

AIR & Cookies Debut Flavor Collaboration in the USA

June 30, 2025



AIR joined forces with globally recognized lifestyle brand **Cookies** to co-create a line of shisha flavors, now available in the United States. This collaboration blends Cookies' cultural influence with AIR's flavor innovation and market expertise, resulting in a fresh and unique collection that resonates with a new generation of consumers. The partnership marks a bold step into lifestyle-led flavor development and deepens AIR's presence in the U.S. market.