640,700 chocolate-related posts in the 30 days between September 16 and October 16, 2024, were about Dubai Chocolate alone. The most talked-about topic, "Homemade Dubai Chocolate recipe," dominates the sub-topic distribution of social media posts about Dubai Chocolate, accounting for 90% of all chocolate-related posts (MTM, 2024).

People worldwide organize memorable trips to Dubai to try chocolate and share their journeys and images of tasting it for the first time on their social media accounts (Prideaux, 2024). Expedia Group's trend report 2025 predicts an increase in people traveling to specific destinations to access viral products. According to the report, Dubai's Fix Chocolate was the second most searched-for product after Japanese confectionery among the 25,000 travelers surveyed. 17% of respondents said they would travel to Dubai to try the chocolate (Expedia, 2024).

As a result of its rapidly growing popularity, dessert manufacturers and sellers worldwide have started to include this chocolate in their product ranges, and it has become a popular product among people, especially the younger generation of social media users. Many people have started to experience the taste of this chocolate by purchasing this product from dessert manufacturers or preparing it themselves with recipes they find on the internet. As more and more social media users showcase their creative takes on Dubai Chocolate on their accounts, the product has created a growing wave of excitement and curiosity among foodies worldwide. The popularity of Dubai Chocolate has unlocked a value that extends beyond its unique flavor profile as it seamlessly blends traditional Middle Eastern sweets with contemporary culinary trends. Restaurants, cafes, bakeries, and even regular people are experimenting with different varieties, using local ingredients, and enhancing them with innovative presentations, positioning this chocolate as a symbol of Dubai's vibrant food culture reflected around the world.

Some flavors come and go, become fashionable, and then suddenly disappear as if they never existed. The world of desserts is the perfect setting for such fads. The Turkish lokma fad, fried dough balls filled with cream, has come and gone. People formed long queues to try the cream-filled version but suddenly returned to the classic plain one, and the fad ended instantly (Öney Tan, 2024). For some time, the public has widely enjoyed viral foods through online marketing and promotion. In recent years, the types of viral foods have proliferated. An increasing number of young people are eager to try various viral foods, which have become an important component of their consumption (Song et al., 2021: 1). In this context, Dubai Chocolate, which is a viral food in line with its characteristics, is the main subject of the study. The study will reveal the story of the viralization process of chocolate, its recipe, and the factors affecting its viralization.

VIRAL FOOD

Marketers use viral marketing as a strategy to spread their messages from one consumer to another through digital channels like email or videos shared on personal blogs and then forwarded to other websites or platforms (Maulida et al., 2022: 28). Nowadays, people are increasingly considering other people's food reviews and recommendations when making their own food choices (Mohd Azman & Mustafa, 2023: 76). One of the factors supporting this situation is the rapid development of mobile technologies, making viral marketing effective and enabling messages to reach people anytime, anywhere (Razali et al., 2023: 75). Successful viral marketing campaigns require funny, interesting, informative, or emotionally engaging, entertaining, and shareable content (Praditya & Purwanto, 2024: 11). Customers react positively to humorous and entertaining messages (Ahmad & Lasi, 2020: 252).

In recent years, people have been posting about the flavors they have tried on social media and providing tutorials on making them. This trend on social media has led the younger generation to travel to destinations with food that has gone viral. The reasons for visiting these destinations range from straightforward enjoyment of the

available food to learning how to cook at home, creating content, and enhancing their self-authenticity (Dewi et al., 2024: 19). Viral food, the source of these motivations, is defined as a locally produced food item that gains fame through social media (Muhammad et al., 2024: 679). Local consumers frequently prepare food on social media, spreading widely and becoming a trending food. A remarkable food choice becomes viral (Saaid, 2013). The power of a viral food trend or a brilliant recommendation can convince travelers to change their itinerary and embark on a culinary adventure they may have yet to consider. The digital world is no longer a separate entity but an integral part of the traveler experience, from planning and forecasting to documenting and sharing the journey (UNWTO, 2015). In essence, virtualization can bring innovation to food because, through viral marketing, consumers continue to search for information about food, highlighting whether it meets their expectations (Barry et al., 2022). This process encourages consumers to explore new food options and influences their perceptions based on shared experiences. As a result, the interaction between viral foods and consumer expectations will foster a dynamic environment for food innovation.

THE STORY OF DUBAI CHOCOLATE

Although now known as 'Dubai Chocolate,' the original concept of this product originated from Fix Dessert Chocolatier, a specialty shop in the United Arab Emirates that sells on a daily limited basis (Hui, 2024). Sarah Hamouda, a 38-year-old British entrepreneur of Egyptian origin living in Dubai since 2015, developed an incredible craving for chocolate during her pregnancy. In her search for chocolate to satisfy this craving, no chocolate she tried could offer a flavor that would satisfy her. Thus, inspired by her pregnancy cravings, she started producing her dream chocolates under the brand 'Fix Dessert Chocolatier' as a side business in 2021 to create more than 'typical' chocolate (Caims, 2024; Gallot, 2024). The process, which progressed normally at first, suddenly took on a completely different dimension when TikTok food phenomenon Maria Vehera shared a video of chocolate she ate in her car. Maria Vehera, a food influencer, took a video of herself eating the chocolate she bought from FIX in December 2023 and posted it on TikTok, which has since garnered over 600 million views (Hui, 2024). Millions of people watched the viral video, and everyone queued up in front of the patisseries that produce Dubai Chocolate, eager to get a taste of it. Some even make their chocolate at home and share videos. Other influencers also sampled the popular flavor, leading to the product's widespread fame (Eksiseyler.com). The chocolate became so popular quickly that scammers and fake chocolate makers rushed to capitalize on the opportunity. It is equally noteworthy that FIX states they have no authorized resellers for their chocolates (Gallot, 2024). Despite this, numerous copies of the chocolate bar, many with negative reviews, flooded Amazon and Etsy. Retailers such as Nuts Factory stores in New York, New Jersey, and Massachusetts; Truman Chocolates in Texas; Farhat Sweets in Michigan; and Sweeties Candy Cottage in Long Island, New York, all sell similar products and ambiguously refer to them as 'Dubai Chocolate' without mentioning FIX. As the brand notes, the sellers who manage to get their hands on the actual product—chocolate—do not store FIX products in the right conditions and sell them at three times the price (Miller, 2024; Weiss, 2024).

The brand, which became known as FIX for short, stands for 'Freaking Incredible eXperience' and means 'Terrible Incredible Experience' (Gallot, 2024). Today, the product known worldwide as 'Dubai Chocolate' is FIX's 'Can't Get Knafeh of It,' a milk chocolate bar filled with a mixture of pistachios, tahini, and crispy knafeh, a traditional Arabic dessert (Prideaux, 2024). FIX's range consists mainly of chocolates with fillings based on Middle Eastern flavors, such as Karak (a spiced tea mix), dates, and knafeh, an Arabic dessert with kadayif, pistachios, sweet cheese, and syrup (Hui, 2024). The special FIX Dubai Chocolate sold out of its daily production of 500 pieces within minutes of going on sale. The FIX representative said that their prices are UAD 68.25 (United Arab Emirates Dirham; approximately USD 18.50) for a single chocolate bar and UAD 385.50 (approximately USD 105) for a box of six. The high demand for FIX chocolate has undoubtedly triggered an upward price movement, which has resulted in some original chocolates being sold for over USD 50 on selling sites such as eBay (Askinasi, 2024). Unlike other food brands that tend to find ways to open multiple sales channels to further promote their products to the potential market, FIX, on the contrary, is only available for purchase on Deliveroo, the UAE local delivery platform. It has also established a limited-time high cold chain operation supply system with daily open sales from 2 pm to 5 pm. Despite FIX's three-hour daily sale, customers report it typically sells out within five minutes, necessitating a battle to secure a purchase. Although sales have increased and FIX has grown to a team of 10 people, they insist on making products by hand and can only produce 500 daily (Amanda, 2024; Caims, 2024). Dubai Chocolate is a testament to the city's rich cultural tapestry, seamlessly merging time-honored

traditions with modern culinary artistry. According to its creators, this popular and tantalizing product is more than just a chocolate bar; it is an experience that captures the essence of Dubai.

The Viralization of Dubai Chocolate

The viralization of food refers to the rapid and widespread popularity of a particular food item, dish, or trend, often driven by social media, word of mouth, and cultural appeal (Song et al., 2021: 1). This phenomenon typically involves a combination of factors that make the food stand out, attract attention, and encourage people to share their experiences (Harun et al., 2023: 37). These factors can include unique flavors, visually appealing presentations, or innovative preparation methods that resonate with current culinary trends (Susilo & Chen, 2023: 1399). As a result, foods that achieve viral status often become not just meals but cultural icons, inspiring countless recreations and adaptations across various platforms (Calefato et al., 2016; Van Ommen, 2021; Wang et al., 2024). Dubai Chocolate went viral due to a combination of factors that made it stand out on social media. The authors describe these factors in the following eight items:

- i. *Unique Flavor Profile:* The combination of chocolate with Middle Eastern ingredients such as pistachio cream, tahini, and crispy kadayif has created a distinctive flavor. This fusion has attracted people around the world. The unusual but appealing combination aroused curiosity, especially among foodies and influencers.
- ii. *Eye-catching Visual Appeal:* The luxurious design of the chocolate, supported by the green pistachio filling and the paints on top, made the product highly photogenic. The milk chocolate shell's visual contrast with the vibrant green pistachios and golden yellow kunafeh made it ideal for viral content on social media platforms.
- iii. *Influencer Effect:* Food influencer Maria Vehera's viral TikTok video showcasing chocolate and emphasizing its taste and texture played a crucial role in its popularity. The video garnered hundreds of millions of views, thereby enhancing the appeal of chocolate.
- iv. *Sense of Exclusivity:* The limited brand availability created a sense of exclusivity and difference. People wanted to try the limited edition chocolate before it sold out, creating a Fear of Missing out, further increasing interest and demand.
- v. *Authenticity:* The story of the brand's founder, Sarah Hamouda, and the brand's humble beginnings created admiration and interest. Consumers often feel a stronger connection to brands with an authentic story, and this authenticity helps the story spread and gain acceptance quickly.
- vi. *Social Media Interaction and Community Engagement:* People started sharing their reactions and comments after the chocolate went viral, creating a snowball effect. The appeal of the chocolate continued to grow as more users on social platforms engaged with the content and shared their experiences.
- vii. *Innovation Factor:* The combination of Middle Eastern flavors and high-quality chocolate offered something different from typical chocolate products. The novelty factor, bringing together East and West, attracted adventurous foodies and those interested in luxury experiences.
- viii. *The Power of Short-Term Content:* The rise of short-form content platforms such as TikTok (shorts, reels, etc.) helped the product quickly reach a global audience. Short, engaging videos displaying the texture of chocolate and the satisfying process of breaking or biting into it captivated viewers and made them want to try it themselves.

A general evaluation of the factors influencing Dubai Chocolate's virtualization process leads to the conclusion that its virality stems from a combination of unique flavors, visual appeal, influencer-driven promotion, and the ability of social media to create a sensation that transcends geographical boundaries. This innovative blend attracts a diverse audience and fosters a sense of community among chocolate enthusiasts worldwide. As a result, Dubai Chocolate has successfully positioned itself as a global player in the gourmet chocolate market, continuously innovating to maintain its competitive edge.

Dubai Chocolate Recipe

Dubai Chocolate is an effortless combination of three essential ingredients. Inside, a creamy, gooey mixture begins with pistachio cream, a blend of pistachios, powdered sugar, milk, and white chocolate. This cream is mixed with kadayif and fries skinny strips of phyllo dough until crispy. A popular Middle Eastern dessert called “künefe” is the main ingredient in this chocolate (Myers, 2024). Below is a three-step hybrid recipe derived from three popular recipes for making Dubai Chocolate (Antoniou & Antoniou, 2024; Ceres Gourmet, 2024; vivani.com). Since the ingredients are combined in different recipes, we have not specified the quantities.

Choosing the Right Ingredient

The creator of Dubai Chocolate, along with many other recipe creators on the internet, asserts that the uniqueness of Dubai Chocolate lies in its core use of high-quality ingredients. Source the highest quality raw materials first to achieve delicious chocolate (Ceres Gourmet, 2024).

Pistachios: Known for their vibrant colors and sweet taste, pistachios are not just an additive; they are the show's star. They add a crunchy texture and nutty depth to the chocolate, making each piece a luxurious experience.

Kadayif: A staple of Middle Eastern desserts, this finely chopped dough adds a crunch and golden sweetness to Dubai Chocolate. Lightly toasting it to perfection before assembling is key to bringing out its best flavor.

Chocolate: Chocolate is the most important ingredient that will directly affect the finished product's flavor. Therefore, it is preferable to use raw materials of high-quality chocolate. Depending on taste, you can choose between milk, dark chocolate, or white chocolate.

Tahini: The process of peeling, roasting, and grinding sesame seeds produces tahini, which significantly influences taste and flavor despite its lesser usage compared to other ingredients. Prefer low-roasted (not double-roasted) and high-quality products made using traditional methods if you want the taste of tahini to remain subtle and not dominate.

Stirring Process

Melting Chocolate: Chop the baking chocolate and slowly melt two-thirds of it in a heatproof bowl over low heat using the bain-marie method. This method helps create a smooth, shiny surface without burning the chocolate. Stir constantly and allow the chocolate to melt slowly to avoid lumps. Remove from the double boiler and stir in the remaining baking chocolate until the mixture is smooth and shiny. If the baking chocolate is too thick, return it to the bain-marie briefly and stir until it reaches a maximum working temperature of 31-32°C. Pour half the melted chocolate into the mold, level the bottom, and chill for 30 minutes.

Add the pistachios: Stir in the chopped pistachios once your chocolate has melted. The important thing is to balance the amount; too many pistachios can overwhelm the chocolate, while too few will not give the desired crunch and flavor profile (to improve the texture and color, first remove the thin brown shell of the pistachios by blanching them).

Add the kadayif: Bring your kadayif to room temperature. This will make it soft, pliable, and simple to handle. Remove the chilled kadayif from the refrigerator at least 2 hours before use. Remove frozen kadayif from the freezer at least 4 hours before use. Make sure to keep the kadayif in its packaging until it comes to room temperature.

Using a sharp knife, cut the kadayif into equal-sized pieces about one centimeter long and separate the stuck pieces. This will ensure that the kadayif cooks evenly.

Place the kadayif in an even layer on a large pan without overfilling it. There should be room for the kadayif to cook well and evenly. Although you usually add butter when you bake the kadayif, we have found it unnecessary in this recipe. Instead, frying the Kadayif in a dry skillet will give you a much more evenly cooked and crispy result (you can continue by melting the butter if you wish).

After placing the kadayif in the pan, place it over medium heat and start stirring. It is important to stir the kadayif continuously as it takes color quickly. As the kadayif starts to cook, it will change from a soft texture that is harder to stir to a crispier texture that moves quickly in the pan. You'll know your kadayif is ready when it turns a deep golden-yellow color. Avoid removing it from the heat too soon; the longer you cook, the crispier it will

become. This should take between five and ten minutes. Remove from the heat and immediately transfer it to a bowl to cool down. If you leave it in the hot pan, it will continue to cook and not cool down for a long time.

The amount of kadayif and pistachio cream you use will depend on the consistency you want your crunchy filling to have. If you prefer a thicker consistency, add more pistachio cream or tahini, one spoonful at a time, until you get the desired consistency. Spoon the pistachio cream or pistachio paste over the kadayif and mix well. Add enough tahini (if using) to get the consistency you want, and mix well to combine. Now, the chocolate is ready to be added to your mold.

Molding and Preparation: Gently fold the kadayif mixture into the previously prepared, cooled mold with the chocolate-coated bottom. Distribute it evenly to achieve a slightly crunchy texture in each bite. You can use silicone molds or any decorative mold that suits your situation for simple removal. Pour the remaining melted chocolate over the mold. Smoothing the top of the mold will give the Dubai Chocolate a professional look. Chill the molds in the refrigerator for 30 minutes until the chocolate hardens. Depending on the thickness of your chocolate, this may take several hours.

Finalization and Storage

The Final Touches: Once your Dubai Chocolate has hardened, carefully unmold. If you're feeling extra creative, drizzle some melted white chocolate over them for a striking contrast or sprinkle some finely chopped pistachios for added visual appeal.

Storing Your Dubai Chocolate: To preserve the freshness and texture of your Dubai Chocolate, store it in a cool, dry place away from direct sunlight. If stored properly, your chocolates can last for several weeks.

Suggestions to Transform Dubai Chocolate into a Permanent Product

Dubai Chocolate quickly went viral, and its success is unlikely to last under the current circumstances. Looking to the future of Dubai Chocolate, the brand can use its newfound fame to grow in various dynamic and innovative ways. To sustain the success and recognition Dubai Chocolate has garnered through the virtualization process over a longer duration, we recommend several actions that the product's creator can implement. These can be listed as follows:

1. *Ensure Permanent Global Expansion:* Dubai Chocolate boutique stores can be opened in key international cities to give more people access to the brand's iconic products and offer a luxurious in-person experience. Strategic collaboration with major global retailers to reach a wider audience while maintaining chocolate's exclusivity and premium positioning.

2. *Create Limited Edition Collections:* Create seasonal or region-specific flavors that appeal to chocolate enthusiasts and collectors, touching on different cultures while maintaining a Middle Eastern influence. Initiate collaborations with well-known chefs or culinary influencers to create unique flavor profiles and experiences that generate more social media interest.

3. *Implement Experiential Marketing:* Events can be organized where fans can learn about the chocolate-making process, enjoy tasting experiences, and even participate in workshops, creating more engagement and a stronger brand bond. Create immersive brand experiences such as themed cafes or sensory chocolate tours that blend Dubai's iconic luxury lifestyle with interactive storytelling.

4. *Being Sustainability and Innovation-Based:* Develop a commitment to sustainability by ethically sourcing ingredients for production and using eco-friendly packaging that appeals to environmentally conscious consumers. Invest in R&D to push the boundaries of chocolate making, such as integrating unconventional ingredients into recipes, adopting new techniques, or creating healthier options without compromising flavor.

5. *Digital Engagement and Community Building:* Launch a content-rich digital platform where chocolate lovers can discover recipes, watch engaging behind-the-scenes content, and share their experiences. Social media challenges that encourage fans to engage creatively with the product can be launched to encourage user-generated content and keep viral momentum alive.

6. *Support Gastronomy Tourism:* Position Dubai Chocolate as a must-try experience for tourists, potentially incorporating tasting tours into Dubai's tourism offerings and integrating the brand into gastronomy tourism itineraries.

7. *Product Diversification:* To appeal to different market segments, introduce new product lines such as luxury chocolate gift sets, artisanal spreads, or chocolate-infused beverages. Develop health-inspired options using natural sweeteners or superfoods to capitalize on the growing demand for health-conscious yet indulgent treats.

These practices can prevent Dubai Chocolate from being a viral sensation. It can be an enduring global product synonymous with innovation, luxury, and unforgettable taste experiences.

CONCLUSION

Changes in consumer behavior resulting from the widespread use of social media highlight the importance of social perception and the influence of online communities in shaping food and beverage choices. The impact of digital platforms on dietary choices is profound and multifaceted. All food makers, professional or amateur, increasingly use digital platforms to interact and increase their visibility. Individuals often drive this trend by seeking peer validation for their food choices. People increasingly rely on online reviews, social media trends, and targeted advertising when making food decisions. As digital platforms evolve, their influence on eating habits will expand further. This shift alters individual preferences and shapes broader cultural norms surrounding food and beverage consumption. Consequently, food brands must adapt their marketing strategies to resonate with the changing landscape of consumer behavior, ensuring they remain relevant in an increasingly digital world.

The global reputation of Dubai Chocolate is a testament to the rich cultural heritage of the Middle East. The success of Dubai Chocolate has not only cemented its maker's place in the world of chocolate. It also demonstrated the power of social media to propel a product to global stardom in a short period. This high level of engagement highlights chocolate's intense appeal and social media's power to bring local flavors to international fame. The viral spread of Dubai Chocolate has conquered the hearts and palates of chocolate lovers and inspired people to push the boundaries of traditional chocolate making. The success of Dubai Chocolate has motivated many to imitate the product and produce their own. From those who make it at home with limited resources to professional food manufacturers, many different groups have produced their interpretation of Dubai Chocolate. This trend has increased the original product's fame and triggered a broader interest in Middle Eastern flavors and desserts. With such global popularity, Dubai Chocolate has bridged the gap between different cultures and offered new flavors to different audiences. As a result, culinary enthusiasts and chefs are experimenting with innovative recipes that incorporate traditional Middle Eastern ingredients, such as rose water and pistachios, into their chocolate creations. This fusion not only enhances the chocolate experience but also showcases the region's rich heritage, inviting more people to explore and appreciate its unique culinary landscape.

To sustain the success of Dubai Chocolate, the producer must strategize global expansion, create limited edition collections, adopt experiential marketing practices, be sustainable and innovation-based, build digital engagement and communities, support gastronomy tourism, and diversify. The more components a producer can implement, the higher the chances of creating a lasting brand and product.

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