

## **“Aleid Foods” launched the new Food Supply Center**

**Al-Ghanim: A milestone set to meet the clear local market needs and provide an exceptional customer experience**

**Chef Hamadah: Innovation is the criterion for creating products to meet the exquisite Kuwaiti gourmet taste.**

**Kuwait – 3 October 2021:**

**Aleid Foods Company launched the Food Supply Center, equipped with advanced machines and technical services adopted in world-class modern kitchens, to provide unique and completely new products that the emerging Kuwaiti market aspires to, with the highest quality standards in performance and production, paired with flexible mechanisms for digital marketing.**

**Abdullah Al-Ghanim, Business Development Manager at “Aleid Foods”, emphasized that the Food Supply Center is a new milestone that is set to meet the clear local market needs for innovative food products and advanced services complying with international quality standards, providing an exceptional customer experience and keeping pace with the continuous development of the digital and traditional processes of production and distribution.**

**In turn, Zeyad Hamadah, Executive Chef of the Aleid Foods Company, revealed that innovation is the criterion adopted for work in the Food Supply Center enabling it to achieve a distinguished position in the food sector. Originality is harnessed to create various options of food products and solutions, with a special Kuwaiti flavor, that emulates the world-class of efficiency and quality, and is in harmony with the aspirations and nutritional tendencies of the Kuwaiti exquisite gourmet tasteful needs.**

**Aleid Food Supply Center is currently working to lunch its first project soon.**



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Al-Eid Food Company was established in 1994, with a paid-up capital of more than 12 million Kuwaiti dinars. It was listed on the Kuwait Stock Exchange in 2008 under the consumer services sector. Today, it is considered one of the leading companies in importing, marketing and distributing food products in Kuwait.