

Al-Kabeer unveils exciting new brand identity that reflects its quality & taste

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A leading brand in the GCC region, announced the launch of its highly anticipated new brand identity. With a fresh and innovative look, Al-Kabeer aims to reflect its unwavering commitment to quality and taste, which has been at the heart of its success for over four decades.

With a diverse range of over 200 SKU spanning six main frozen food categories, including Meat, Chicken, Vegetables, Fruits, Dough, and Seafood, Al-Kabeer has established itself as a trusted name in the industry. The brand's direct distribution arms are strategically positioned across the GCC, encompassing key markets such as KSA, UAE, Bahrain, Oman, and Qatar that are served from 3 state-of-the-art factories situated in KSA and UAE. Al-Kabeer Group is proud to be a Savola Group Company, benefitting from the resources and expertise of one of the largest and most respected conglomerates in the region. The association with Savola Group has further strengthened Al-Kabeer's position as a leader in the frozen food industry.

The new brand identity represents a significant milestone for Al-Kabeer as it embarks on a journey of reinvention and growth. The refreshed logo and visual elements encapsulate the essence of the brand, capturing its heritage and dedication to providing exceptional culinary experiences.

“We are thrilled to introduce our new brand identity to our valued consumers and partners across KSA and the rest of GCC. It is a complete re-imagination of Al Kabeer” Rana Sengupta, Al Kabeer Group CEO.

This transformation reflects our relentless pursuit of excellence in delivering the finest frozen food products. It is a testament to our ongoing commitment to meeting the evolving needs and preferences of our discerning consumers. As part of the rebranding initiative, Al-Kabeer

will roll out a comprehensive marketing and communication campaign, designed to engage and captivate both existing and new customers.

The campaign will leverage various channels to showcase the brand's revitalized image and highlight its vast product range, reinforcing Al-Kabeer's status as a leading brand in the frozen food market. Al-Kabeer's new brand identity is a testament to its continued dedication to culinary innovation, uncompromising quality, taste, and consumer satisfaction. The company remains committed to upholding its longstanding legacy while embracing the future with renewed vigor.