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LOCAL NEWS

## Americana sets three new Guinness Book records

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By Nawara Fattahova, Staff Writer

KUWAIT: The Kuwait Food Company's 'Americana' brand has created three new records to feature in the Guinness Book of World Records yesterday at the Sheikha Salwa Hall. With this, 'Americana' now enjoys the unique distinction of being the first food company in the Middle East to achieve this record in the catering sector on an international level. The first record that has earned it a place in the Guinness book is the creation of the world's largest bucket of 'Kentucky' Fried Chicken. "The previous world record of 300 kilograms (of chicken) was broken by the new record that was set today; as this weighs 480 kg. This bucket is 1.5 meters tall.

This event will make (Americana) a distinct name in the global food industry and is a crowning glory for more than half a century of the company's excellence in the Middle East," explained Marzouk Nasser Al-Kharafi, Chairman and Managing Director of Americana, in the presence of Guinness encyclopedia representative, Talal Omar Al-Kadi.

The two other records, Al-Kharafi clarified, are unprecedented and has never been tried before. The second record is the largest box of doughnuts from Krispy Kreme. "The box measure 5.90 meters x 4.10 meters x 87cm. It contains 2,700 Krispy Kreme Doughnuts. The third record is the longest burger line from Hardees, and was assembled in the form of the Kuwait Towers. This was 306 meters long and consisted of 2,500 hamburgers. These two new records registered in Guinness by 'Americana' will attract the attention of associated companies globally," he added.

This triple achievement represents a quality leap for 'Americana' as it is the strongest food brand in the Middle East. This makes it a distinct world-wide name, particularly since it is classified as one of the most successful companies in terms of recording agencies and franchises," Al-Kharafi said. As part of its corporate Social Responsibility Program, Al-Kharafi noted that

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he food used to enter the competition will be donated to the Ministry of Social Affairs and charitable institutions.

More than 500 workers have contributed toward realizing this objective. More than 200 of them participated in making the Kentucky bucket and, another 200 workers took part in creating the burger line form Hardees. This s in addition to more than 100 workers that contributed toward creating the loughnut box from Krispy Kreme," he noted.

Al-Kharafi said that 'Americana' was able to provide added value to the Kuwaiti market by scoring these three world records through this initiative. He added that the efforts made by 'Americana' to challenge world markets towards the creation of new records are a result of the direct support lent by the company for the State of Kuwait and the local market. This opens new horizons and supports Kuwaiti companies that are spreading worldwide.

The event was attended by senior economic figureheads, news agencies and satellite channels. In the end, Al-Kharafi added that 'Americana' was built by Arab employees and reached out world-wide by bringing out high-quality products that are offered at all its outlets and branches. All the company's products comply with Islamic Sharia and is 100 percent Halal.



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