

GMG accelerates farm-to-fork strategy at Gulfood with product launches

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GMG, a global well-being company retailing, distributing, and manufacturing a portfolio of leading international and home-grown brands across sport, everyday goods, health and beauty, properties, and logistics sectors, has launched its latest brand and product innovation at Gulfood 2024 -, the world's largest annual F&B sourcing event.

Aligned with GMG's values to keep evolving and reflecting their commitment to meeting the changing needs and preferences of consumers, GMG has introduced their latest product innovation of Farm Fresh Chicken Chips, Shnax. Crafted entirely from 100 per cent chicken, these chips offer consumers a healthier snacking option, reshaping perceptions of traditional snacks, and reflecting the company's path to growth and excellence.

This year, GMG has welcomed their partners at a state-of-the-art stand, designed by AUD students, in a one-of-a-kind partnership. The space features GMG's Maison Houses, leading with their largest brand 'Farm Fresh', championing their snacking category, and unveiling their cutting-edge innovations.

GMG brings back the tales of the Spice Route from East to West, through their 'Herbs & Spices Maison', featuring RUH, AL SERR, & SAPORA. Additionally, GMG has utilized the space as a platform to preview their latest food brands 'La Invitada', a fusion Tex-Mex brand, and 'AL SERR', their newest food brand, a portfolio of spices, sauces and condiments.