

Alghanim Industries collaborates with Saudi Coffee to promote Saudi's coffee heritage

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Alghanim Industries has forged a strategic partnership with the Saudi Coffee Company, which is owned by the Kingdom of Saudi Arabia's Public Investment Fund. This collaboration highlights the Saudi Coffee Company's speciality coffee brand, Jazeen, and is aimed at promoting Saudi Arabia's distinguished coffee culture on a global scale. A significant milestone of this partnership is the opening of Alghanim's 100th Costa Coffee store, symbolising the shared dedication to enhancing the worldwide appreciation of coffee culture and fostering the industry's growth both within Saudi Arabia and internationally.

As the largest Costa Coffee franchisee in the region, Alghanim Industries is dedicated to showcasing Jazeen Coffee's exclusive blends, cultivated in Saudi Arabia's southern region, across all Costa Coffee locations in the Kingdom, highlighting the depth of local coffee culture.

The Kingdom of Saudi Arabia's ambition to become a prominent player in the global coffee market is supported by significant initiatives, notably by entities like the Saudi Coffee Company. Their efforts to cultivate the southern region of Saudi Arabia aim to harvest some of the highest quality Arabica coffee available, contributing to the development of a vibrant local coffee culture and meeting the growing demand within the Kingdom.