

In conjunction with the creation of a new department in its organizational structure specialized in commercial development:

Al-Ghanim: "Aleid Foods" has launched three lines that are associated with a variety of options from world famous food brands

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Aleid Foods Company announced the creation of a new department in its organizational administrative structure specialized in commercial development, and the appointment of Abdullah Khaled Al-Ghanim as its director, as part of its future operational plan to raise its position and achieve its strategic objectives by adopting a special and thoughtful model of vertical integration supported by backing lines, which enhances its growth and development opportunities. Its business is to acquire new agencies and expand in the region.

Director of the Commercial Development Department at Aleid Food Company, Abdullah Khaled Al-Ghanim, expressed his happiness with the distinguished dynamic position, explaining that the new administration will follow a unique approach in studying the food sector in Kuwait and the requirements and mechanisms of work adopted in its market, in order to define prospects and seize opportunities that contribute In providing the highest level of services to the company's customers and partners.

And he added that the new administration adopts a stable and accurate standard principle that focuses on quality and not quantity, in selecting the projects that Aleid Food Company will enter both at once and in the future, on the one hand, and in determining the food brands that will fall under its umbrella on the other hand, pointing to other tasks that the administration will seek to fulfill its responsibilities. Studying food market trends in Kuwait, focusing on creating creative food ideas in digital businesses, establishing new and unique joint ventures, building alliances and strategic partnerships with regional and international food brands in order to represent them and distribute them in the local market.

Al-Ghanim pointed out that the department's launch coincides with the company's launch of three new lines that are associated with various options from the famous international food brands aimed at meeting the tastes of different segments and groups of society, which will positively affect the speed and rate of growth of the company's business and the value of its investment assets, revealing the first of which is: Signing a partnership agreement with the world-famous food brand "Mondelez". As for the second line, it focuses on healthy food and includes two famous brands. The first is "FoodBi", which includes a wide range of healthy oils, especially coconut oil, butter and sauces, and the second. OrganicN, which contains all the organic spices and condiments, and last but not least the third and all-new line of snacks with varied and delicious options for children from Krisps and another for everyone with a luxurious assortment of Dutch bakery from Van Den Berg.

He concluded by affirming that Eid Foods Company adopts a new idea with firm motives for work and launch, with passion and enthusiasm, with the beginning of 2021, which contributes to the development of its market shares, qualifies it to enter new sectors and provide its customers with high-quality services and products.

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Aleid Food Company was established in 1994 with a paid-up capital of more than 12 million dinars, and it was listed on the stock exchange in 2008, under the consumer services sector, and today it is one of the leading companies in importing, marketing and distributing food products in the State of Kuwait.