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## LuLu Hypermarket launches Proudly South African 2022 promotion



LuLu Hypermarket, the leading retailer in the region, launched its 'Proudly South African 2022' promotion at the Al-Qurain outlet of the hypermarket on 24 July. The Ambassador of South Africa to Kuwait, H.E. Dr. Manelisi GENGE, cut the ceremonial ribbon to inaugurate the event, in the presence of top management of LuLu Hypermarket Kuwait, and a large gathering of shoppers and well-wishers. Among the diplomatic personnel attending the event were the Ambassadors of the Kingdom of Lesotho, H.E. Boomo Frank Sofonia; Charge d' Affairs of the Republic of Zimbabwe,; the Republic of Malawi H.E. Younos Abdul Karim; and the Kingdom of Eswatini H.E. Nkhulueko Horace Dlamini.

The week-long promotion, which runs till 1st August at all branches of the hypermarket in Kuwait, features the best of products from the 'Rainbow Nation' being offered at very special prices. The wide range and variety of products on offer, including colorful succulent fruits, nuts and other produce, attests to the geographical diversity of the land that allows for the growing of different food items based on climate, soil and elevation.



Samples of the country's physical variation are evident in the attractive images of iconic monuments and breath-taking landscapes displayed at vantage points across the hypermarkets during the promotion period. The large scenic displays also highlight South Africa's amazing diversity in terms of flora and fauna, and the stupendous tourism potential of the land.

The promotion, which offers shoppers a wide range and multiplicity of high-quality food products , provides them with the opportunity to purchase some of the finest and most popular South African food items at very special prices. Among the products being offered at incredibly competitive prices are well-known brands such as: Bakers, Blue Diamond, B-Well, Cape Cookies, Cape Herbs, Clark & Sons Inc., Mandela Tea, Nandos, Robertsons, Royal Biltong and many others.

The 'Proudly South African 2022' promotion, which follows the highly successful 'Awesome South Africa 2021' festival held last year at LuLu Hypermarket, underlines the hypermarket's commitment to importing high-quality food and non-food items from around the world, and making them readily available and affordable for shoppers in Kuwait.