# Management change: Cupola sells KFC Pakistan to Delicious Holdings

Dubai-based Cupola Group – that held the master franchise of Kentucky Fried Chicken (KFC) Pakistan for over a decade – has sold its flagship KFC business to Delicious Holdings of United Arab Emirates

According to Cupola Group, its shareholders had set up a food retail holding company out of Dubai to expand into food franchise — both inside and outside Pakistan. "The KFC business in Pakistan will be a part of this entity," stated the Cupola Group. The transaction value at a minimum of $20 million.

Cupola confirmed the development with sources adding that its senior management has been changed already. Nigel Belton has replaced Rafiq Rangoonwala as the Chief Executive Officer (CEO) of KFC business, announced Gray Mackenzie Restaurant Internationals, an investor in Cupola Group.

Based in UAE, Belton is the Chief Development Officer at Yum! Restaurants International, the largest division of Yam! Brands Inc. He has 17 years of experience in food and retail businesses in different parts of the world and possesses a good understanding of Pakistani market.

Irfan Mustafa, a partner at Delicious Holdings, and Cupola Group are said to be finalizing the formalities as the agreement has already been signed, our sources say. Mustafa is an IBA alumnus who previously served as Managing Director (KFC and Pizza Hut) of the Middle East, North Africa, Pakistan and


Turkey business for Yum Restaurants International, the world's largest restaurant business.

The American fast food restaurant chain had entered Pakistani market in 1997 after Abraaj Group opened the country's first KFC franchise in Gulshan-e-Iqbal, Karachi. In 2001, Cupola bought the master franchise rights to operate KFC restaurants in Pakistan.

The business grew significantly over time to a network of 60 KFC restaurants, covering 20 cities across Pakistan and contributing more than Rs10 million a month in direct taxes to the exchequer – each new outlet developed by the company costs around Rs40 million, according to its website.

The recent growth of local fast food chains coupled with the entry of several international fast food chains have increased competition. In contrast, the KFC business was going through some managerial and financial crises and the quality of service was down lately, say industry sources which might have led to the transfer of KFC franchises to a new party. According to them the change of management would help the company revive its quality.◆

## Launch of Chocstix by Continental Biscuits

Prince launched the first chocolate filled biscuit bar in Pakistan, with vanilla and chocolate biscuit center filled with chocolate. The Television commercial launched on 22nd of January shows the world of adventurous Prince with trees and

woods, where Prince with his sword slashes open a treasure chest containing the newest treat.

Chocstix were launched simultaneously in all four regions of the country. The launch activities for the distributors and the sales team included musical concerts featuring renowned singers Hadiqa Kiyani and Jawad Ahmed. The cheering crowds were given samples of the new product and responded to it with enthusiasm and energy. The marketing team behind the launch was motivated by the success and intends to channel their success into creating bigger and better campaigns every time.

# Multivac to launch the new chamber belt machine B 210

Multivac is one of the world's leading suppliers of packaging solutions.

At Interpack 2014 in Düsseldorf, Multivac will be presenting its new chamber belt machine B 210 for the first time. The primary objective in the development of the machine is its flexibility in use, which is why the B 210 is available in a wide variety of versions and configurations. In this way the chamber belt machine will be individually adaptable to the respective needs of the customer and suitable for packaging a wide range of products.

"With the new chamber belt machine B 210, we want to offer our customers an affordable entry into automated packaging in film pouches", says Andreas Hackl, Product Manager for chamber machines at Multivac. The machine is equipped with an electric chamber lid mechanism and an automatic transport conveyor in the chamber for conveying the products out. This provides the customer with a compact and attractively priced solution for automatic packaging in film pouches which only requires a small footprint.

The new B 210 is positioned in the product portfolio of Multivac between the semi-automatic double-chamber machines and the automatic conveyor belt machines.

Due to its modular design, the B 210 can be designed individually to the various needs of customers. The B 210 is equipped with two chamber sizes (W 1150 x D 500 mm or W 800 x D 670 mm) and available with two different chamber lid heights and with different sealing bar arrangements.


*The new chamber belt machine B 210.*

Due to the high degree of flexibility of the B 210, there are almost no limits to the products to be packaged. In addition to different product sizes, different types of products can be packaged. The spectrum of applications ranges from foods such as fresh meat, sausages, cheese or fish to technical products such as precision parts or ball bearings.

The B 210 is equipped with the MC10 machine control, which has 30 recipe storage slots and ensures intuitive operation. The chamber lid mechanism is electrical and consumes no compressed air in contrast to the usual pneumatically driven chamber lids on the market.

For the production of shrink-wrapped packs, the B 210 can be expanded into a shrink packaging line with a shrinking unit (SE 115) and a dryer (TE 115). Their high-quality and durable stainless steel construction, together with the groundbreaking Multivac Hygiene DesignTM, ensure that there is optimum ease of cleaning. This has a very positive effect on pack safety and therefore on consumer protection. The B 210 is equipped with features including hygiene-optimized feet and a hygiene optimized control cabinet.

# Fauji Fertilizer Bin Qasim Ltd ventures into food and meat

**FML is setting up a Halal Meat Slaughtering facility at Tehsil Murpur Sakhro, district Thatta, Province Sindh. The facility willbe spread on an area of 20 acres located at a distance of 30 kilometers from Karachi International airport and 20 kilometers from Port Bin Qasim.**

**The plant equiped from top European manufacturers is designed to meet the objectives of processing high quality meat, value added products and by-products with special focus on International markets i.e. UAE, KSA, Qatar, Bahrain, Kuwait, Malaysia and Iran. Some of the products offered by FML include beef deboned chilled, deboned frozen, full carcass chilled and full carcass frozen. Other products include Mutton chilled and frozen.**

**Fauji Fertilizer Bin Qasim Limited (FFBL) is also venturing into the food industry with Dairy Processing Plant, and a range of premium quality dairy products. It will produce and maintain world class quality standard for each product. FFL production will commence by July 2015. The production will commence from 1st July 2015, and will be one of the leading Halal meat processing company in Pakistan.**

**The FML is a subsidiary of Fauji Fertilizer Bin Qasim Ltd. (FFBL), the sole producer of Urea (Granular) and DAP fertilizer in Pakistan and is part of Fauji group, with interests in fertilizer, cement, food, power generation, oil & gas, LPG marketing and distribution, financial services, employment services, and security services.**