

LuLu opens fourth Hypermarket in Bahrain



Bahrain's Deputy Prime Minister H.E. Shaikh Khalid bin Abdulla Al Khalifa inaugurated the fourth LuLu Hypermarket in Hidd in the presence of LuLu Group Managing Director Yusuffali M.A. and Ministers Dr. Hassan Fakhro, Dr. Juma Al Kaabi and Esam Khalaf and other dignitaries. Also present were LuLu Group CEO Mr. Saifee Rupawala and other senior management officials.

The Hidd LuLu Hypermarket promises to be the largest in the kingdom

LuLu Hypermarket, the largest retail chain in the region and in the Kingdom of Bahrain, has opened its fourth hypermarket in Hidd, setting new benchmarks in excellence and size. The largest hypermarket in Bahrain, LuLu Hypermarket, at Hidd, was inaugurated by Deputy Prime Minister H.E. Shaikh Khalid bin Abdulla Al Khalifa in the presence of LuLu Group Managing Director Yusuffali M.A.. The inauguration was held under the patronage of Deputy Prime Minister H.E. Shaikh Khalid bin Abdulla Al Khalifa.

This is the 98th store of the LuLu Hypermarket chain in the region and is well-located to serve the Muharraq, Hidd and Amwaj residential areas. It will also be the biggest retail presence for upcoming townships such as Diyaar Al Muharraq. The 500,000 square feet space includes the 300,000 square feet hypermarket, car park and other facilities.

“The fourth LuLu Hypermarket in Bahrain located at Hidd is part of our ambitious expansion plans for the Kingdom of Bahrain which we entered in 2007,” said Mr. Yusuffali M.A., “It is a symbol of our confidence in the Kingdom's bright future and our commitment to the Vision 2030 economic development blueprint of the leaders that we are continuing our expansion in Bahrain. Bahrain is an important market in our overall plans and has always been a promising destination for our investments. We thank Bahrain's leadership and authorities for their support and co-operation.”

Spread over four floors, LuLu Hypermarket in Hidd brings variety, quality and its signature excellence in customer service to the Muharraq Governorate. The three-level hypermarket is aesthetically designed and every minute detail- the lighting, the paint-effects, the store lay-out - has been carefully planned bearing in mind needs of customers.

The store's Fashion Section is stacked with the latest high-street trends across apparel, accessories and

footwear for all age groups and the whole family. There is a colourful school supplies section, a department for home accessories, home fabrics, décor and furniture. The Electronics section showcases everything from state-of-the-art-home theatre systems to white goods and laptops and mobile phones.

The freshest fruit and vegetables from around the world, the best cuts of meat and a wide range of local and imported fish will now be available within driving distance for Muharraq Governorate customers. In addition, LuLu Hypermarket will also serve a niche market with exotic cheeses and specialty breads. The hypermarket's bakery section has its own specialist team and ovens and offers fresh-baked goodies from specialty breads and cakes to doughnuts, muffins and savoury puffs and pastries. With a dedicated team of professionals responsible for maintaining the highest standards throughout the stores, LuLu in Hidd will have some of the best practices with regard to hygiene, food safety, waste disposal and quality control.

LuLu's popular Hot Food section shelves in Hidd will stock a wide range of popular ready-to-eat foods - pizzas & pastas, fried snacks & sandwiches, biryani & curries and kebabs & grills. Delicious Arabic, Indian and Continental cuisine offers shoppers the most tasty and healthy delights thus complementing their shopping experience.

Besides the hypermarket, the store also houses a range of specialty store brands such as A La Mode, Zohoor Alreef, Shades International Optics, Rasasi Perfumes, Classic Watches, Hour Choice, Mikyajay, I Care Mobiles, Canon, Zain Telecom and OSN Networks.

There is also the added attraction of a trendy multi-cuisine Food Court which features well-loved names such as Rice Bowl , Little Caesars, Jasmis , Dajajio Chicken , Bellanapoli Pizzeria , Vanellis , Sukiyaki , Chicking , Charley's Grilled Subs Baskin and Robbins & Yogberry Frozen Yogurt as well as dine-in brands- Nando's and Lebanese Dining.

Fox Amusement Centre provides shoppers with a safe and recreational play area for children. An ample parking space is also ensured.

"Putting the customer at the centre of our work and our brand-building has been the USP of LuLu Hypermarket," said Mr. Yusuffali, "We believe that LuLu Hypermarket offers the complete shopping experience and we are confident that LuLu Hypermarket in Hidd will continue the tradition of offering the best in quality, range, service and price."