

Come for the cars, stay for the cookies: Bake My Day creates three exclusive cookies for Icons of Porsche 2026

10/11/2026 The Icons of Porsche festival in Dubai is adding three new treats to this year's festival menu. In collaboration with homegrown dessert brand Bake My Day, three limited-edition cookies inspired by Porsche have been created to be sold exclusively at the event. Visitors can try them on 21–22 November 2026 at The Square Nad Al Sheba, Dubai.

The Turbo Heat is a chocolate cookie with a subtle spicy kick, offering a bold combination of flavours for those who enjoy a little heat.

For those with a sweet tooth, the Carrera Caramel combines rich chocolate with salted caramel for a balance of sweet and savoury flavours, perfect for a mid-festival treat.

The Macan Macadamia pairs white chocolate with roasted macadamia for a smooth, nutty finish.

Founded by Yasmeen Jisri in 2014, BMD turned a cookie obsession into a Dubai favourite. Creators of the viral cookie dough-ish tins, the brand is bringing three exclusive Porsche-inspired flavours to Icons of Porsche. Big personalities. Bigger bites.

“Macan meets macadamia. Turbo Heat gets a cayenne kick. We had fun with the names and went all in on flavour. These cookies are so good they might just earn a permanent spot on our menu,” said Yasmeen Jisri, Founder of Bake My Day.

Icons of Porsche

Icons of Porsche is the region’s largest automotive festival, bringing together classic cars, art and culture from across the Porsche community. Last year’s fifth edition welcomed more than 30,000 fans over the weekend, with over 1,000 sports cars on display.

Tickets to this November’s Icons of Porsche festival in Dubai are on-sale now via IconsOfPorsche.com, priced at 85 AED. Children under the age of 12 can register for free tickets when accompanied by a ticketed adult.

Follow Porsche Middle East and Africa on Instagram @porsche.middleeast for more event updates.

All Icons of Porsche press materials can be found on the Porsche Newsroom here.

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Subline: Turbo Heat

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