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Avelina Strengthens Presence in Saudi Arabia and the MENA Region at The Saudi Food Show 2026

Miami-based, family-owned brand returns to Jeddah with its Non-GMO and Halal-certified oat and grain portfolio, reaffirming its commitment to the region

MIAMI, FL — August 5, 2026 — Avelina, a family-owned oat and grain food brand under A&M Global Solutions / Food Group International, today announced its participation in The Saudi Food Show 2026, taking place September 27–29 at the Jeddah Superdome. The show reflects Avelina's ongoing commitment to Saudi Arabia and the wider MENA region, as the brand continues to strengthen and consolidate relationships with distributors, retailers, and buyers it has built across the market.

At its booth, Avelina will showcase its core product lineup — including protein oats and granola — all Non-GMO Project verified and Halal certified, reflecting the brand's commitment to meeting the standards and expectations of Saudi and MENA consumers. Avelina will also share its product innovation pipeline, including a cereal line currently in development, as part of its longer-term growth plans for the region.

Now in its new home at the Jeddah Superdome, The Saudi Food Show is the largest F&B sourcing event in the Kingdom, bringing together more than 1,000 exhibitors, 100,000+ products, and buyers from over 95 countries. For Avelina, the event is an opportunity to deepen existing relationships and build new distribution partnerships as the brand continues to grow its footprint across Saudi Arabia, the UAE, China, and India.

Visitors to the show can find Avelina at Booth 11-N1, Jeddah Superdome, September 27–29, 2026.

About Avelina

Avelina is a Miami-based, family-owned oat and grain food brand under A&M Global Solutions / Food Group International. Rooted in a passion for wholesome, everyday nutrition, Avelina offers a growing portfolio of oat and grain-based products, including pancake and waffle mixes and overnight oats, crafted for modern households seeking quality and convenience. The brand is actively expanding into a new cereal line, backed by rigorous quality standards, Non-GMO Project verification, and Halal certification. With a strong foundation in the U.S. market and growing interest across international markets including Saudi Arabia, the UAE, China, and India.

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