

Tetra Pak, Al Rabie and Alssad join forces to address food security in Iraq

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Tetra Pak enables strategic partnership between Al Rabie and Alssad at Gulfood 2024

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Tetra Pak, Al Rabie and Alssad joined forces at Gulfood 2024 to create a strategic partnership that will produce 50 million packaged beverages annually, that aims to address food security concerns in Iraq. To meet the growing demand for food and beverages, Al Rabie's products will be co-packed at Alssad's facilities in Baghdad underpinned by Tetra Pak's end-to-end solutions, that will enable swift access to JNSD and dairy products across the country.

This strategic partnership is geared towards meeting the escalating demands for food and beverages within Iraq's growing population. According to the United Nations Population Division, the Iraqi population grew at a rate of 2.27 per cent in 2023, with a current live population of 46,153,285 as per the latest data. The collaborative effort has set an ambitious target of producing 50 million packaged foods and beverages, encompassing both family and portion packs, to meet the current needs of the population.

The initiative, set to launch in the second quarter of 2024, will enable the partners to deliver an end-to-end solution for the production of Juice, Nectar, Still Drinks (JNSD), and Dairy products. Utilising Tetra Pak's state-of-the-art equipment and expertise, Al Rabie's products will be co-packed at Alssad's facility in Baghdad. This collaboration is poised to bring diversification to the Iraqi market, effectively addressing the evolving needs of consumers and ultimately contributing to the

well-being of the local population.