



مجموعة كوت الغذائية
Kout Food Group



Subway® Announces an Exclusive Partnership with Kout Food Group in the State of Kuwait

New master franchise agreement in Kuwait is part of Subway's ambitious international expansion plan

Kuwait, February 16, 2022 – Subway®, one of the world's largest restaurant brands, has signed a new exclusive master franchise agreement in the State of Kuwait with Kout Food Group (KFG), a leading food and beverage company in the region. The agreement marks the start of an exciting chapter for Subway in Kuwait where guests can expect updated, modern "Fresh Forward" restaurants and an improved, consistent ordering experience, whether in-person, on the app or through a third-party delivery service.

"The agreement with KFG is another important milestone on Subway's international expansion journey," said John Chidsey, Chief Executive Officer of Subway. "As a large-scale operator with regional expertise and a proven track record of scaling operations to meet guest demand, KFG is an ideal partner for Subway as the company grows its global footprint."

Established in 1982, KFG was responsible for bringing the first local franchised restaurant to Kuwait. The company now manages, operates and develops international food brands in the region, overseeing approximately 200 restaurants.

"We are thrilled to partner with KFG — a group that is just as passionate about great food and delivering a great guest experience as we are at Subway," said Mike Kehoe, EMEA President at Subway. "With KFG's partnership, Subway will be able to continue to evolve and meet the increasing demand for better-for-you, convenient, and affordable food options in Kuwait."

"We believe KFG's best-in-class operations paired with Subway and its commitment to relentless evolution when it comes to food, guest experience and digital offerings position this partnership for unparalleled growth in Kuwait's dynamic market," said Amin Mohamed, CEO of Kout Food Group. "We are looking forward to embarking on this journey with Subway and growing the business together."

The agreement with KFG is part of Subway's multi-year transformation journey to build a Better Subway, improving on all aspects of the brand and expanding its global presence. In EMEA, Subway plans to double its number of restaurants across the region in the coming years and will continue to seek strong partners to support the brand on its journey.

About Subway® Restaurants

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in more than 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

Subway® is a Registered Trademark of Subway IP LLC. © 2022 Subway IP LLC

About Kout Food Group

Established in 1982, the Kout Food Group (KFG) started its business operations with Home Grown Iconic "Hungry Bunny" brand restaurants in Kuwait. Since then, the Group has evolved to become a leading independent brand owner as well as a trusted long-term franchise partner for international brands such as Burger King, Pizza Hut, Taco Bell, Applebee's and other home grown brands. Today, the Group has over 200 stores in Kuwait, employing about 4,000 professionals representing a global mix of 40 nationalities. The key values at KFG are passion for food and people. People are at the heart of what we do, and delighting our customers is what motivates KFG Team. Our Hungry Bunny pioneering spirit lives on through the dedication to innovate in all initiatives by continuing to be leaders in this field.