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Arla Foods invests EUR 50Mn in Bahrain site

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Arla Foods is already the market leader in the important cheese glass jar category across the MENA (Middle East and North Africa) region with the popular spreadable cheese sold under the Puck brand. But to further improve this position and keep up with growing demand - especially in peak seasons â?? the dairy cooperative is now placing a major investment in its Bahrain production site.â?¯

In order to safeguard the leading position and future-proof for expected growth in demand, the farmer-owned cooperative is investing EUR 50.9m to increase the production capacity of the spreadable cheese jars.â?¯

â??We have one of the most well-known and loved dairy products in the region and we are proud to be part of familiesâ?? cooking, whether itâ??s during the everyday rush or for special occasions. We know that demand peaks at certain times during the year and to accommodate that and maintain the favourability we have with customers and consumers, we are now investing significantly in expanding our productionâ?•, says Lillie Li Valeur, Executive Vice President of International at Arla Foods.â?¯â?¯

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Since Arla Foods acquired the production site in Bahrain in 2019, the dairy cooperative has invested in updating and expanding the site making it a cornerstone in the important MENA region which is the biggest commercial region in Arla Foodsâ?? International business segment. â?¯

â??We have a great production setup already in place and we have a popular product expected to grow in demand. Combined with our ambitious company strategy and solid financial situation, that makes for a logical investment to make and I am very pleased to announce it today. It will benefit consumers, strengthen the great collaboration we have with customers in the region and of course create value for our farmer ownersâ?•, says Lillie Li Valeur