

Aleid Foods exclusive authorized distributor of “Alkazi” products in Kuwait

Kuwait - April 9, 2022:

Aleid Foods Company signed an exclusive contract with Abdulwahab Food Packing and Packaging Factory to distribute Alkazi brand products in local traditional and digital food outlets, thus supporting the brand’s ambitious strategy for product development and reaching the widest consumer segments in Kuwait.

Khaled Ghazi Al-Badini, founder and general manager of Abdulwahab Food Packing and Packaging Factory, expressed his happiness towards the partnership and cooperation with Aleid Foods, considering it a valuable step that will positively reflect on the product development plans of “Alkazi” and enable the brand to achieve leadership in the local market, emphasizing the importance of distribution and logistical services in securing the presence of “Alkazi” Brand products in traditional and digital sales and marketing channels and its ability to reach the widest segment of target consumers.

In turn, Abdullah Al-Ghanim, Business Development Manager at “Aleid Foods”, valued this partnership with Abdulwahab Food Packing and Packaging Factory 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 their modern changing requirements.

Alkazi offers a variety of dairy and cheese products, produced and manufactured according to the highest quality standards and following safety measures from biological, chemical, and physical hazards in production. The products are made from the best natural and healthy ingredients and distinguished by their authentic flavors to satisfy various consumer tastes at competitive prices suitable for everyone.

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 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.