



Norwich firm Fabcon expands Middle Eastern presence through Kuwaiti deal

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A Norwich-based food processing equipment manufacturer has bolstered its presence in the Middle East by supplying bespoke equipment for a purpose-built batch fried crisp factory.

Fabcon Food Systems has provided the systems for a £1.5 million production line in a new Kuwait factory, built and owned by the AlWazzan Foodstuff Industries Group. It is the Norwich firm's first direct sale into the Middle East market.



Working closely with the Kuwaiti group's management team, Fabcon has installed a range of their specially-designed pre-processing equipment, including frying, seasoning, distribution and supply line supporting structures.

The Delta Close-based specialists were chosen for the project after demonstrating their experience in potato processing and seasoning, and their project management credentials, to see the project through its design, supply, installation and commissioning phases.

Trevor Howard, managing director of Fabcon Food Systems said: "We were approached by AlWazzan's owner Muntaser AlWazzan after he learned about our expertise in building batch crisp lines.

"The purpose-built factory is hugely innovative and the facility is an exciting new venture in a new market for Muntaser and his company. They now have a 21st century production plant to support their business as it quickly expands across the region."

Muntaser AlWazzan, of AlWazzan Foodstuff Industries Group, added: "To operate a successful facility we required the best equipment, knowledge and expertise. Fabcon's team has delivered all of those things and expertly saw the project from start to completion.

"We now have one of the most innovative potato crisp production facilities in the Middle East with room for further expansion."

Formed in 2015 and now employing a team of 24, Fabcon Food Systems manufacture, supply and install innovative handling and processing equipment for the food industry. Designed and built at the company's Norwich factory, Fabcon supply their systems and machinery to customers in the UK, mainland Europe, the Middle East, Africa and Australia.

