

In its endeavor to acquire a market leadership in the bakery and deserts sector:

Kumar: "Aleid Foods" bakery is activating its strategic cooperation with City Center in Kuwait

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Aleid Foods Company revealed the activation of its strategic cooperation with City Center a prominent hypermarket chain across Kuwait, to produce and supply a variety of baked goods and sweets in all its branches across the country in addition to managing the operations of the bakery section in six main branches of City Center stores in Kuwait.

Director of Operations of Aleid Foods Bakery Anil Kumar said that the different sections of our bakery are supervised and managed by a group of experienced and specialized chefs who are keen to be update their offerings to everything trendy and unique in the world of baked goods and sweets, specifying that the success story of the company's bakery is associated with appreciation of its customers and the levels of satisfaction for our products and services.

Kumar added that the strategic cooperation of the company's bakery with City Center is the first milestone in the journey it has set for developing the business and expanding the customer base to include wider customer segmentation. The development is based on modern methods in the production and management of the bakery, characterized by the satisfaction of its offerings, and is set to meeting the expectations of customers while providing large variety of baked goods and sweets at the best quality in its segment and the best price.

Kumar pointed out that the production lines of the company's bakery focused in its integrated working systems on expanding in the local market and targeting the most popular stores and consumer centers by conducting a focus group sample that included customers from a wide demographic range to help determine their likeability of the tastes, trends and food habits. The bakery presented to the participants in the research sample 30 different products of baked goods and sweets that were created and developed by the company's chef team with international and local likings in mind, and aiming to determine the level of satisfaction in respect of taste and quality of each product, hence Kumar explained that their positive responses and feedback were aligned the basis through which the chefs and management developed the best menu of products on the one hand, and achieving the initial cooperation with City Center on the other hand.

He revealed that the future plans for Aleid Foods Bakery will introduce new product lines, which will include the creation of new varieties of baked goods and pastries that conform to healthy specifications, in addition to the various types of croissants, danish bakery and the famous European sweets that are becoming increasingly popular in recent times.

He concluded by emphasizing the bakery's orientation towards acquiring a leadership position in the med-value segment by expanding in the local market and selecting the best ingredients that achieve the highest quality, thus contributing to the diversification of its products and offerings.