

LULU OPENS ITS 59TH STORE IN THE UNAYZAH GOVERNORATE IN NAJD, SAUDI ARABIA

LuLu Saudi Hypermarket took forward its promise of marching in step with the progress of the Kingdom of Saudi Arabia with the inauguration of its 59th store in Unayzah Governorate in Najd, Saudi Arabia today.

The grand opening was presided over by H.E. Abdul Rahman Ibrahim Al-Salim, the Governor of Unayzah, who was the Chief Guest. He was welcomed by the senior LuLu Management led by LuLu Saudi Director, Mr. Shehim Mohammed. Also present at the opening was Mr. Hatim MC, Regional Director, LuLu Hypermarket, Central Province.

Mr. Yusuff Ali M.A, Chairman and Managing Director of the LuLu Group said that the new store opening comes in line with the LuLu Group's commitment to the Saudi leadership's vision and energy for a bright future. said the continuing expansion of the Group is a reaffirmation of the company's confidence in the progress of Saudi Arabia.

The 73,700 square feet single level Unayzah store features a Hypermarket and Department Store which contain all the popular shopper-friendly aspects of LuLu. Customers will have excellent ease of shopping with 22 checkout counters as well as 4 self-checkout counters for customers' convenience. There are also dedicated green checkout counters to encourage the company policy of giving ecologically aware customers priority. LuLu will also offer e-receipt checkout, in line with its green drive that seeks to promote paperless transactions.

Shoppers will find access easy with 213 dedicated parking spaces. The store has been designed with a modern layout that makes it easy for shoppers to navigate.

Special features in-store include an emphasis on healthy and diet food choices, an extensive range of 'Free From' foods, pet foods, a seafood section that also extends to freshly made sushi and grilled fish, premium meats and an expansive imported product range. There will be a global spread of fresh fruit and vegetables. There will also be a wide choice of freshly made items, from fresh-squeezed juices to fresh-baked breads and cakes.

In addition, the store will feature LuLu Connect (Digital & Electronics) and the latest beauty and cosmetics trends with popular brand BLSH and Eyexpress. Fashion will be available as the high-end festive couture brand LuLu Celebrate and the High Street smart casual REO brand.

LuLu Saudi Hypermarket presently operates 59 outlets across Saudi Arabia, encompassing hypermarkets, commissaries, mini-markets, and community stores situated within diverse residential compounds affiliated with the Saudi Arabian oil industry, the defense sector, and upcoming Saudi futuristic cities.