



FROM MARKET SUCCESS TO SCALABLE MODEL

MIMA is a European-sourced cheese brand that has achieved rapid distribution growth and strong market acceptance across Kuwait and Qatar. Its success is built on three key fundamentals:



Premium quality tailored to regional tastes



Competitive pricing driving volume and repeat purchases



A focused SKU strategy aligned with actual market demand

This combination has enabled:

- ✓ Strong retail and foodservice penetration
- ✓ Consistent product rotation
- ✓ Sustainable growth across channels

A model now positioned for replication across new markets.



Acquired in 2006
go-to-market & brand-scaling partner
in Qatar.

THE MIMA PORTFOLIO: BUILT AROUND CONSUMER DEMAND

MIMA’s portfolio is structured around high-rotation products, selected to match actual consumption patterns across both retail and foodservice.

CORE CATEGORY



VALUE-ADDED CATEGORY



MARKET ENTRY: STRUCTURED FOR SCALE

MIMA entered Kuwait and Qatar through a focused go-to-market execution strategy, securing early placement across key retail and foodservice channels from launch.

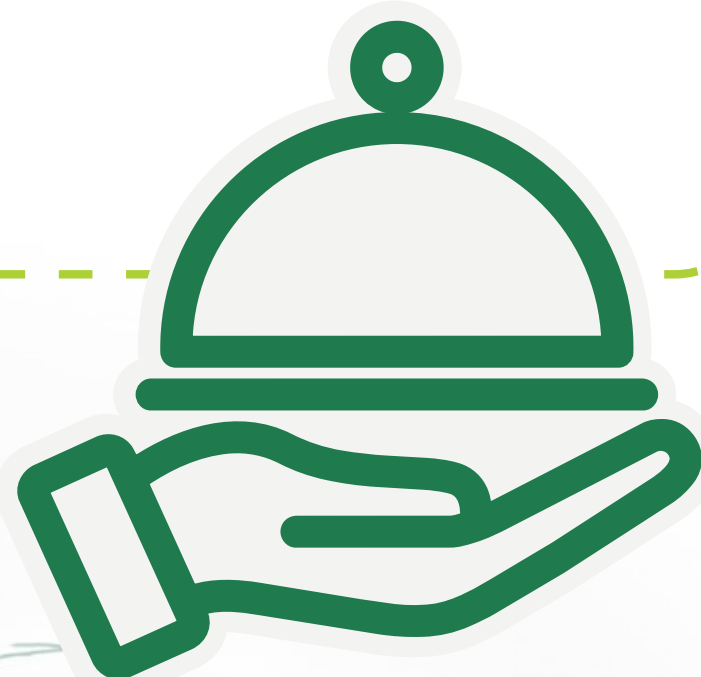
RETAIL

Strong retail penetration across leading chains including Lulu, Sultan Center, City Hyper, Monoprix, Almeera and Union Coops, as well as Talabat and other e-commerce platforms.



FOODSERVICE

Proven concept across quick-service restaurants, hotels, fine dining, cafés and catering.



TRADITIONAL TRADE

Rapid shelf penetration supported by trade execution.



WHAT MIMA ENABLES FOR PARTNERS

MIMA offers a fully integrated system designed to accelerate market entry, drive strong sell-through, and support scalable growth.

1

PROVEN TRACK RECORD

Successfully validated in Kuwait and Qatar, with a framework optimized for expansion and replication.

2

DEDICATED TEAMS

Integrated market support where sales, marketing, and trade execution work as one system.

3

STABILITY IN OUTSOURCING

Backed by a solid structure enabling long-term growth and investment.

4

END-TO-END EXPERTISE

End-to-end execution across sourcing, manufacturing, distribution, and activation.

Enabling partners to scale faster, reduce risk, and drive consistent market performance.



let's build the next
category leader, together.

Get in touch

Qatar, Birkat Al Awamer
Logistics Park A, Zone 92
Street 68, Building 38
P.O. Box 7949, Doha
info@qnited.com
+974 44 603 534

Qnited
شركة كيونايتد للتجارة