

“Aleid Foods” exclusive authorized distributor of “Bnt Manahi” products in Kuwait

Kuwait - January 19, 2022:

Aleid Foods Company signed an exclusive contract with “Bnt Manahi” to distribute its frozen products in local traditional and digital food outlets, thus supporting the brand's ambitious strategy for product development and reaching the widest consumers’ segments in Kuwait.

Hanadi Al-Hajri, founder of “Bnt Manahi” and president of The Sanctuary Businesswomen Club, expressed her happiness towards the partnership with Aleid Foods, and considered it a valuable step which will positively reflect on the product development plans of “Bnt Manahi”, and its enabling it’s concept to achieve leadership in local and regional markets, emphasizing the importance of distribution and logistical services to securing the presence in traditional and digital sales and marketing channels for brand “Bnt Manahi” products, and the ability to reach the widest segment of target consumers.

In turn, Abdullah Al-Ghanim, Business Development Manager at “Aleid Foods”, valued this partnership with “Bnt Manahi” pointing out that it aligns with the company’s commitment to providing new products with innovative ideas to the Kuwaiti consumers, to complement their rapid pace lifestyle and the modern changing requirements.

"Bnt Manahi" specializes in fast-frozen products, made from the best ingredients with authentic flavors, which are heat-treated according to the highest international quality standards, and can be safely prepared “quickly quick” at home using an Airfryer.

The brand offers wide options of carefully selected frozen foods and traditional famous Kuwaiti snacks, with authentic flavors at competitive prices suitable for everyone. And despite its being a new Kuwaiti brand, it has earned the admiration of many consumers in Kuwait, in addition to its export to Qatar and the UAE.

This unique partnership aligns with “Aleid Foods” plan to achieve continuous growth, affirming one of the main axes in the company’s strategy of investing in national talents and building effective partnerships with young entrepreneurs and owners of small and medium enterprises.

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“Aleid Foods: Company was established in 1994, with a paid-up capital of 12 million Kuwaiti dinars. It was listed on the Kuwait Stock Exchange in 2008 under the consumer services sector. Today, it is a leading company in importing, marketing, and distributing food products in Kuwait. “Aleid Foods” has diverse operation lines, a group of partner brands, branches, and subsidiaries specialized in food, with a distribution channel network of advanced logistical capabilities, serving more than 1000 commercial customers and massive direct-to-store operations. “Aleid Foods” believes in digitalization and is keen to adopt the latest digital technologies in the marketing and distribution of food products.