

LuLu Hypermarket launches 8th edition of British Festival in UAE



Abu Dhabi: The 10 day British Festival 'Best of Britain' kicked off at Abu Dhabi on May 7, 2015. The British Ambassador to the UAE, Philip Parham, inaugurated the festival in the presence of Saifee Rupawala, CEO, and Saleem V.I., COO of LuLu Group, and other senior Govt. officials at Khalidiyah Mall in Abu Dhabi, UAE.

This is the 8th year LuLu Hypermarket is conducting this festival throughout their stores in the UAE. The festival aims to showcase many newly imported popular products from UK targeting not only the large expat population, but the local residents also.

British Ambassador to the UAE, Philip Parham said, "I encourage everyone to come to LuLu Hypermarket's annual 'Best of Britain' Festival. It displays the extraordinary variety and high quality of British food and cuisine. LuLu Group is continuing this fantastic tradition as part of its strong partnership with the UK. Two years ago, the Group

opened a logistics and packaging centre in Birmingham. It has invested in The East India Company – a brand with its origins in a Royal Charter issued by Queen Elizabeth I in 1600. I am delighted to be able to join the celebration of this partnership.”

Commenting on the festival, Saifee Rupawala said, “It has been our endeavor always to promote the food and products of various countries in our stores and British products are a favorite among the local as well as expatriate community here and that’s why it is getting bigger and better every year.”

LuLu Group, which has its own sourcing office in Birmingham in the UK, has flown in more than 200 varieties of fresh food, frozen food, confectionary, seafood and meat for this promotion.

The hot food counters of LuLu Hypermarket will be selling many dishes exclusively prepared for this festival and there will also be cultural shows during this festival.