

AMERICAN PRODUCTS FESTIVAL BEGINS OPENS FEB 7 AT MANUEL MARKET-STARS AVENUE]

JEDDAH, February 6, 2019: The AMERICAN PRODUCTS festival, organized by MANUEL Supermarket to promote American food products, is opening its weeklong event at the Manuel Market branch in Stars Avenue mall on Thursday, February 7 starting at 6PM. The Festival takes place during the week of February 7-12 and special offers are available at all branches.

The American Products Festival is organized by Manuel Markets, Saudi Arabia, with the support of the US Commercial Service, Jeddah. The festival event launches this Thursday in Stars Avenue Mall (Jeddah) with appearances by the Consul General of the USA his Excellency Ryan M. Gliha, along with Manuel Market's CEO, Mr Khalid Aldarwish, and chairman, Mr. Abdulilah Aldarwish

The festival campaign includes in-store promotions, a dedicated media and social networks communication campaign, as well as in-store activities to promote American products offered in Manuel Supermarkets. The campaign aims at improving Manuel Market's customers' awareness and penetration of American food brands, showcasing the wide range of products directly sourced

from various companies in the United States.

Manuel Market is a luxury upscale and unique specialty supermarket synonymous with sophistication, high quality, cleanliness, refined living, and a healthy lifestyle. We currently have branches in Jeddah, Jubail, and coming soon to Riyadh, Saudi Arabia.