

A qualitative addition and a first step for the company's expansion in building effective partnerships with digital websites and applications:

“Aleid Foods” signs an agreement with “Furdtk” to sell its products

Kuwait - February 6, 2022:

Aleid Foods Company announced the signing of an agreement with Furdtk Company, to market the products of subsidiaries and partner food brands through the company's digital channels.

Since its establishment in 2017, Furdtk Fruits and vegetable Company has successfully specialized in fresh vegetables and fruits delivery, later adding a range of food, consumer goods, and organic food products to shop from on the website and application. Furdtk is currently one of the most successful local delivery projects for fruits, vegetables, and food products in Kuwait.

Faisal Al-Ajmi, Aleid Foods Digital Marketing Director, confirmed that the cooperation with the “Furdtk” website and application is a qualitative first step for “Aleid Foods” expansion in building effective partnerships with digital platforms specialized in online shopping and delivery services, and in line with the company's vision for digitalization and venturing into new channels to reach the widest consumers' segments.

In turn, “Furdtk” website and application founder, Muhammad Al-Hajraf, expressed his great happiness in cooperating with the "Aleid Foods" Company, one of the most remarkable local food companies with its outstanding performance and development, which coincides with “Furdtk” website and application finally obtaining ISO certificates and the Food Safety and Quality Management System from the most important and globally accredited American institutions.

And he added, we value the unique role of Aleid Foods Company in supporting the Kuwaiti entrepreneurs of unique businesses and national products, hence we aspire to a successful cooperation that achieves the interest of both parties, aligning with our vision to deliver the widest range of products and services to our customers.

The cooperation with “Furdtk” website and application supports “Aleid Foods” commitment to achieving continuous growth by focusing on key axes, most notably digital expansion into new sectors supporting the marketing of its product and reaching the widest consumers' segments.

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“Aleid Foods” 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 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.