

## "Morena", a new and distinctive chocolate brand from "Aleid Foods"

Kuwait - March 2022:

Aleid Foods Company announced the launch of "Morena", the first brand from The Central Bakery, one of the latest recently established branches of the company, which will be offering unique chocolate and sweets products exclusively sold and promoted through the brand's digital platforms.

Morena is a distinctive brand using only superior raw materials and the best natural and sustainable ingredients from sustainable cocoa sources in the green forests of Latin America, all carefully selected by a team of experts specialized in creating and producing chocolate and sourced from the most renowned suppliers in the world following the latest trends and international taste classifications to provide world-class luxury chocolate products with new innovative flavors produced locally in Kuwait. The creation and production stages are led by a team of the most skilled chefs and experts who harness their talents to create extraordinary products with unique flavors that satisfy the lovers of luxury gourmet taste.

The "Morena" brand will launch with 65 creative products, a wide variety of options that captures all aspects of luxury chocolate, from its shiny color and silky texture to its exceptional taste, and will continuously work to develop new products to meet the requirements of different consumer segments, especially the Kuwaiti gourmet.



--The End--

“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.