

Manuel Mercado of Saudi Arabia adheres to Sabor a Málaga

The company Manuel Market of Saudi Arabia is the first chain of gourmet establishments outside Spain to join Sabor to Malaga, the brand created by the Diputación to promote the image and quality of the local agri-food products. Thus, Malaga products incorporating this distinction can be purchased at the four sales centers in the city of Yeda in Saudi Arabia, which has a million inhabitants.

This was announced by Deputy Economic and Productive Development, Jacobo Florido, who met with the leaders of the departments of purchasing, product and distribution of Manuel Market, Thursday with the owners of the chain, Khalid Aldarwish and Mohammed Youf Al Hassan, the agreement of adherence, that also contemplates a days Sabor to Malaga in Yeda.

Florido announced that the Sabor a Málaga products will arrive at Manuel Market through Grupo Hermanos Gallego Fernández, also adhering to the Provincial brand. "It is a market that is very difficult to introduce," said Florido, who noted that the work of the Hermanos Gallego Fernández Group "has paved the way for Sabor to Malaga to take this giant step outside our borders."

The deputy explained in a statement that the extra virgin olive oils, nuts, olives, cheeses or the Malaga suckling goat are some of the most demanded products in the region of Mena (Middle East and North Africa). "This is a very demanding market that demands quality and exclusivity in the products that it consumes".

Manuel Market has four sales centers in Yeda. With more than

1,200 employees, it sells nearly 160,000 references of local and imported products.

Source: [La Opinión de Málaga](#)