

## The Story of Joe & The Juice In Kuwait



Ali Abdulwahab Al Mutawa Commercial Co. (AAW) is one of Kuwait's largest commercial companies, with a legacy dating back to 1918. Representing over 200 international brands in the wholesale and retail sectors, AAW has a long-standing commitment to providing high-quality products to customers.

In 2023, AAW established Ali Abdulwahab Al Mutawa Light Food, marking its entry into Kuwait's dynamic food and beverage sector. This strategic move, driven by extensive research, stemmed from AAW's commitment to

expanding its offerings and providing high-quality brands that enhance customer well-being.

AAW carefully selected Joe & The Juice as its first partner in the Light Food venture. This leading Danish juice bar and coffee concept is one of the fastest-growing brands globally.

With branches worldwide, Joe & The Juice offers a diverse menu of nutritious options in a modern and enjoyable atmosphere, and demonstrates a commitment to quality and sustainability, values that AAW strongly shares.

Joe & The Juice caters to a wide range of customers, particularly those with health-conscious and fast-paced lifestyles. Its menu features freshly prepared food, snacks, and drinks made with high-quality local ingredients, with options for those with special dietary needs.

Since its launch in Kuwait in March 2023, Joe & The Juice has been met with enthusiasm. The store quickly gained popularity, competing successfully with well-established chains of coffee shops and restaurants. This success reflects both the diversity of the Kuwaiti market and the growing demand for healthier food choices.

AAW has implemented a strategic expansion plan for Joe & The Juice. The company has opened over 10 branches in various locations across Kuwait, including Argan Square in Salmiya, The Walk Mall in Ardiya, Al Andalus Complex in Hawally, The Warehouse in South Sabahiya, Sahara Golf Resort next to Hunting and Equestrian Club, GUST campus in West Mishref, Al Khiran Mall, Arraya Centre in Kuwait City, Kuwait International Airport Terminal 1- Arrivals, Murouj in Sabah Al Salem, Vibes Complex in Abu Al Hasaniya, and Bnaider Resort.

Recently, the company launched "Joe," a mobile app in Kuwait. This app allows customers to browse the menu, place orders, and receive their items quickly, aligning with modern, healthy, and fast-paced lifestyles.