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By Liam
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MENA tie-up for Del Monte and Disney

Princesses and Marvel heroes to adorn fruit packaging and promote healthy eating



Fresh Del Monte has announced a new partnership with The Walt Disney Company that will add Disney characters to fruit packaging in the Middle East and North Africa (MENA) region.

The collaboration marks Fresh Del Monte's latest effort to encourage healthy eating across the region with the new packaging to feature Disney princesses and Marvel's Spider-Man.

Racha El Aawar, Fresh Del Monte's regional marketing director for MENA, said the tie-up will allow consumers to enjoy Disney's characters in a new way.

"The new collaboration falls in line with Fresh Del Monte's commitment to serving its most meaningful cause: to produce and market healthy and nutritious products that appeal to consumers and encourage families to adopt healthy eating habits by increasing their consumption of fruits and vegetables," said El Aawar.

"As part of the agreement, we will carry

out a launch campaign, supported by marketing activities across the region, to expand awareness of our healthy, great tasting products, which feature popular Disney and Marvel characters that kids know and love, given that the Walt Disney Company shares our commitment to promoting healthy lifestyles."

The new Disney-inspired line will soon be available in Saudi Arabia, Kuwait, Qatar, Oman, Egypt, and the UAE.

New e-commerce store

Fresh Del Monte has also announced the launch of its latest state-of-the-art e-commerce store in Jeddah, Saudi Arabia.

El Aawar said the new store follows the success of the platform in the UAE and would provide Saudi consumers a wide variety of high-quality fresh fruits, vegetables via a seamless and curated grocery-buying experience.

"Worldwide, digital technology has been

reshaping both the market and consumer buying trends. When the Covid-19 pandemic struck in March 2020, e-commerce became the new norm, with more consumers going online to shop for their needs, as stores were closed or operating at reduced capacity," El Aawar.

"The Fresh Del Monte newly launched e-commerce store will initially serve the Jeddah province, with plans to expand our services to Riyadh and all of Saudi Arabia soon. While getting groceries was a stress point for many people, online ordering can be a timesaving, stress-relieving solution and can help people manage their busy lifestyle.

"The platform, which delivers on the freshness and quality our consumers expect from online shopping, also helps us build a lasting bond between consumers and our brand."

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