

Shukran Qatar

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GULF TIMES Special Supplement

Ammar Samad, General Manager of Zual Wellness Resort by Chiva-Som

Q: With over 20 years of experience in hospitality, what drew you to the wellness industry and the role at Zual Wellness Resort?

A: Hospitality has always been about creating meaningful experiences for people, but wellness takes it to another level. It's about helping individuals feel healthier, more balanced, and truly cared for. Zual's unique approach, blending Traditional Arabic and Islamic Medicine (TAIM) with modern wellness practices, was a big draw for me. It's a chance to be part of something groundbreaking in the region and globally.



Q: How has your previous experience managing prominent hotel groups and spa facilities in Doha influenced your leadership approach at Zual?

A: My past roles taught me that exceptional service starts with a passionate and motivated team.

At Zual, we don't just create memories - we inspire transformative wellness journeys. We focus on empowering our guests to take charge of their

wellbeing while nurturing the growth of our team to ensure alignment with our mission. It's not just about meaningful moments but it's about creating lasting impacts that guide our guests toward a healthier and more mindful way of life.

Q: As the General Manager, what is your vision for Zual Wellness Resort in its journey to becoming a global leader in wellness tourism?

A: I see Zual becoming a global benchmark for wellness tourism by combining authentic traditions with forward-thinking innovation. My vision is for guests to leave feeling genuinely transformed - not just physically, but mentally and emotionally as well - while experiencing Qatar's rich cultural heritage.

Q: How do you plan to build on the resort's strong reputation while introducing innovative guest experiences?

A: It's about staying true to our roots while embracing change. We're enhancing our offerings with advanced wellness technologies like genomic testing and creating new programs tailored to what our guests need. At the same time, we're maintaining the personalised care and warmth that define the Zual experience.

Q: Zual is the first resort in the region to focus on Traditional Arabic and Islamic Medicine (TAIM). How do you ensure the authenticity and effectiveness of TAIM-based treatments and programs?



A: We work closely with specialists who understand the depth and history of TAIM. Every program and treatment is designed with care, staying true to traditional practices like Hijama (cupping) while incorporating scientific advancements to maximise their benefits for guests.

Q: Personalization is often key in wellness tourism. How does Zual tailor its programs to meet the diverse needs of its guests?

A: Personalization starts with understanding our guests. We take the time to learn about their goals and needs, whether it's stress relief, detoxing, or family bonding. From there, we craft programs that resonate with them, ensuring they leave with lasting results and a sense of fulfillment. We are the first Family Wellness Resort dedicated for multigeneration: The resort aims to support the next generation in adopting healthier lifestyles through the concept of Family Wellness. Our retreats are designed to strengthen family bonds, promote healthy habits, and create lasting memories.

Q: How does Zual Wellness Resort contribute to Qatar's vision of being a global hub for wellness and tourism?

A: Qatar is well-positioned to emerge as a hub for medical tourism, with its advanced healthcare and respect for cultural roots. At Zual Wellness Resort, we're contributing to this vision by creating a wellness experience that's genuinely rooted in tradition yet modern in approach. With our TAIM-inspired retreats and strong presence in international wellness communities, we're putting Qatar on the map as a unique wellness destination. By upholding

high standards and building our reputation abroad, we aim to help establish Qatar as a global leader in wellness and medical tourism.

Q: How does Zual integrate sustainability into its operations? Are there any innovations in wellness technology or practices that Zual is exploring or implementing?

A: Sustainability is at the heart of what we do, from minimising waste to using energy-efficient solutions. We're also exploring advanced wellness technologies, such as genomic testing for personalized health plans, and continuously innovating to make wellness more impactful and eco-friendly.



Q: Looking ahead, what milestones or goals are you most excited about achieving with the resort?

A: I'm excited about further improving Zual's global reputation and expanding our offerings to meet the evolving needs of our guests. We have some incredible initiatives in the pipeline, and I can't wait to see how they will enhance guest experience and our contribution to wellness tourism.

Q: Is there anything you'd like to share with readers about the future of wellness and the role of Zual in shaping it?

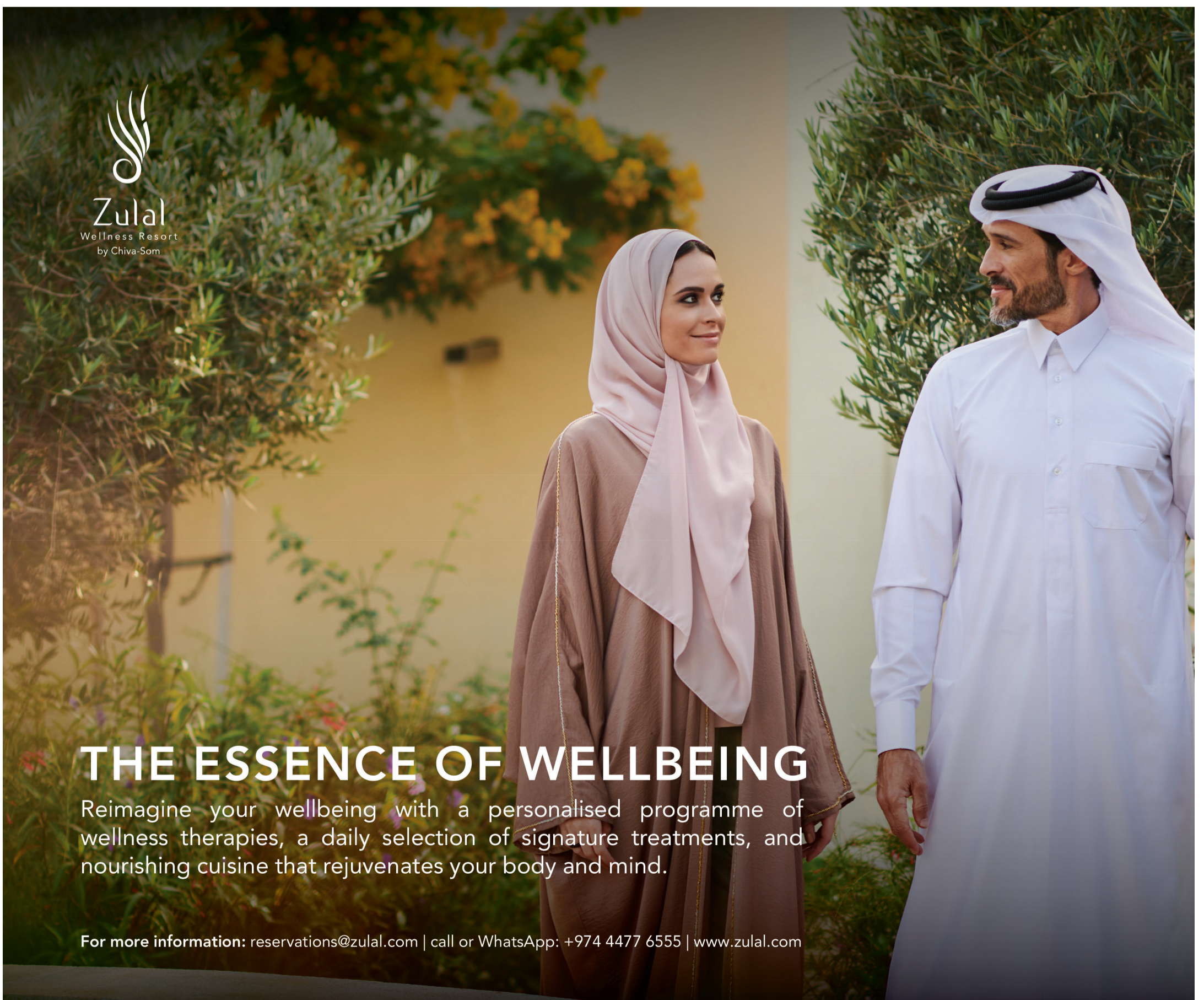
A: The future of wellness is about finding balance - not just physically, but emotionally and spiritually too. At Zual, we're committed to leading this journey, blending time-honoured traditions with modern innovations to create experiences that truly transform lives.



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Dandy Company Limited

A legacy of excellence in Qatar's food and beverage industry

SHEIKH MANSOOR AL THANI, CHAIRMAN OF DANDY COMPANY LIMITED

In an interview with Gulf Times, Sheikh Mansoor Al Thani reflects on Dandy's journey, values, and vision for the future.

Q: Dandy has been a trusted name in Qatar's dairy industry for over five decades. What are the core values that have driven this success?

A: From our humble beginnings in 1973, Dandy has embraced a culture of open communication and cross-functional collaboration. This environment has enabled us to identify opportunities, address challenges early, and foster innovation. By maintaining this dynamic approach while adhering to a lean cost structure, we have been able to grow rapidly and sustainably.

Q: How has Dandy evolved to maintain its competitive edge in the local and regional markets over the years?

A: Over the last decade, we have invested significantly in human capital, bringing in talent with multinational experience. This infusion of expertise has introduced global best practices and enhanced our operational capabilities. While Qatar remains our core market, we have recently expanded into Saudi Arabia with our ice cream portfolio. This marks the beginning of our regional growth

journey, and we are excited about the opportunities ahead. Further, we have a robust Executive Committee with vast experience across several industries in Qatar. This team has taken strategic choices across functions allowing us to manage inflation, build capabilities in less crowded product verticals, and mitigate risks.

Q: Dandy is known for its diverse product range. How do you ensure product consistency and quality across such a wide portfolio?

A: Quality is the cornerstone of our brand. We have built robust Quality Assurance (QA) and Quality Control (QC) teams, staffed by experts from multinational corporations. Alongside this, we have invested in state-of-the-art quality testing laboratories, ensuring our products consistently meet the highest standards.

Q: Are there any new products or innovations that Dandy is planning to introduce to cater to changing consumer preferences?

A: Many of our R&D efforts right now are towards the ice cream industry. Also, we see enriched or fortified

(with protein, vitamins, calcium etc.) consumer packaged goods as a mega trend globally and we have upcoming new product developments in line with this in dairy & juice product categories.

Q: What is your vision for Dandy's growth in the next five years?

A: We envision ice creams and export markets as the primary drivers of our growth. Our goal is to establish Dandy as a leading brand of innovative ice creams across the GCC in the years to come. Further, we have a strong base with dairy and juices, and we intend on leveraging this legacy with innovative product developments as margin expansion initiatives.

Q: What message would you like to convey to Dandy's loyal customers and stakeholders?

A: To our consumers in Qatar, thank you for your unwavering trust and support. We are committed to exceeding your expectations. To our trade partners and stakeholders, we look forward to continuing our mutually beneficial collaborations as we embark on this exciting phase of growth.



FIVE DECADES OF INNOVATION, QUALITY, AND TRUST

Established in 1973, Dandy Company Limited has grown to become one of Qatar's most esteemed and influential names in the food and beverage sector. With a steadfast commitment to quality, innovation, and value, Dandy has carved a niche for itself as a household name, meeting the needs of Qatar's diverse and multicultural population. Its reputation is built on a foundation of trust, ensuring that every product bearing the Dandy name upholds the highest standards of quality and taste.

Dynamic and expansive product portfolio

Dandy's extensive range of products spans across three major categories: Dairy, Ice Cream, and Beverages. Each product is meticulously designed to cater to the varied preferences of its customers while maintaining affordability and accessibility.

Dairy products

Dandy's dairy offerings are the cornerstone of its portfolio, featuring staples such as:

- ▶ **Yoghurt**
- ▶ **Laban (traditional and flavoured)**
- ▶ **Laban Airan**
- ▶ **Labneh**

These products are celebrated for their creamy textures, rich flavours, and nutritional value, making them essential in Qatari households. Each item is crafted using premium ingredients, ensuring a blend of authenticity and modern processing standards.

Ice cream innovations

Dandy has become synonymous with indulgence and creativity in the ice cream market. Its portfolio includes options in tubs, sticks, and cones, catering to all age groups and occasions. A standout innovation is the Bon Bon Ice Cream—a bite-sized treat that was the first of its kind in Qatar. This product has gained immense popularity for its convenience and delightful flavours, becoming a favourite among consumers across the country.



Beverages

Dandy's beverage line features a variety of fresh juices, available in multiple formats and convenient pack sizes. These juices are crafted to provide refreshing and nutritious options, ideal for on-the-go lifestyles. With a focus on freshness and natural ingredients, the beverage range complements Dandy's commitment to offering wholesome and high-quality products.

Unwavering commitment to quality

At the heart of Dandy's success is its dedication to quality. Every product undergoes rigorous testing to comply with stringent international quality standards, ensuring that consumers enjoy consistent taste, freshness, and safety. The company has invested heavily in advanced Quality Assurance (QA) and Quality Control (QC) systems, supported by state-of-the-art laboratories. These investments reflect Dandy's mission to maintain its reputation as a trusted provider of premium food and beverage products.

Distribution excellence

Dandy's operational efficiency is another key factor in its success. The company boasts a comprehensive distribution network that spans across Qatar, ensuring that fresh products are delivered daily to

retailers and customers. This reliability has solidified Dandy's position as a market leader, providing convenience and peace of mind to its consumers.

Innovation and consumer-centric approach

Dandy places a strong emphasis on innovation, continuously adapting to evolving consumer preferences. The company conducts ongoing consumer studies to better understand market trends and incorporate feedback into its product development processes. This consumer-centric approach has enabled Dandy to introduce new varieties, flavours, and formats, keeping its offerings fresh and relevant.

The company is also exploring emerging product verticals to diversify its portfolio further. While details remain under wraps, these initiatives underscore Dandy's ambition to remain at the forefront of Qatar's food and beverage industry.

A workforce that reflects diversity and creativity

Dandy's success is driven by a diverse workforce of over 800 employees, representing a broad spectrum of nationalities and expertise. This diversity not only reflects Qatar's multicultural population but also fosters creativity, innovation, and collaboration within the organization. By leveraging the unique talents and perspectives of its team, Dandy continues to develop products that resonate with its audience.



Dandy Company Limited continues to be a trailblazer in Qatar's food and beverage industry, balancing tradition with innovation. With ambitious plans for regional expansion, a focus on R&D, and a dedication to quality and customer satisfaction, the company is well-positioned to lead in the years to come.



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On the Occasion of

Qatar National Day, 18th of December

and in remembrance of the historic day in 1878, when Sheikh Jassim Bin Mohammed Bin Thani, founder of the State of Qatar set up the pillars of the Modern State of Qatar,

We extend our heartiest congratulations and greetings to

His Highness

Sheikh Tamim Bin Hamad Al Thani

Amir of the State of Qatar

His Highness

Sheikh Hamad Bin Khalifa Al Thani

Father Amir

His Highness

Sheikh Abdullah Bin Hamad Al Thani

Deputy Amir

And to all the honourable people of Qatar

We hope for more returns of this memorable occasion and wish that Qatar always enjoys security, welfare and prosperity under the wise leadership of His Highness The Amir



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