



Replacement of Sodium Nitrite used in cured Mortadella and cold cuts.

Please use the questions below as a guide in composing your success story:

BRIEF DESCRIPTION OF THE COMPANY

Since its inception in Kuwait back in 1964, Americana Group has grown into one of the largest and most successful corporations in the Middle East and North Africa region (MENA). Publicly traded on the Kuwait Stock Exchange (FOOD.KW), Americana Group is managed to world-class corporate standards, with activities spanning 13 countries and a payroll of over 63,000 employees from 21 nationalities.

HOW DID YOU FIND OUT ABOUT KFAS, AND THE CO-FUNDING PROGRAM?

Through Co-funding seminar organized by KFAS.

WHAT WAS THE PROBLEM YOU WERE TRYING TO SOLVE?

Quality Improvement and shelf life prolongation of cured Mortadella and cold cuts

RESEARCH INSTITUTION

Fraunhofer Institute for process engineering and packaging IVV in Germany

PROJECT DESCRIPTION

Project objective is to replace sodium nitrite used in cured Mortadella and cold cuts through providing a bench mark sample of standard and modified Mortadella for storage test through finding natural replacement of sodium nitrite –This is will be done in cooperation with Fraunhofer Institute in Germany.

HOW DID KFAS HELP WITH YOUR PROJECT?

KFAS was playing essential role in this project in:

- 1- Connecting us to the research institution
- 2- Facilitating discussions with the research institution
- 3- Co-funding the project.
- 4- Organizing Seminars to celebrate the progress of the project.

TO WHAT EXTENT DID KFAS ADD ADDITIONAL VALUE TO YOUR PROJECT?

KFAS provided us with full support in hosting and organizing the discussion with the research institute which was essential to complete the project.

WHAT WAS THE STI RELATED SOLUTION NEEDED FOR YOUR PROJECT? FOR EXAMPLE, IT ADDRESSED ONE OR MORE OF THE FOLLOWING ITEMS:

- Testing of new, advanced technology material
- Environmental solutions
- Less consumption of raw material, and / or more efficient production
- Increase in profitability
- IT solution
- New service for customers (e.g. financial service)

- Other – please mention below
Quality Improvements of Products

WORKING WITH THE RESEARCH INSTITUTE

KFAS nominated this institute based on the project criteria and expected outcomes from the project specified by our company

Later on we had a lot of discussion ,technical seminars and conference calls to explain our requirements and fine tune the project requirements

PROJECT IMPACT

- 1-Lead to better sales activity
- 2-The improvement in cold cuts will lead to sustainable advantages and further development possibilities.
- 3-Meeting latest requirements and provide customer best products.
- 4-Reduction of Sales returns

WOULD YOU REAPPLY TO A KFAS PROGRAM?

Yes

AS A RESULT OF THIS PROJECT, ARE YOU LIKELY TO INVEST FURTHER IN RESEARCH & DEVELOPMENT?

Sure, R&D is always the first step to improve, This project helps to show the value of R&D and emphasis the importance of investment in R&D activities whether in-house R&D or by cooperation with professional institutes.

WOULD YOU RECOMMEND KFAS PROGRAMS TO OTHER COMPANIES?

Yes

As KFAS programs helped us to work with professional institute towards improving our product profile

Also KFAS co-funding support has encouraged our company to move in this direction.