

Inauguration of 113rd store in Salmiya, Kuwait



LuLu Hypermarket inaugurated its latest store in Kuwait at the Al Salam Mall in Salmiya on 12 February. The latest hypermarket was inaugurated by Abdullah S. Alenezi, Undersecretary – Ministry of Commerce & Industry, in the presence of Sheikh Malik Homoud Al Sabah, Royal family member, Yusuff Ali M.A., the MD of LuLu Group, Saifee T. Rupawala, CEO of LuLu Group, Ashraf Ali M.A., Executive Director of LuLu Group, and Mohammed Haris, Director of LuLu Group, Kuwait region. Prominent businessmen, government officials and other dignitaries were also present on the occasion along with a large gathering of shoppers, well-wishers and media personnel.

The Al Salam Mall branch of LuLu Hypermarket, located in the popular upmarket retail area of Salmiya, is our fifth outlet in Kuwait and our 113th store. Recognized recently as among the top 250 retailers in the world, the LuLu brand has

transcended borders and cultures to become a dominant name in the regional retail arena with its popularity gaining new heights with each new branch opening. In line with all branches of the brand, the latest outlet in Salmiya offers an ultra-modern shopping ambiance in a spacious area that offers shoppers high-quality products at very competitive prices.

The 120,000 sq. ft. hypermarket will showcase a fresh food section comprising fruit, vegetables, dairy products, meat, fish and hot and cold ready-to eat food. A major highlight of the newly opened store is that it has an exclusive section for all 'free from worry' food range that offer extensive import line of Gluten free, Lactose free, Dairy free, Yeast free, Wheat free, Vegan, Organic, Fat free, Nut free, Soy free, Salt free, GM free, Egg free, free range, no sugar, no additives, no preservatives, no hydrogenated fat and other specialty food imported from around the world.

In addition, and in true tradition of LuLu Hypermarket, the new branch will feature the widest choice of world-class brands at the fairest prices and also offers a whole world of shopping with a good selection of brands and product lines under one roof. LuLu's winning formula of value for money quality shopping will be a matter of delight for the residents of Salmiya and nearby areas, who will cherish the pleasurable shopping experience and the economy it offers.

"We are very clear in our approach to expansion and I am very confident about the economic situation of Kuwait and have full trust in the visions of High Highness The Amir Sabah Al Ahmad Al Jaber Al Sabah, and we are fully committed to continuing our forward march," said Yusuff Ali M.A. after the inauguration. He added that new hypermarkets will be opened at Fintas, Egalia by the end of the year and another two will be opened in 2016 in Jahara and Fahaheel.

Since its inception, LuLu Hypermarket has become the top retail destination for discerning shoppers in the country, welcoming more than a million customers a year to experience the distinctive LuLu shopping experience.