

MEDIA RELEASE

The Yoghurt Shop Celebrates Official Launch at Tamimi Markets in Saudi Arabia

Australian Artisan Yoghurt Now Available Across the Kingdom

Riyadh, Saudi Arabia – (24/10/24) – The Yoghurt Shop, Australia’s leading producer of premium Greek yoghurt, proudly celebrated its official launch at Tamimi Markets in Riyadh on Thursday, 24th October 2024. This exciting milestone marks the brand’s expansion into the Kingdom of Saudi Arabia, making its artisan yoghurt available in Tamimi stores nationwide, from Jeddah to Dammam.

The launch event, held at the flagship Tamimi Market in Riyadh, was attended by distinguished guests, including local dignitaries, industry partners, and key figures from the Australian Trade and Investment Commission (Austrade). The event included a ribbon-cutting ceremony led by **Brandon Reynolds**, Chief Operating Officer of The Yoghurt Shop, who expressed his enthusiasm about the brand’s entry into one of the Middle East’s fastest-growing markets.

“We are thrilled to officially launch The Yoghurt Shop in Saudi Arabia,” said Reynolds. “Tamimi Markets has been an incredible partner throughout this journey, and we’re excited to bring our artisan Greek yoghurt to Saudi consumers who value fresh, high-quality products. This is a huge step in our mission to share the best of Australian yoghurt with the world.”

Tamimi Markets, one of Saudi Arabia’s most prestigious supermarket chains, is renowned for its selection of high-quality international products. The Yoghurt Shop’s range of flavours, including favourites like **Passion Fruit**, **Caramel Crumble**, and **Honey Spice Muesli**, is now available in Tamimi stores, providing health-conscious consumers across the Kingdom with a delicious and wholesome snack option.

Speaking at the launch event, **Mr. Bruce Bostwick**, Business Development Director of Tamimi Markets, remarked, “The Yoghurt Shop’s premium offerings align perfectly with our commitment to offering the finest products to our customers. We are delighted to introduce this unique Australian yoghurt to the Saudi market and look forward to its success.”

The Australian Embassy in Saudi Arabia, represented at the event by **H.E. Mr Mark Donovan**, Australian Ambassador to Saudi Arabia, praised the launch as a testament to the growing economic ties between Australia and Saudi Arabia. “The presence of The Yoghurt Shop in Tamimi Markets highlights the increasing demand for Australian dairy products in the region. This is a wonderful example of successful collaboration between our two nations,” Donovan said.

The event showcased The Yoghurt Shop’s focus on quality and craftsmanship, which has earned the brand a loyal following in Australia and is now poised to do the same in Saudi Arabia. Attendees enjoyed tastings of the yoghurt’s signature flavours and were treated to a first-hand experience of the brand’s passion for creating authentic, hand-strained Greek yoghurt.

With this launch, The Yoghurt Shop continues its ambitious international expansion, bringing a true taste of Australia to the Middle East and beyond.

From H.E. Mr Mark Donovan, Australian Ambassador to Saudi Arabia

“The successful entry of The Yoghurt Shop into the Saudi Arabian market marks yet another milestone in the ever-growing trade relationship between Australia and Saudi Arabia. As a family-owned business that prides itself on quality, The Yoghurt Shop represents the best of Australian food production. Their expansion is a testament to the global demand for Australian dairy products, and I am delighted to see their range now available to consumers across the Kingdom.”

From Mr Todd Miller, Australian Trade Commissioner

“We’re proud to support The Yoghurt Shop in its journey into the Middle Eastern market. Saudi Arabia is rapidly growing as a key destination for premium international brands, and The Yoghurt Shop’s innovative approach to yoghurt, rooted in Australian craftsmanship, is a perfect fit for the discerning consumers here. This launch is a significant achievement, and we’re excited to continue strengthening the trade ties between Australia and Saudi Arabia.”

From Mr Bruce Bostwick, Business Development Director, Tamimi Markets

“At Tamimi Markets, we are committed to providing our customers with the highest quality products from around the world. Partnering with The Yoghurt Shop brings a truly unique product to our stores, and we’re thrilled to be the first to introduce this Australian favourite to Saudi Arabia. The Yoghurt Shop’s attention to detail and dedication to excellence resonates with our own values, and we look forward to a successful partnership.”

About The Yoghurt Shop

Founded in 2003, The Yoghurt Shop is a family-owned business based in Adelaide, South Australia. Known for its time-honoured double hand-straining method, The Yoghurt Shop produces authentic Greek yoghurt with no artificial thickeners, made from the finest ingredients. The brand is committed to providing a premium product that delights consumers both in Australia and internationally.

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Images available from the event are available [here](#).