



Press Release

LET'S POPCORN - the healthy Popcorn Announces Master Franchise Agreement for Syria

Kuwaiti-based gourmet popcorn brand is making headway in its plan to turn Syria into the next growth franchised distention.

Kuwait - July 15, 2018: LET'S POPCORN INT. today announced the signing of a Master Franchise Agreement with ARIZONA INT. GROUP , a Syria-based company, for the development of LET'S POPCORN – the healthy gourmet popcorn stores throughout Damascus and other Syrian cities.

According to Eng. Fadi Faour, CEO of LET'S POPCORN INT., LET'S POPCORN is the only foreign gourmet popcorn franchise to operate in Syria.

"Today Syria is evolving toward new era of its history, and its nation required unlimited sources of happiness, so we do believe that this agreement is going to be one of the happiest deals we made since we started LET'S POPCORN back in 2010. As Syria's middle class continues to grow and desire higher quality products, we see huge demand and real opportunity to capitalize on first mover advantages. Since our first Franchise agreement that was signed in 2012, we have been receiving many franchise enquiries from the all over the world, while launching the first gourmet popcorn store in Damascus will be our most awaited moment. We are very pleased and honoured to award the master franchise rights for Syria to ARIZONA INT. GROUP, one of the fastest growing F&B investor in Syria , and we believe that LET'S POPCORN will have expansive growth and will be in good hands." said Eng. Faour.

It is worth mentioning that the aim of LET'S POPCORN is to provide a healthy lifestyle through Gourmet Popcorn; An American Quality, Locally prepared with its own secret recipe and most importantly; it is committed to best value of each popcorn kernels, highest quality ingredients and healthiest cooking methods. Each set of LET'S POPCORN is masterfully and cautiously prepared and filled with care. LET'S POPCORN processes the gourmet popcorn through air popping technology (Oil-Free) in all its 60+ flavors range, which maintain the maximum nutrition values for each popcorn kernel. The flavors variety that meets different tastes offer LET'S POPCORN fans an opportunity to replace the unhealthy snack with healthier, higher nutrition and lower calories Popcorn.

Speaking about this agreement, Mr. Kamal Amara, ARIZONA INT. GROUP General Manager hailed the agreement noting that the Syrian market is experiencing a spike in healthy snack consumption along with the current appeal of popcorn in its many flavors .“ We wanted to introduce such a unique product to the local market that caters to the snack concept without the worry of extra weight and calories”. He added: “LET’S POPCORN is an astonishing company & brand, which could attract within one year dozens of those seeking to bring this experience into their local markets. We believe that this agreement with LP will take both of us to a higher level”, he added.

About LET’S POPCORN INT.

LET’S POPCORN INT, which is headquartered in Kuwait, owns, develops, licenses and distributes LET’S POPCORN® products; the 1st Gourmet Popcorn brand in Middle East since 11/11/11 with exclusive 60+ unique flavors. Along with nine signed Master Franchise Agreement, LET’S POPCORN® received awards “Best Franchise Brand – MENA” by the World Franchise Associate and Finalist for “UK Business Awards”.

For more information, visit our website: www.LetsPopcorn.com or contact us hello@lets popcorn.com

About ARIZONA INT. GROUP

Arizona International Group, has its HQ in Damascus – Syria, in addition to presence in Sudan, Oman and Romania. The Group has been established to invest in several industries within F&B, Foodstuff Trading, Building Material and Manufacturing. Each division well have its own management and business plan, while the LP will be taken care by the top management as it’s flag ship to the Group.