



Ooredoo celebrates International Volunteers Day

FLYDUBAI CERTIFIES ITS 100TH BATCH OF CABIN CREW



DUBAI: Sheikh Ahmed bin Saeed Al Maktoum (center), president of the Dubai Civil Aviation Authority and Chairman of the Emirates group, inspects planes at the Middle East and North Africa Business Aviation Association (MEBAA) show yesterday. — AFP

ALGHANIM INDUSTRIES, SLIM CHICKENS SIGN PARTNERSHIP

- AGREEMENT TO DEVELOP SLIM CHICKENS MIDDLE EASTERN PRESENCE
- MENA-REGION SLIM CHICKENS LOCATIONS TO OPEN IN EARLY 2017

KUWAIT: Slim Chickens, a leader in the "better chicken" segment of fast-casual restaurants, will continue expansion of its fresh chicken concept for the first time outside of the United States through a partnership with Alghanim Industries, one of the largest privately owned companies in the Middle East and North Africa (MENA). The two companies announced yesterday that they have entered into a master franchise agreement that will enable Alghanim Industries to introduce the Slim Chickens brand and dining experience across the MENA region.

Alghanim Industries, based in Kuwait City, Kuwait, owns and operates more than 30 businesses in 40 countries across the MENA, Turkey, India and South East Asia. Since its founding more than a century ago, consumer-oriented businesses have grounded the company. Today,



Alghanim Industries Chairman Kutayba Alghanim

its growing portfolio of 300 brands includes a number of US partners, including General Motors, Ford, Mars, Whirlpool, Wendy's and American Express.

Founded in 2003 in Fayetteville, Arkansas, Slim Chickens is committed to providing a "Life Changing Chicken" experience in its sector of the restaurant industry, with a focus on high quality, fresh chicken. The down-home Southern brand features hand-breaded and grilled chicken tenders and wings paired with handmade dipping sauces - there are 10 in all to render exceptional flavor that continues to earn admiration from guests and food critics alike.

Brand rollout

The first MENA-region Slim Chickens restaurant is expected to open in Kuwait in March 2017. This will be followed by a rapid brand roll-



Tom Gordon and Omar Alghanim signing the contract.

out across the entire region. Alghanim Industries Chairman Kutayba Alghanim pointed out: "We are committed to expanding our portfolio by partnering with one of the most pioneering, value-based consumer companies in the world, and we look forward to introducing the Slim Chickens concept to consumers across the Middle East." The Chairman added: "Alghanim Industries has a proud track record of developing successful businesses with huge growth potential that meet the needs of the region's expanding consumer base."

"Through our partnerships over the last few years, we've gained a deep understanding of consumers' expectations for food and beverage offerings in the MENA region," said Alghanim Industries CEO Omar Alghanim. "Slim Chickens is one of the fastest growing brands in the United States and we have no doubt that it will enjoy the same success in the Middle East. Alghanim Industries and Slim Chickens share key values: Both have strong community ties, an uncompromising approach to quality and strive, constantly, to exceed customers' expectations. We couldn't be more excited to help develop the Slim Chickens brand internationally, and open the first store outside of the US market in our region."

Slim Chickens CEO Tom Gordon also spoke of the two companies' shared values, and pioneering ways: "Alghanim Industries' legacy of providing high-caliber customer service and first-class products made this a one-of-a-kind opportunity for our brand," he said. "Over the past months we've learned about the company, the people and the values shared between our two organizations, and our alignment couldn't be closer."

Southern hospitality

"We are truly thrilled and honored to partner with Alghanim Industries, and we look forward to working with the entire Alghanim Industries team to bring our fresh, hand crafted recipes and southern hospitality and service to the Middle East," Tom Gordon added. "Slim Chickens is about honest food, social meals, and a commitment to local communities. This partnership will allow us to expand that vision and voice in a new and expansive capacity, and connect with valued guests throughout the MENA region."

Alghanim Industries is actively expanding its



Tom Gordon and Omar Alghanim

Food & Beverage (F&B) portfolio, which began in 2013 with its franchise agreement with UK-based Costa Coffee, the second largest coffeehouse chain in the world. In 2015, Alghanim Industries acquired the rights to develop US-based Wendy's restaurants across the MENA region - the deal included all existing locations in the United Arab Emirates, and provided for further expansion into Kuwait in 2016 and Saudi Arabia in 2017. Slim Chickens is Alghanim Industries' latest addition to its rapidly growing F&B portfolio.

Alghanim Industries is one of the oldest and largest, privately-owned companies in the MENA

region. Founded over a century ago, in Kuwait, the company today employs more than 14,000 people in 30 businesses across 40 countries in the Middle East, North Africa, Eastern Europe and Asia. Alghanim Industries is a market leader in almost every major sector of its operations, which include: engineering, retail, automotive sales and service, insulation and pre-engineered steel building structures, logistics and warehousing, fast moving consumer goods, food & beverage, oil & gas, office automation, advertising, insurance, consumer credit and travel.

The company is actively growing its brand portfolio, with a focus on top-tier global partners. Among them: Avis, British Airways, British Petroleum, Cathay Pacific, Daewoo, Honda, Saint-Gobain and Toshiba. Additionally, Alghanim Industries has created a number of successful regional businesses, including X-cite (consumer electronics), and Safat Home (lifestyle and home furniture).

Slim Chickens

Slim Chickens opened in 2003 in Fayetteville, Arkansas, with a focus on culinary excellence in a fast-casual setting. Guests can always expect fresh chicken tenders and wings cooked to order and served with handmade dipping sauces made from scratch. With more than 40 locations today and a fanatical following in 10 states, our eternally cool brand is leading the "better chicken" segment, and intends to grow to 600 restaurants nationwide over the next decade. Slim Chickens is proving that Southern hospitality is not just for the South: Everyone, everywhere, appreciates honest food and socializing with friends and neighbors.



One of the latest Slim Chickens stores in the USA.