Press Release
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LULU GROUP FURTHER EXPANDS PRIVATE LABEL PRODUCT RANGE
Announces Major Partnerships at SIAL 2021

Abu Dhabi, 8th December 2021: In a move to strengthen its own label and underscore food security in the region, leading retailer **LuLu Group** launched its latest product categories in collaboration with world-class brands and leading manufacturers.

During the SIAL 2021, the region's top food industry exhibition which was inaugurated today by HH Sheikh Nahyan Bin Mubarak Al Nahyan in Abu Dhabi, LuLu signed MOUs and launched many food products in association with Abu Dhabi producer ***Elite Agro***, Jordan-based food tech giant ***Nabil Foods*** which is now part of Agthia Group, and international conglomerate ***The Walt Disney Company***.

The MOU signing and product launches were done in the presence of H.E. Mohamed Ali Al Shorafa Al Hammadi, **Chairman of Abu Dhabi Department of Economic Development and other top officials. The LuLu officials present during the ceremonies were Saifee Rupawala, CEO, Ashraf Ali MA, Executive Director, Saleem VI, COO and Salim MA, Director.**

LuLu Group Chairman and Managing Director Yusuff Ali M.A said: "We are seeing robust growth for private label products in our stores across the region and we are investing heavily to further grow the range and offerings. This also helps us support the food security initiatives of the UAE. SIAL ME is a very important event for us to showcase the strength of Abu Dhabi and meet key stakeholders and explore global markets".

The highlight was the launch of region's first private labelled "LuLu" branded fresh milk and dairy products with the goodness of 'proudly made in the UAE' products.

Expanding its presence in the popular ready-to-cook category, LuLu Group announced its partnership with Nabil Foods, a Jordan-based food tech giant and a part of Agthia Group, the region's leading food and beverage company. As per the MOU signed today, Nabil will produce chicken nuggets, tempura, seasoned snacks like shish tawouk, lemon and pepper chicken breast, kubbeh, beef shawarma, kufta and Arabic-flavored beef and halloumi cheese samosa under LULU brand for sale across the region.

LuLu also launched exclusively range of ready-to-eat frozen goods, pastas, and paper products with Walt Disney's popular characters, such as Avengers, Spiderman, etc. These are targeted at kids and children's range of products.

LuLu has been focusing on private label products across many categories in its hypermarkets across the MENA region. Currently, there are more than 2,500 different products under the LuLu private label brand.

LULU GROUP INTERNATIONAL is today a highly diversified conglomerate with an annual turnover in excess of USD 7.4 billion. It has a presence in 22 countries across the Middle East, Asia, USA, UK and Europe with a staff force of more than 57,000. Headquartered in Abu Dhabi, the capital of the United Arab Emirates, its global operations is spearheaded by the retail division and includes shopping mall development & management, imports & exports, trading, shipping, IT, travel & tourism, hospitality, manufacturing and trading of goods and real estate.

LuLu Group's success lies in the vision of Founder-Chairman Mr. Yusuffali M.A. to align the Group's growth with the nation-building eco-system of the countries that it operates in.

Visit: www.lulugroupinternational.com