

Arla Foods supports career progression of 160 Bahraini employees through Tamkeen’s programmes

Manama

Arla Foods have benefited from the Enterprise Training Support Program offered by the Labour Fund (Tamkeen), contributing to the career growth of 160 of its Bahraini employees. This initiative aligns with the company's broader efforts to invest in their



Bahraini professionals by helping develop and enhance their skills. The Enterprise Training Support Program assists enterprises seeking to develop and enhance the skills of their Bahraini employees by covering up to

100% of the training costs. This program aims to boost employee productivity, support organizational growth, and increase overall competitiveness of Bahraini talent. This support comes in alignment with Tamkeen's 2025 strategic priorities, which focus on enhancing the position and competitiveness of Bahrainis in the private sector, equipping Bahrainis with suitable skills for career development in the private sector, and prioritizing enterprise growth, digitization and sustainability, and supporting the development of the eco-

system surrounding the labor market and private sector. On this occasion, Ms. Mona Alsari, Head of HR MENA Supply Chain at Arla Foods commented: "At Arla Foods, we believe that investing in Bahraini talent is an investment in Bahrain's future. Our employees are at the heart of our success, and through continuous training and development, we strive to empower them to grow, lead, and contribute to shaping the future of the manufacturing sector in the Kingdom." Over the years, Arla Foods has received support from Tam-

keen through financing, training, and employment programs, contributing to the company's growth and the development of its Bahraini workforce. These contributions aim to enhance the manufacturing sector which is the third largest sector contributing to Bahrain's GDP accounting for 14.4% during the first quarter of this year. Through its various programs and offerings, Tamkeen supports enterprises across all sectors and reinforces the private sector's pivotal role in driving Bahrain's economic growth. These efforts include initiatives

focused on employment and career progression to position Bahrainis as the first choice of employment in the labor market. The presence of major international companies such as Arla Foods in the Kingdom represents a valuable opportunity to develop national talent and enhance supply chain efficiency, in addition to improving career specialization pathways. This also contributes to increasing the volume of Bahraini exports to regional and international markets.

MHD Consumer Bahrain, Sharaf DG Bahrain sign strategic partnership agreement

Marks MHD ITICS' Official Entry into the Bahrain Market



Manama

MHD Consumer Bahrain, a subsidiary of Mohsin Haider Darwish LLC (MHD - ITICS) from Sultanate of Oman, has officially entered the Bahrain market through a strategic partnership with Sharaf DG Bahrain, a leading electronics and technology retailer in the region. This partnership symbolizes a strong collaboration bridging

Oman and Bahrain, enhancing the retail landscape of both countries by combining MHD ITICS's regional expertise with Sharaf DG's deep local market presence. The agreement was signed today at the Sharaf DG Bahrain headquarters in Manama, in the presence of senior representatives from both companies. This partnership establishes a foundation for a long-term collaboration aimed at delivering

high-quality consumer products and exceptional retail experiences across Bahrain. Mr. Gokul Praveen, Director-Consumer Products Division, MHD-ITICS, stated: "Under the visionary leadership of our honorable Chairperson, H.E. Lujaina Mohsin Darwish, we are now expanding our business operations into the Kingdom of Bahrain. We as MHD promise to deliver to our customers world-class brands

which are innovative backed with purposeful for our customers. This is a proud moment for us as the partnership with Sharaf DG, reflects our ambition to grow in key markets and provide valuable solutions to consumers. We are excited to build a strong presence in the Kingdom and contribute to its vibrant retail landscape." Mr. Faisal Khan, Country Manager - Sharaf DG Bahrain,

added: "We are pleased to welcome MHD Consumer Bahrain as one of our strategic partner. Their strong regional expertise and diverse product portfolio aligns perfectly with our vision to deliver the world-class products to our customers here in Bahrain. We look forward to a successful collaboration that benefits the retail sectors of both countries." To commemorate the occasion, a cake-cutting ceremony

was held and conducted by Mr. Ali Mohammad Akbar Khan, Country Head - MHD ITICS Bahrain, and Mr. Faisal Khan, Country Manager - Sharaf DG Bahrain. This partnership marks a significant milestone in the regional expansion strategy of Mohsin Haider Darwish LLC. The company continues to prioritize innovation, operational excellence, and customer satisfaction throughout the Gulf region.

Trump joins backlash against US restaurant Cracker Barrel

AFP | Washington, United States

US President Donald Trump yesterday urged restaurant chain Cracker Barrel to go back to its old logo, after its rebrand sparked a furious, culture war-fueled backlash. The folksy, homestyle US chain has seen tens of millions of dollars wiped off its share price since it unveiled a new look last week that right-wingers have criticized as "woke." It was perhaps only a matter of time before Republican Trump weighed in on the issue, which saw Cracker Barrel last week remove the image of an old man sitting on a chair and leaning on a barrel from the famous yellow and brown sign. "Cracker Barrel should go back to the old logo, admit a mistake based on customer response (the ultimate Poll), and manage



The old corporate logo for Cracker Barrel (left) and their newly unveiled logo.

the company better than ever before," Trump said on Truth Social. "They got a Billion Dollars worth of free publicity if they play their cards right. Very tricky to do, but a great opportunity. Have a major News Conference today. Make Cracker Barrel a WINNER again." The White House later posted a mocked-up version of the for-

mer logo, replacing the "Uncle Herschel" figure with Trump himself and the words "America First" instead of Cracker Barrel. It added the caption: "Go Woke, go broke." The furor comes as Trump's White House leads a crusade against diversity and anything it brands "woke" in both the US government and corporate America. Trump's son Donald

Jr. took to X after the rebrand to demand to know "WTF is wrong with Cracker Barrel." He quoted a post by the "Woke War Room" account that claimed the chain had "scrapped a beloved American aesthetic and replaced it with sterile, soulless branding." Cracker Barrel apologized to fans on Monday, saying in a statement it "could've done a



Customers browse inside the Cracker Barrel Old Country Store in Mount Arlington, New Jersey

better job sharing who we are and who we'll always be." But it said the new sign, featuring just the text of the brand name in a rounded-off yellow hexagon, was there to stay.

The chain has around 660 US branches. Trump won in 74 percent of counties with a Cracker Barrel in 2024, according to elections analyst Dave Wasserman.