



Wendy's flagship store as it looked during the opening event



CEO Omar Alghanim



H.E. Ambassador Lawrence Silverman



H.E. Ambassador Warren Hauk

## Alghanim Industries Inaugurates First Flagship Wendy's Store in Kuwait

Alghanim Industries, one of the largest private companies in the region, opened its first Wendy's® store in Kuwait. Employees, food enthusiasts and fans from across the country attended the grand opening, held at the newly inaugurated stand-alone location on Blajat Street, Salmiya.

The grand opening kicked-off with Alghanim Industries' Chief Executive Officer, Omar Alghanim who welcomed guests to the first Wendy's store, promising more stores in the months to come. He was joined by the Ambassador of the United States, H.E. Lawrence Silverman, the Ambassador of Australia, H.E. Warren Hauk, and executives from The Wendy's Company with messages of congratulations on this auspicious occasion.

Founded in Columbus, Ohio in 1969, The Wendy's Company built their brand on quality and a commitment to delighting every customer. The hugely successful restaurant franchise focuses on creating joy and opportunity through food, family and community. Today, Wendy's is the third largest burger chain in the world with around 6,500 outlets in 29 countries.

In 2015, Alghanim Industries acquired the rights to develop Wendy's restaurants across the MENA region. Today, the company operates 17 locations in the United Arab Emirates with plans for further expansion in Kuwait, Saudi Arabia and across the Middle East.

Speaking during event, Alghanim Industries Chief Executive Officer, Omar Kutayba Alghanim said: "It's an exciting day for Alghanim Industries as we celebrate the grand opening of Wendy's Kuwait with our customers. The decision to partner with one of the world's largest quick-service hamburger companies, was heavily influenced by the values we share. When it comes to exceeding customer expectations, Alghanim Industries and Wendy's share the same philosophy – we don't compromise."

Alghanim added: "This flagship store represents the beginning of our journey in Kuwait. Before the end of 2017, we intend on opening more Wendy's restaurants so that loyal customers can enjoy this great

American brand at their convenience – Marina Mall is next. In a few of months, we'll also be launching our first store in the Kingdom of Saudi Arabia. A huge market with huge potential. We're really excited – this year is going to be a great year for our F&B portfolio."

"We are very excited that our franchise partner, Alghanim Industries,



The attendees had the famous Wendy's meals for dinner

is celebrating the grand opening of the first Wendy's restaurant in Kuwait today, said Bob Wright, Executive Vice President, Chief Operations Officer and International, The Wendy's Company. I'm confident that the operators at Alghanim Industries will successfully expand the brand in the MENA region and deliver an exceptional customer experience for all fans of Wendy's."

Commenting on this occasion was Lawrence R. Silverman, the United

States Ambassador to Kuwait: "I am pleased to see that American brands continue to be well received and are expanding in the region. Wendy's is the third largest hamburger chain in the world, known for fresh food made to order and a variety of options for the consumer. It will be a unique addition to the market. I wish this new enterprise success."

In parallel, Warren Hauck, the Australian Ambassador to Kuwait commented: "At the heart of a burger you want the best ingredients and it's no secret that Australian beef is some of the highest quality beef in the world. So I am pleased to be here today for the opening of Wendy's who are using 100 percent Halal Australian Angus Beef in its burgers."

Wendy's burgers are made using the highest quality ingredients; in Kuwait, the classic square patty is made of 100% Halal Australian Angus beef and 100% whole breast chicken fillets. The ingredients used include regionally sourced tomatoes, lettuce and buns from the UAE and Oman. Moreover, fresh tomatoes and crisp lettuce are freshly prepared daily at Wendy's restaurants; burgers because Wendy's believes that fresher always tastes better. Some of the must-try items are the signature Wendy's burger, Dave's Single, the Spicy or Home-style Chicken Sandwich and to satisfy those with a sweet tooth, the famous Frosty™.

Alghanim Industries is actively expanding its Food & Beverage (F&B) portfolio, which began in 2013 with its franchise agreement that enabled it to penetrate the coffee shop market in Kuwait. The company recently expanded further through entering the "better chicken" segment of fast-casual restaurants, and is rapidly growing its F&B portfolio.

The first Wendy's restaurant in Kuwait seats up to 68 customers inside and 60 in the outdoor area. The restaurant is strategically located on Al Blajat Street overlooking the stunning Arabian Gulf. Wendy's is open daily from 11 AM until 1 AM with a drive-through and take out options.



Left to right Phil Broad, John Pain, HE Lawrence Silverman, Omar Alghanim and HE Warren Hauk



The band After Thought played at the event