

Freshness redefined with launch of LuLu Express Fresh Market in Abbasiya

The opening of the latest Lulu Express Fresh Market in Abbasiya, on 21 February, drew enthusiastic crowds eager to experience the elevated grocery shopping that the brand defines through its stores. Marking the brand's 16th store in the country, the event was inaugurated by the Indian Embassy Counsellor (Commerce) Mr.Sanjay K Muluka , Mr.Talal Al Mutairi , Mr.Humood Al-Jabri , Mr.Khalid Al-Ruwais alongside other distinguished guests .Also present on the occasion from the Lulu Hypermarket Management were Mohamed Haris, Lulu Kuwait Director, Sreejith, Lulu Kuwait Regional Director and other officials.

Spread over a total area of 9000 square feet, the modern streamlined interior with its premium ambiance provided a welcome respite from the ordinary grocery store experience, offering a sophisticated yet user-friendly environment for everyday shopping needs.

Convenience and hygiene were paramount, with well-organized aisles and a clean atmosphere ensuring a comfortable and safe shopping experience. Ample and easily accessible parking facilities added to the convenience provided to shoppers.

But the true star of the show was the diverse and premium product selection offered at the store. From fresh to frozen grocery essentials, to succulent meat, premium seafood, and fresh produce, as well as a chilled and dairy section that showcased an array of tantalizing products, and a frozen delights section that offered quick meal options.

In addition, the market offered a curated selection of top quality products that included a wide range of freshly roasted delights and indulgent confectionery, and a variety of non-food items, including health and beauty products.

The successful launch of the Lulu Express Fresh Market in Abbasiya highlights the brand's commitment to meet and exceed the evolving needs of customers. The innovative market offers a unique and elevated grocery shopping experience, proving to be a welcome addition to the neighborhood and setting a new standard for convenience and fresh food selection.