



BluePassion
www.mybluepassion.com

WE MIGHT NOT BE THE BIGGEST, BUT WE ARE DEFINITELY
THE MOST PASSIONATE

BLUE PASSION INTERNATIONAL GENERAL TRADING COMPANY IMPORTS HEALTH-CONSCIOUS FOODS FROM MULTIPLE COUNTRIES AND DISTRIBUTES THEM IN THE KUWAITI MARKET.

SINCE ITS INCEPTION IN 2008, BLUE PASSION HAS NEVER WAVERED FROM ITS VISION OF PROVIDING HIGH-QUALITY FOOD TO THE PUBLIC AND PROVIDING EASY ACCESS TO HEALTHIER CHOICES OF PACKAGED GOODS.

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ABOUT **BLUE PASSION**

Blue Passion is an import and food-distribution company established in Kuwait in 2008. Today Blue Passion's portfolio has reached many food brands being sold via multiple sales channels from co-op neighborhood grocery stores, gourmet food retailers, hypermarkets, hotels, restaurants, and caterers, to grocery delivery mobile apps, and Blue Passion's very own online store.

Blue Passion was founded by a group of Kuwaiti entrepreneurs who recognized an underserved need for high-quality healthy foods at affordable prices. They follow a philosophy of providing healthier and better food options at affordable prices.

Driven by its purpose in making healthier food more attainable, Blue Passion has set a new standard in the packaged food-importing market. The company forges its path through its vision and mission.



VISION

Become the leader in the healthy food import industry.



MISSION

Healthy Food for Everyone.



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BLUE PASSION PRODUCTS

Blue Passion supplies the Kuwaiti market with diverse high-quality products. Choosing the right items and brands is how the company philosophy is being put into action. Brands and product selection undergo thorough consideration and careful market studies, thus, providing healthy and reasonably priced food choices. This is the company's aim. Blue Passion also offers products that serve different dietary needs such as organic, gluten-free, Keto, Paleo and Vegan versions of the same types of products one would find in the marketplace.

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BRANDS **BLUE PASSION** TAKES PRIDE IN



ALCE NERO

Alce Nero produces its food from farmlands in Italy and Central and South America without the use of synthetic chemicals.



BOB'S RED MILL

Bob's Red Mill produces wholesome, certified organic, and gluten-free milled grain products from America.



Clearspring

CLEAR SPRING

Clear spring produces authentic, organic Japanese cuisine and fine foods using sustainable practices that benefit organic farmers and their communities.



SWEET LEAF

Sweet leaf produces plant-based stevia sweeteners with zero calories, zero carbs, zero sugar, and zero artificial ingredients from America.



DAVE'S GOURMET

Dave's Gourmet Fiery Foods produces specialty hot sauces and pasta sauces using tasty, high-quality ingredients.



GAEA

GAEA produces authentic extra virgin olive oil and other premium olive-based products proven to improve overall health.



THE BRIDGE

The Bridge is a company based in northern Italy which provides 100% vegan, cholesterol free, and lactose-free products.



JOY CONE

Joy Cone is the largest ice cream cone producer in America, offering delicious and crunchy cake, sugar, and waffle cones.



NUTIVA

Nutiva produces USDA certified organic, non-GMO, fair trade cooking oils, flours, protein powders, and much more, all to nurture vitality.



ORGAIN

Orgain produces healthy USDA certified organic high-protein powders, drinks, and bars that taste amazing.



PEANUT BUTTER & CO

Peanut Butter & Co produces high-quality, non-GMO peanut butter spreads and powders that taste great.



RUDE HEALTH

Rude Health produces its drinks, granola, muesli, and other foods from tasty unrefined, whole-food ingredients.





FOOD CATEGORIES **BLUE PASSION** PROVIDES

Blue Passion food categories are chosen by studying market needs and then best positioning their products.

- ▶ Baby Foods
- ▶ Flours
- ▶ Gluten-Free Products
- ▶ Grains, Seeds, and Beans
- ▶ Instant Stock and Soup Pastes
- ▶ Milk and Vegan Milk
- ▶ Mixes and Baking Aids
- ▶ Oats and Cereal
- ▶ Oil, Olive Oil, and Vinegar
- ▶ Organic Fruit Purees, Drinks, and Juices
- ▶ Organic Honey, Nut Butter, and Jam Spreads
- ▶ Organic Products
- ▶ Organic Sugar and Sweeteners
- ▶ Organic Tea and Coffee
- ▶ Organic Vegetables and Peas
- ▶ Pastas
- ▶ Pickles and Seasonings
- ▶ Sauces, Puree, and Pastes
- ▶ Snacks and Chocolates
- ▶ Tofu





CHANNELS OF DISTRIBUTION



CARREFOUR

Carrefour is a multinational corporation that has been operating for 60 years with hypermarket branches in high-traffic locations in Kuwait.



LULU HYPERMARKET

LuLu Hypermarket is the retail division of LuLu Group International. It operates in the GCC region as well as Egypt, Indonesia, and Malaysia. In Kuwait, there are nine branches.



SAVECO

Saveco was established in 2013 by the Al-Qatami Group. It is an all-inclusive Kuwaiti-based market chain that specializes in top-quality goods.



CITY CENTRE

City Centre is a Kuwait-based hypermarket group that was established in 1999. It aims to provide value in prices, product ranges, and services from all of its branches.



ONCOST

Oncost is a Kuwait-based grocery store chain that caters to wholesale markets, restaurants, businesses, and families.



SULTAN CENTER

Sultan Center, established in 1976, is considered one of the largest businesses that is publicly traded with retail branches throughout Kuwait.



THE APPROVED MARKET

The Approved Market, through its retail location in Kuwait City it became the destination for health-conscious consumers to find imported items that are not usually found in mainstream supermarkets.



COOPERATIVE SOCIETY STORES (CO-OP)

Co-op department stores are placed in every residential area in Kuwait to provide its basic every-day groceries from fruits & vegetable produce, grains, meats and packaged or canned goods.

- ▶ Khalidiya
- ▶ Qortuba
- ▶ Al Dhahiah & Al Mansouriya
- ▶ Faiha
- ▶ Adailiya
- ▶ Mishrif
- ▶ Zahra
- ▶ Kaifan
- ▶ Qadsiya
- ▶ Yarmouk
- ▶ Rumaihiya
- ▶ Salam & Sideeq
- ▶ Bayan
- ▶ Shaab
- ▶ Al Adan & Qosur
- ▶ Abu Halifa
- ▶ Qeirawan
- ▶ Shamiah & Shuwaikh
- ▶ Farwaniya
- ▶ Hateen
- ▶ Surrah
- ▶ Sabah Al Salem
- ▶ Abu Fateira
- ▶ Fintas
- ▶ Al Andalous
- ▶ Rehab
- ▶ Mubarak Al Kabeer
- ▶ Ministry of Defense
- ▶ Jabriya
- ▶ Sabah Al Ahmed
- ▶ Suleibikhat
- ▶ Rumaihiya
- ▶ Sabahiya
- ▶ Egaila

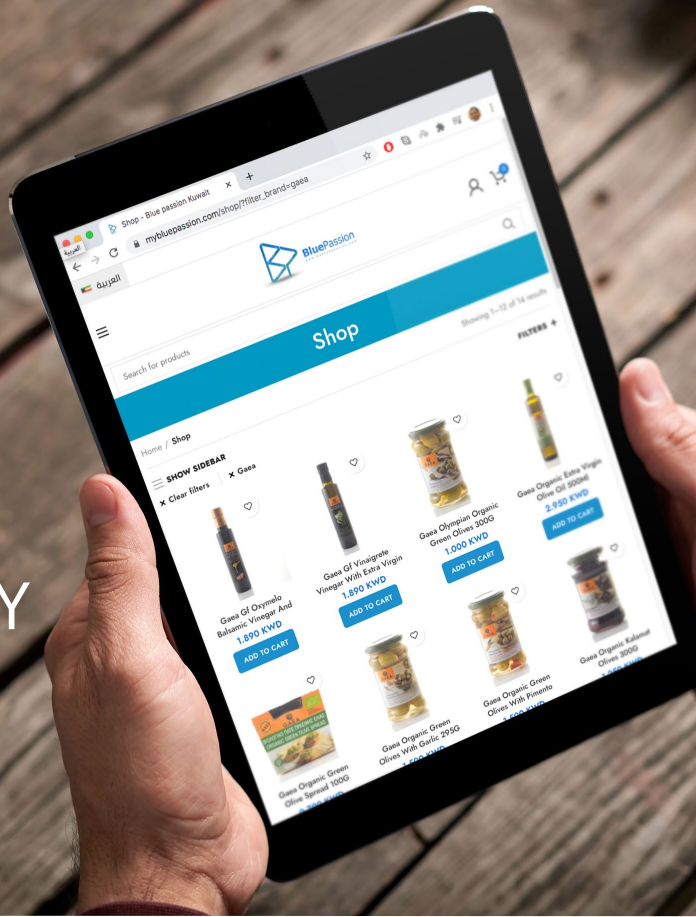
... AND A VARIETY OF STORES:

Part of Blue Passion's goal in making its products accessible has been in successful shelving quality products in local neighborhood stores.



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ONLINE AND DELIVERY CHANNELS



Blue Passion's products are available for online purchases and offer trouble-free delivery to customers. Other than its own website, Blue Passion distributes through popular food delivery apps such as Carriage and Talabat.



Talabat

JUMLA



HealthLand
Family Wellness Centre



MARKETING EFFORTS AND COMMUNITY INVOLVEMENT

Blue Passion continuously explores new ways to engage with the public. With its vision in mind, the company seeks to build a brand known as an importer of high-quality foods. Blue Passion has participated in events like the Farmer's Market "Qout Market," food and beverage exhibitions, Ramadan Food Expo, and many other events in Kuwait in order to raise awareness. To introduce new products, gift baskets are assembled and dispatched during holiday seasons. Blue Passion has sponsored baking sessions where participants learn how to bake using the finest ingredients introduced by the company.

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A PASSION FOR GIVING

Blue Passion appreciates that doing good by providing different imported foods is not enough and that it can do more. The company seizes opportunities for giving back in its events, donations, and even chooses who to represent.

Community involvement events are not driven by introducing different items for sale on the next grocery run but are driven by shedding a light on the values for which Blue Passion cares.

The company's donations come in both monetarily and in-kind to those in need. When choosing the different food brands to represent, Blue Passion takes into consideration how people are treated in the supply chain, thus, only offering a product when its farmers are paid in a fair manner and have been taken care of by the brand.

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