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Unilever expands Ramadan outreach through new partnership with Egyptian Food Bank for 'Knorr 7aletha'

Unilever Egypt has launched Knorr's Ramadan 2026 campaign, "Knorr 7aletha", aiming to engage more than 10 million Egyptians during the holy month through a consumer-led initiative that links everyday cooking to direct meal donations.

In addition to Knorr's ongoing meal preparation and distribution programmes supporting vulnerable communities, the campaign introduces a one-for-one donation mechanism in collaboration with the Egyptian Food Bank (EFB). For every eligible Ramadan meal story shared by consumers online, Knorr will donate a meal through the EFB.

Launched at the start of Ramadan, "Knorr 7aletha" positions itself as a practical kitchen companion for families navigating the pressures of the holy month. The campaign reflects common challenges faced by millions of Egyptians, from deciding what to cook and preparing affordable meals, to managing time constraints before iftar and cooking without tasting while fasting.

As part of a digital activation, consumers are invited to share personal Ramadan stories featuring a meal prepared using Knorr products that "saved the day". Each qualifying story triggers a corresponding meal donation, directly tying consumer participation to community support.

Cem Tank Yüksel, General Manager for North Africa, Levant and Iraq at Unilever, said: "Since

1838, Knorr has supported households worldwide with products rooted in quality and nutrition. In Egypt, Knorr has been a staple in family kitchens for decades, offering trusted ingredients and flavour that make everyday cooking easier. Proudly made in Egypt, the brand has also championed initiatives promoting balanced meal preparation and small-scale sustainability practices, such as rooftop planting and reducing food waste. Through 'Knorr 7aletha', we continue to ease Ramadan cooking challenges while directly linking them to meal donations."

Sherine Abdel Moneim, Commercial Director for Nutrition at Unilever North Africa, Levant and Iraq, added: "Ramadan is a joyful season, yet it also brings daily decisions and time pressures in the kitchen. During this period in particular, Knorr provides dependable solutions that help families save time, manage costs, and consistently deliver great taste."

Mohsen Sarhan, CEO of the Egyptian Food Bank, said the partnership, spanning more than a decade, reflects a shared commitment to food security and dignity: "Through 'Knorr 7aletha', we are encouraging public participation through a clear and transparent donation mechanism. Each meal contributed supports our ongoing efforts to expand food access for vulnerable households across Egypt during Ramadan," he noted.