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### **Black Opal in Gulfood 2016**

***Dubai, UAE, February 2016:*** Black Opal attended Gulfood 2016, considered the world's premier annual food and hospitality trade event, taking place at Dubai's World Trade Center from February 21<sup>st</sup> to 25<sup>th</sup>, 2016. More than 5,000 exhibitors in the food and hospitality sector from 120 Arab and foreign countries took part in the five day event.

This year, Black Opal attended the show to re-connect with buyers, find additional importers and open new distribution channels in the Premium Angus Beef sector. On Gulfood 2016, Jay Ewald said "Gulfood needs no introduction. It is an incredible trade and business platform and an unmistakable marketplace for our company. Consumers today are demanding more variety and quality in Premium Angus Beef and we, at Black Opal, look forward to delivering our product. Next year we are looking at participating in this show."

Jay Ewald, CEO of Black Opal and Katherine Bacigalupo, Chief Marketing Officer of Black Opal joined the more than 90,000 buyers attending Gulfood 2016 to meet, observe and discuss the current trends in the fresh meat segment of the food service and retail industry. Today, Dubai plays a strategic role as the marketing and trading hub for the Middle East and Northern Africa (MENA).

In the picture, Jay Ewald, CEO of Black Opal, Katherine Bacigalupo CMO of Black Opal and Mr. Marwan Jassim Al Sarkal.

The Black Opal Group is a diversified investment organization implementing focused investment strategies in agriculture in the Americas. The firm is regarded for deeply entrenched capabilities in purebred beef cattle business; a unique understanding and contacts in premium beef processing and marketing; and an embedded knowledge in Latin America.

