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Dubai Food Festival's Home Edition promotion at hypermarkets draws huge response

- **Total of AED 600,000 worth of prizes up for grabs**
- **Weekly prizes offer customers chance to win one year's free supply of groceries**

With the ongoing Dubai Food Festival 2016 offering visitors a number of rewarding experiences at restaurants and retail outlets across the city, the Home Edition promotion that is being run at leading hypermarkets has made supermarket shopping in Dubai even more exciting due to the amazing prizes that are being offered to lucky customers.



Outlets of six supermarket and hypermarket brands -Carrefour, LuLu, Spinneys, Géant, Union Coop, and Waitrose – are participating in the Home Edition promotion of DFF 2016, which runs until 12 March, and is organized by Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (DTCM), under the theme 'Celebrate Taste'.



The Home Edition promotion offers shoppers spending AED 250 at participating supermarkets and hypermarkets the chance to win weekly prizes worth AED 50,000, or in other words, one year's free supply of groceries.

The participating supermarkets and hypermarkets are also serving up various food-related activities for their customers such as food tasting and live cooking demonstrations in addition to the Home Edition attraction.



Saeed Mohammad Mesam Al Falasi, Executive Director, Retail and Strategic Alliances, DFRE, said: “The participation of six major hypermarket and supermarket chains in Dubai is a significant development at this year’s Dubai Food Festival and is yet another boost for the emirate’s retail sector, whose continued success is largely due to the solid collaboration that exists between the government and private sectors. With the participating brands being popular among customers for their extensive selection of food stuff sourced locally and from international markets, the Home Edition promotion helps enhance the overall supermarket shopping experience, as customers get to shop for their daily needs, as well as the chance to win an entire year’s supply of groceries”.

Union Coop

Suhail Al Bastaki, Marketing & Communications Manager Union Cooperative Society, said:



“We are proud to once again join hands with the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (DTCM), and the organisers of the Dubai Food Festival. Union Coop believes in rewarding customers wisely and Dubai Food Festival is a great time for our customer to get so many offers at the same time in Union Coop; such as the raffle draw for AED 50,000 worth of groceries, Cash Back on their purchases and collecting Tamayaz

rewarding points. This year, our strategy is to have more variety in our offers in the stores which customers cannot get in any other place. The Dubai Food Festival at Union Coop appeals largely to shoppers who are seeking great value, discounted products, bundles offers, and other promotional activities in Hypermarkets. This year's response has been exceptional so far, receiving extremely positive feedback from our customers and we are looking forward to be part of Dubai Food Festival in the coming years”.



Carrefour

“We are very excited to participate in this exciting initiative in line with Dubai Food Festival celebrations. It is our ongoing commitment to create great moments for everyone, everyday – so we are especially pleased to use this promotion to reward the loyalty of our customers,” said Miguel Povedano Executive Regional Director, Majid Al Futtaim Retail.

“At Carrefour, our emphasis is always on providing fresh, high quality products at the most affordable prices, and we look forward to highlighting our diverse fresh food offering to our customers over the coming weeks,” commented Povedano.

Spinneys



Colette Shannon, Communications Manager, Spinneys, Dubai LLC, said: 'Spinneys has been involved with the Dubai Food Festival - Home Edition from the outset as we believe it is a great initiative to get the people of Dubai excited about food. As any chef will tell you, great meals start with great ingredients, and with the chance to win Dhs50,000 during the festival it makes it even more compelling for customers to visit Spinneys.'

Waitrose

A spokesperson for Waitrose, said: "Waitrose is delighted to join the Home Edition for the first year in the Dubai Food Festival, which brings great excitement to the malls, and all across Dubai".

LuLu



Mr. Salim M.A., Director of LuLu Group, said: "We are very happy to participate in the Dubai Food Festival, and as usual, our outlets in Dubai are celebrating the festival in a big way. Theme based activities are scheduled on daily basis with different styles. There are various activities for the

customers that include cooking competitions for various cuisines, fruit carving, cooking demonstration by celebrity Chefs, food sampling, family fun, etc.”

“While we are enjoying massive customer participation in the celebrations, we take this opportunity to thank the DFF organizers for granting us an opportunity to participate in the DFF 2016 and to celebrate such a marvellous festival with our loyal customers”, he added.

Géant



Yvan Baba, Country Head for Géant in the UAE, said: “With Géant currently going into expansion mode including the opening of new hypermarket in and Dragon Mart2 in Dubai, we clearly recognise the importance of giving our customers a fantastic shopping experience that keeps pace with their ever-changing expectations. Being a part of the Dubai Food Festival, we have exciting in-store offers on Grocery, Fresh food and Home Appliances, offers that you would definitely not want to miss”.

Meanwhile, Dubai Food Festival has announced the first winners of the Home Edition promotion. The six lucky customers of the first draw that was held on 5 March at the Etisalat Beach Canteen at Kite Beach, the central hub of DFF2016, are Vijay Halpolami (winner from Lulu), Hoefelmayer Martin

Omere (winner from Carrefour), Mohammed Kamal Uddin (winner from Géant), Ebrahim Benyer (winner from Union Coop), Nawar (winner from Waitrose) and Mirabul, the winner from Spinneys.

The final weekly raffle draw of the Home Edition promotion will be held at the Etisalat Beach Canteen on 12 March, the last day of DFF 2016.

