

Aleid Foods as a Golden Sponsor of HORECA Kuwait 2025

Kuwait – January 14, 2025:

For the second time, Aleid Foods is participating with a specialized booth as a distinguished Golden Sponsor at HORECA Kuwait 2025, the leading exhibition for hospitality, hotel equipment, and the food industry. This premier event, now in its 13th edition, is held at the Mishref Fairgrounds under the patronage of Abdulrahman Al-Mutairi, Minister of Information, Culture, and Minister of State for Youth Affairs. Taking place from January 14 to 16, the exhibition brings together top local, regional, and global companies specializing in hospitality, restaurant services, and the food industry.

Aleid Foods' consecutive participation in HORECA 2025 reflects its commitment to strengthening its position in the local market and expanding its operations as a key player in the food services sector. This follows a year after Aleid acquired Alashraf Foods company, one of Kuwait's leading companies specializing in importing and distributing food products to restaurants, central kitchens, and catering businesses. Today, Aleid Foods stands on solid ground as one of the strongest and most prominent companies in the frozen meat and poultry trade within the food services industry.

Aleid Foods' 78-square-meter booth at HORECA 2025 showcases its success story and continuous growth through four main sections, each featuring leading products from its partner and in-house brands.

The first and second sections highlight the flagship brands Freshly and Delicio, both of which are widely recognized by top restaurant chains locally and regionally.

The third section is dedicated to Alashraf products, including Pena Branca, Value, and Nat.

The fourth and final section presents Aleid Foods' private labels, including Dazzaz, Zeina Frozen Chicken, Nectaflo Honey, and Gold Alex.

The booth also includes guest reception areas for visitors to explore the company's products and services, along with a dedicated tasting area.



Aleid Foods' CEO, Eng. Mohammad Al-Mutairi, emphasized that the company's participation as a distinguished Golden Sponsor for the second consecutive year is a strategic milestone, offering a key platform for expansion and innovation. He highlighted Kuwait's booming hospitality sector, driven by rapid urban development and the increasing number of restaurants across the country.

Al-Mutairi also noted that Aleid Foods' remarkable success at HORECA 2024 encouraged it to participate in HORECA 2025 with gold-tier sponsorship and additional privileges, elevating its status from a standard Golden Sponsor to a distinguished one. The company aims to expand its operations, double its product range, and enhance service quality to solidify its position in the local market, ultimately striving for industry leadership both locally and regionally.

He concluded by stressing the significance of the HORECA sector in Kuwait and the refined taste of Kuwaiti consumers, which has accelerated industry growth over the past ten years. This progress has set a benchmark in the region, positively influencing the development of hospitality and food services across the Gulf and Arab countries.

–The End–

Aleid Foods was established in 1994 with a paid-up capital of 30 million Kuwaiti Dinars and was listed on the Kuwait Stock Exchange in 2008 under the consumer services sector. Today, it is a leading company in the import, marketing, and distribution of food products in Kuwait. Aleid Foods operates diverse business lines, owns a portfolio of partner brands, and has subsidiaries and specialized food companies. It serves an extensive distribution network supported by advanced logistical capabilities. The company strongly believes in business digitization and is committed to adopting the latest digital technologies and innovative strategies in the marketing and distribution of food products.