

Lulu Announces Strategic CSR Partnerships and Launches New Range of UAE-Manufactured Products at Global Food Week 2025

Abu Dhabi : On the opening day of Global Food Week 2025, Lulu announced a series of strategic partnerships and unveiled a new range of UAE-manufactured products. At its dedicated pavilion, the retail major signed three key MoUs focused on strengthening private label sourcing and fostering inclusive economic growth. Dr. Amna bint Abdullah Al Dahak, UAE Minister of Climate Change and Environment, along with government officials and other dignitaries, visited the exhibition center on the opening day.

As part of its commitment to supporting differently-abled communities, Lulu signed an MoU with the Zayed Authority for People of Determination to source fresh fruits and vegetables grown on ZHO-managed farms. These products will be made available across Lulu stores in the GCC. The agreement was signed by Abdullah Abdulalee Al Humaidan, Director of Zayed Authority for People of Determination, and Yusuffali M.A., Chairman of Lulu Group.

In support of the Fatima Bint Mohamed Bin Zayed Initiative (FBMI), Lulu Group has signed an MoU to source a significant range of products crafted by women artisans empowered through the initiative. The MoU was signed by Maywand Jabarkhyal, CEO of FBMI, and Shamim Sainulabdeen, Director of Lulu Private Label, in the presence of Yusuffali M.A., Chairman of Lulu Group; Saifee Rupawala, CEO of Lulu; and Salim V.I., Chief Operating and Strategy Officer of Lulu.

To further expand its sourcing of UAE manufactured spices and food products, Lulu signed a partnership agreement with Bawabt Liwa Food Industries. The MoU was signed by Humaid Ali Al Zaabi, CEO and Owner of Bawabt Liwa, and Noushad TK, Director of Al Tayeb Distribution.

Alongside the agreements, Lulu launched a new portfolio of private label products in support of the 'Make It In The Emirates' campaign. The range includes:

- Three variants of honey from Emirates International Agricultural Advanced Company Abu Dhabi
- Four Variants of Coffee capsules and beans from Samira Maatouk Group Abu Dhabi
- Dates Syrup supplied by Al Barakah Dates Factory Dubai
- Traditional Arabic spices from Bawabt Liwa Food Industries
- Value-added meat products

