



Baladna Launches 100% Natural Juices this Ramadan

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Baladna Food Industries Co. W.L.L., Qatar's largest producer of fresh dairy, recently launched a brand-new product line of 6 unique juices. The 100% natural summer fresh juices, with no added sugar, are already available in Orange, Apple, Pineapple, Fruit Mix, Tropical Mix, and Pomegranate Mix flavors. The launch of the juices has come in time for the holy month of Ramadan and the Summer season.

After becoming a market leader and covering 95% of the local market's need for fresh milk, Baladna is all set to meet local market demands for premium fruit juices as well. With an investment of nearly 10 Million Qatari Riyals in the new juice line, Baladna aims to produce 17,000 packages of 180 ml juices and 12,000 packages of 1.5 liters juices per hour.





Commenting on the launch of the juice line, Dr. Kamel Abdallah, Chief Executive Officer, Baladna Food Industries Co. W.L.L said, "Ever since 5th June 2017, Baladna has been writing one success story after another, which includes flying in cows within 36 days of the blockade, introducing a variety of dairy products like Yogurt, Laban, Ayran and Long-Life milk, to helping Qatar achieve its food security goals. The launch of our new juices has further enriched our product portfolio, and we promise to continue exceeding our consumers expectations with innovative products".

As one of Qatar's leaders in dairy and beverage production, Baladna has been contributing towards Qatar's self-sufficiency goals by adopting an innovative line of products. Currently, Baladna has nearly 20,000 dairy cows and supplies the market with all the necessary dairy products comprising of Fresh milk, Ayran, Laban, Yoghurt, Arabic ghee and Cheese. Last year, the company also established itself as the provider of 95% of Qatar's fresh milk demands. Baladna has also started exporting products to Afghanistan and are looking to expand to regional markets like Kuwait and Oman.

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