

For fresh fruit and vegetable marketing and distribution in Asia



By Martyn Fisher

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## ***BanaBay lands new Middle East deal***



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**B**anaBay has secured a contract with a new customer in the Middle East.

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The Middle East is a key focus for UK-headquartered BanaBay, as the region

has been identified as having high purchasing power and a population of habitual fruit buyers.

The Hussain al Qurashi Group is a leading food business in the region, sourcing products from Europe, Africa, North America, New Zealand, Australia, China, India and Pakistan, and exporting to the UAE, Saudi Arabia, Bahrain, Kuwait, Oman, Qatar, Yemen, India and Pakistan.

With more than 25 fresh produce outlets in the UAE, the group supplies all leading supermarkets and hypermarkets in the region.

Harley Williams, business development manager for BanaBay, said: "This is an exciting new partnership in Saudi Arabia which again demonstrates the expanding reach and development of the BanaBay brand across the globe."