

Fatter investment for Kuwaiti Krispy Kreme

by [Safura Rahimi](#) on Tuesday, 19 June 2007

A Kuwait-based contractor and Krispy Kreme's largest shareholder has increased its stake in the American doughnut giant amid a looming obesity crisis in the region.

Mohamed Abdulmohsin Al Kharafi & Sons - the company controlling Americana Group, the Krispy Kreme franchise in the Middle East - raised its investment to a 11.3% stake on Monday, up from 9.5%, according to an AP report.

The move comes as obesity in the Gulf region reaches epidemic proportions, says Dr. Paul Sayad, a Dubai-based health expert and general surgeon at the American Hospital Dubai.

In the UAE, estimates of the number of Emiratis who are overweight are as high as 60% of the national population.

The figure is second in the region only to Kuwait in the league table of the world's fattest countries, according to estimates from the World Health Organisation (WHO).

According to Dr. Sayad, there are several ways of tackling the problem of obesity, such as diet and lifestyle modifications. The Gulf region's obesity crisis is blamed on easy access to high calorie foods and a sedentary lifestyle.

Krispy Kreme first opened its doors in Dubai in March, with Americana Group at the time aiming to roll out 100 more outlets in the region over the next five years - including seven more in the UAE.

The franchise has been open in Kuwait since late 2006, where sales hit approximately AED31,700 in the first three months.



For news updates sign up for our newsletter

[< Previous article](#)

[Yahoo drafts in co-founder as new CEO](#)