

## THE ULTIMATE SUMMER TREAT HAS LANDED – AND IT COULD BE YOUR TICKET TO A STAYCATON IN RAS AL KHAIMAH!

Born out of a cool collaboration between Ras Al Khaimah Tourism Development Authority and House of Pops, the limited-edition '*RAK Summer Sunset*' all-natural popsicle gives you the chance to win exciting prizes including luxury escapes to Ras Al Khaimah.



**Please find images [here](#)**

**Ras Al Khaimah, UAE, 28 July 2025:** Ras Al Khaimah Tourism Development Authority (RAKTDA) and House of Pops have teamed up to introduce the ultimate summer drop, the '*RAK Summer Sunset*' – a limited-edition, all-natural popsicle that brings the essence of summer in Ras Al Khaimah straight to your hands. The flavour? A juicy blend of sun-ripened mango and sweet strawberry that tastes just like golden hour on a stick.

What's more? Those who savour this delicious treat can be heading straight to Ras Al Khaimah for a cool staycation! Available from August 1 to 31, every *RAK Summer Sunset* pop comes with the chance to win luxury hotel stays, resort day passes, and other exciting prizes up for grabs.

Pop Para Pop! Here's how it works:



1. Grab a *RAK Summer Sunset* pop at any of House of Pops stores or kiosks (find your nearest location at [houseofpops.ae/store-location](https://houseofpops.ae/store-location)), or via delivery apps including Deliveroo and Talabat.
2. Scan the QR code on the wrapper to find to see if you've won, instantly.
3. Keep the stick – you'll need it to claim your prize.

Rooted in shared values of wellness, sustainability and conscious living, the partnership brings together two brands with a natural synergy. This collaboration is part of Ras Al Khaimah's '*RAK Summer Unscripted*' campaign – which invites residents to embrace the season and enjoy moments as they come – relaxed, spontaneous and joyfully real.

Summer in Ras Al Khaimah is made for slowing down, switching off and soaking it all in. Think scenic road trips, beach days that stretch into sunsets, and adventures that come together on a whim. This is your invitation to live in the moment – popsicle in hand.

To join the conversation, tag **@visitrasalkhaimah** and **@houseofpops.ae** on social media.

**- ENDS -**

#### **Notes to Editors:**

##### [About Ras Al Khaimah Tourism Development Authority \(RAKTDA\)](#)

The Ras Al Khaimah Tourism Development Authority (RAKTDA) was established in May 2011 under the government of Ras Al Khaimah. RAKTDA aims to develop the Emirate's tourism infrastructure and establish Ras Al Khaimah as a world-class destination for leisure and business travel, creating sustainable investment opportunities and enhancing the quality of life for its residents. In order to achieve its goals, the Authority has a government mandate to license, regulate and monitor the Emirate's tourism and hospitality industry.

[www.visitrasalkhaimah.com](https://www.visitrasalkhaimah.com) | [Facebook](#) | [X \(Twitter\)](#) | [Instagram](#) | [LinkedIn](#) | [YouTube](#)

Hashtag: [#VisitRasAlKhaimah](#)

For any media enquiries, please contact: [news@raktda.com](mailto:news@raktda.com)

##### [About House of Pops](#)

House of Pops is on a mission to spread happiness sourced from nature, one pop at a time. Our all natural, five ingredient healthy snack pops are up to 94% fruit, crafted with love. Our products are 100% natural, following



local consumer demands for healthier, tasty snacks and treats. Our brand is steeped in six value propositions - purity, wellness, sustainability, creativity, customisation and quality. Try one today and experience true happiness.

To find out more, visit: <http://www.houseofpops.ae/>

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Instagram, Facebook, Tik Tok: @houseofpops.ae