

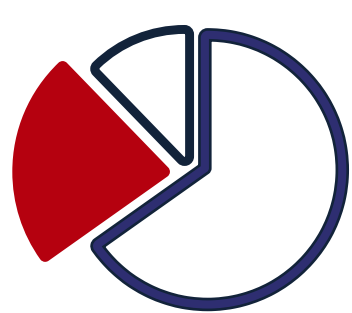
backaldrin®

PREMIUM BAKERY INGREDIENTS

*Everything You Need
for Perfect Baking*



6 years of Partnership



Market Share

45%

3



Top 3

in Baking
Category



CAGR

15%



85%

Qatar Market
Coverage

FROM BRAND BUILDING TO MARKET LEADERSHIP



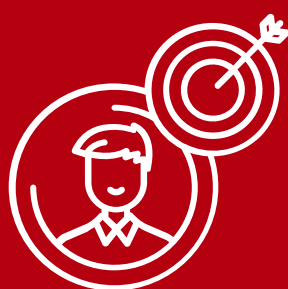
MARKET ENTRY

Qnited introduced Backaldrin’s professional bakery solutions to the Qatar market through its strong distribution network and foodservice reach.



BRAND POSITIONING

Positioned Backaldrin as a premium and professional bakery solutions brand, focused on quality, consistency, and innovation.



STRONG PRODUCT-MARKET FIT

Backaldrin addresses the evolving needs of professional bakeries and foodservice operators with reliable, high-quality bakery solutions.



DISTRIBUTION EXPANSION

Expanded Backaldrin’s presence across key bakery and foodservice customers through Qnited’s route-to-market capabilities and commercial execution.



CUSTOMER DEVELOPMENT

Built strong relationships with professional customers by understanding their needs and introducing the right solutions for different bakery applications.



LONG-TERM GROWTH

By combining Backaldrin’s bakery expertise with Qnited’s market knowledge and distribution strength, the brand is building a strong and sustainable presence in Qatar.



let's build the next
category leader, together.

Get in touch

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Qnited

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