

**Aleid Foods Food Supply Center cooperates with the renowned brand “Qassar” for the production of their new product lines**

**Kuwait - February 23, 2022:**

**Aleid Foods Supply Center, a branch of “Aleid Foods” Company, announced the agreement with Gulf European Trading Company to produce and supply a selection of food products for "Qassar" brand.**

**Abdullah Al-Ghanim, Business Development Manager at “Aleid Foods” confirmed that Aleid’s Food Supply Center is equipped with the state-of-the-art machines and technical support as adopted in world-class modern kitchens, which qualifies it to take on the production of private labels in accordance to the highest quality standards, meeting the aspirations of the brand owners and the local market needs for innovative food products and advanced services.**

**Al-Ghanim added that the cooperation with “Al-Qassar” brand, whose founder Sulaiman Al-Qassar, is famous for his unique cuisine, serving traditional authentic Kuwaiti dishes with distinctive flavor, is a successful start that reinforces the center’s main goal in providing an exceptional experience for the Kuwaiti gourmet consumer keeping pace with the continuous traditional and digital development in production and distribution.**

**In turn, the most famous culinary influencer in Kuwait, “Sulaiman Al-Qassar”, expressed his great happiness in the agreement with Aleid Foods to produce and package products of his brand including his special recipe of Achar and Maabouj. He noted that this cooperation achieves his aspirations to preserve his mark, the special recipes that he developed over the years, and the engagement with the public who always loved his cuisine all at once, in a national high-quality product with authentic Kuwaiti flavor appreciated by the gourmets.**

**The cooperation with the "Al Qassar" brand is the first project for Aleid Food Supply Center, as part of its strategy to build effective partnerships with the owners and entrepreneurs of ambitious local food brands, which contributes to Aleid Foods Company vision of continuous growth.**

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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.

