

Indonesia's Lemonilo expands to Qatar

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Lemonilo, Indonesia's leading brand for healthier consumer food, announced its expansion into Qatar. Starting from the first week of March 2025, Lemonilo's highly popular instant noodle varieties from Indonesia, with its tagline "Honestly Tasty" – Mi Goreng, Curry, Onion Chicken Soup, and Spicy Fire – will be available for consumers nationwide.

This strategic expansion is made possible through the partnership with major retail chains, including the key account Al Meera, followed by Carrefour, Lulu, Monoprix, and Oqod, and will also be conveniently accessible online via Rafeeq. By bringing its no-added MSG, preservatives and artificial coloring-free noodles to Qatar, Lemonilo aims to provide wider access to healthier consumer food options for everyone.

"Our presence in Qatar marks an important milestone in our journey to introduce a better instant noodle experience to more people in the Middle East region, starting here, in Qatar. We are excited to serve the Qatari market with our innovative and guilt-free instant noodles that offer great taste without compromising on ingredients", said Shinta Nurfausia, Co-CEO & Co-Founder of Lemonilo. In addition to Shinta's statement, "Lemonilo's mission has always been to make a healthier lifestyle easy and tasty for everyone", completed by Ronald Widjaja, Co-CEO & Co-Founder.

The Ministry of Creative Economy of the Republic of Indonesia fully supports Lemonilo's grand entrance into Qatar, underscoring a strong commitment to fostering international trade and economic collaboration. The minister, Teuku Riefky Harsha, has expressed his appreciation for Lemonilo's achievement in introducing Indonesian signature products to the international market. He also reaffirmed the ministry's commitment to supporting the expansion of local brands onto the global stage.