mima
GARDENS ميما جاردنز

PREMIUM CHEESE.
A PROVEN GROWTH MODEL
IN THE GCC.

FROM MARKET SUCCESS TO SCALABLE MODEL

MIMA Gardens 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 taste
- 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.



MIMA GARDENS LTD | FROZEN VEGETABLES & FRUITS

THE MIMA GARDENS PORTFOLIO: BUILT AROUND CONSUMER DEMAND

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

CORE CATEGORY



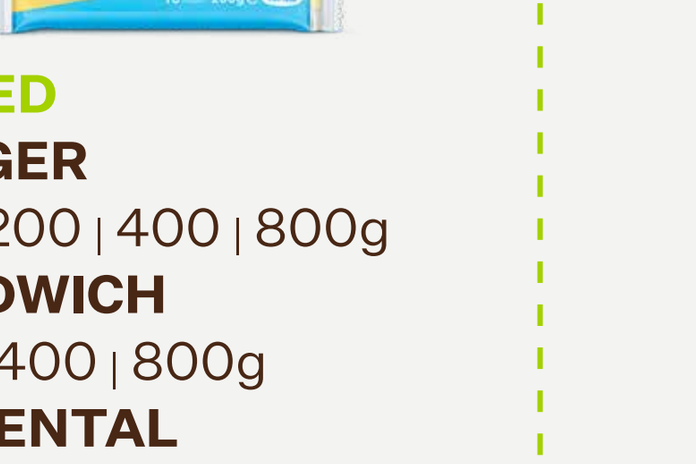
SLICED

BURGER
100 | 200 | 400 | 800g
SANDWICH
200 | 400 | 800g
EMMENTAL
200 | 400g
MOZZARELLA
200g
LIGHT
200g



SHREDDED

MOZZARELLA
180 | 400 | 900g
PIZZA TOPPING
180 | 400 | 900g
KASHKAVAL
180 | 400 | 900g
CHEDDAR
180 | 400g
LIGHT
180 | 400g
EMMENTAL
180 | 400g



LABNEH
180g | 475g | 700g
900g | 2.75KG



KASHKAVAL 2 FORMATS
REGULAR , LIGHT
350 | 700g



SPREAD CHEESE
240 | 500g



GRILLED CHEESE
250g



TRIANGLE
120g | 8 Pieces
240g | 12 Pieces
360g | 24 Pieces

mima GARDENS ميما جاردنز

MIMA GARDENS LTD | FROZEN VEGETABLES & FRUITS

VALUE ADDED CATEGORY



FLAVORED CREAM

OLIVES
133g | 8 Pieces
ROSEMARY
133g | 8 Pieces
OREGANO
133g | 8 Pieces



RICH IN PROTEIN

LABNEH
130g
GRILLED CHEESE
200g



SQUARES
100g | 6 Pieces
133g | 8 Pieces
200g | 12 Pieces



GRILL BURGER
250g



SACHET

CHEDDAR
50g | 12 Sachet
ORIGINAL
50g | 12 Sachet
ROMY
50g | 12 Sachet



STICK & DIP
35g | 3 Boxes

mima GARDENS ميما جاردنز

MIMA GARDENS LTD | FROZEN VEGETABLES & FRUITS

MARKET ENTRY: STRUCTURED FOR SCALE

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

RETAIL

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

FOODSERVICE

Proven concept across quick service restaurants, hotels, fine dining, cafes, catering.

TRADITIONAL TRADE

Rapid shelf penetration supported by trade execution.



mima GARDENS ميما جاردنز

MIMA GARDENS LTD | FROZEN VEGETABLES & FRUITS

POINT-OF-SALE EXECUTION. BRAND VISIBILITY.

MIMA Gardens enables partners to enter and grow markets faster through a proven, scalable business model supported by ready-to-execute toolkits.

STRATEGIC SHELF PLACEMENT

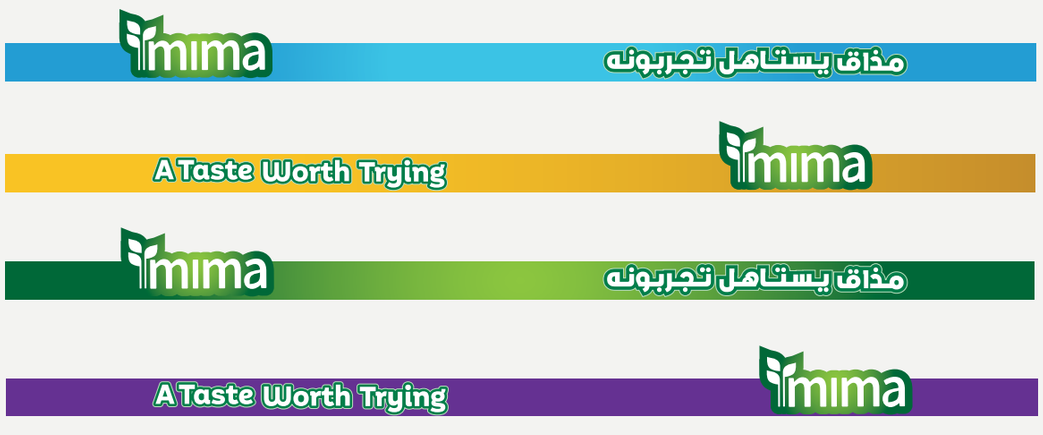
Designed to secure strong visibility across prime traffic locations and core product categories.





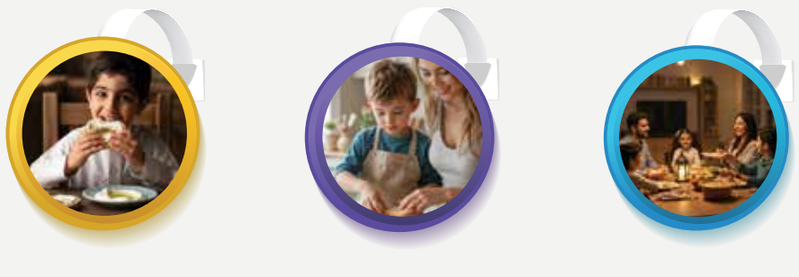
IN-STORE ACTIVATIONS

Strategic promotional cycles designed to drive product trial and encourage repeat purchases.

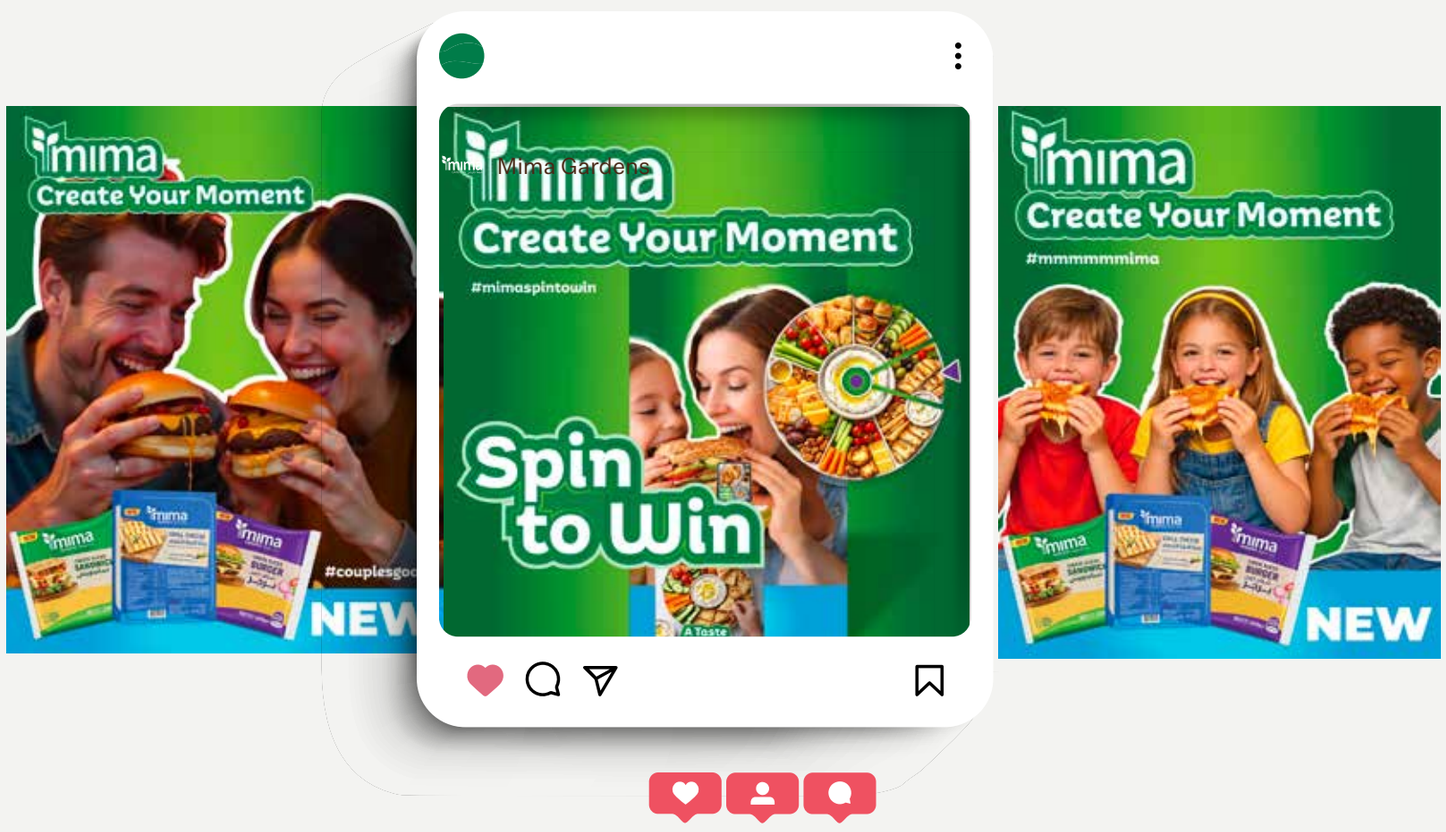


POS & PACKAGING

Branded shelf-ready formats created to deliver strong in-store visibility and execution.



SOCIAL MEDIA CAMPAIGN



This execution approach ensures:

- ✓ Higher off-take at shelf
- ✓ Increased brand visibility
- ✓ Faster inventory turnover

mima GARDENS ميما جاردنز

MIMA GARDENS LTD | FROZEN VEGETABLES & FRUITS

A SCALABLE SUCCESS MODEL.

- Rapid market entry in **Kuwait & Qatar**
- Strong **Trade channels penetration**
- Consistent **consumer demand and repeat purchase**
- Balanced **channel strategy driving growth**











Partner with us to build the next category leader

mima GARDENS ميما جاردنز

MIMA GARDENS LTD | FROZEN VEGETABLES & FRUITS

WHAT MIMA GARDENS ENABLES FOR PARTNERS

MIMA Gardens 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.



mima GARDENS ميما جاردنز

MIMA GARDENS LTD | FROZEN VEGETABLES & FRUITS

WE ARE LOOKING FOR STRONG DISTRIBUTION PARTNERS ACROSS GCC AND BEYOND.

GET IN TOUCH

info@mimagardens.net

www.mimagardens.net

mima
GARDENS ميما جاردنز