**Juhayna Sponsors Live Cooking and Barista Competitions During Its Participation in Caféx 2024**

**Juhayna Participates as a Sponsor in the F&B Summit as Part of Its Vision to Develop the Food Industry in Egypt**

Juhayna Food Industries participated in the tenth edition of "Caféx 2024" Middle East Hospitality and Food Industry Exhibition. The event was inaugurated by Mohamed Amer, Head of the Central Administration for Hotel Rooms, Restaurants, and Tourist Establishments, and Mohsen Ash Allah, President of the General Syndicate of Tourism and Hotel Workers. This edition witnessed the participation of 110 exhibitors and approximately 15,000 visitors.

During its participation, Juhayna sponsored the fourth edition of the Live Cooking Competition in collaboration with the Arab Academy for Chefs, featuring around 170 chefs from various hospitality sectors in Egypt and the Arab world. This competition provides participants with an opportunity to showcase their culinary skills and innovations, as well as to enhance communication and exchange expertise among professionals in this field.

Additionally, Juhayna sponsored the Coffee Arts Competition, under the title "Barista and Latte Art Competition." The company provided a diverse range of dairy products used by participants to prepare innovative and unique coffee beverages, aiming to support the contestants and encourage them to develop their skills while catering to diverse consumer needs. The competition featured 23 contestants.

Juhayna also recently sponsored the F&B Summit, a forum that brings together leaders and innovators in the food industry to exchange knowledge and promote growth in the hospitality, and the food and beverage sector in Egypt.

It is worth mentioning that Juhayna is the first choice and preferred supplier for HORECA, the food service and hospitality industry. Juhayna offers more than 200 high-quality products and aims to consistently meet the diverse needs of its customers. As a result, Juhayna has earned the trust of numerous individuals and businesses, thanks to the superior quality of its products and its ongoing commitment to innovation and excellence.

* **END -**