

Over 2,000 British products are being regularly imported from the UK as part of LuLu's 'Best of British' campaign.

But the journey to get that product to the shelf is more complicated than one might think as our 'route guide' explains:

Deliver from UK manufacturer to UK exporter

New ingredients label in Arabic placed on every pack

New Production and Expiry dates placed on every pack

All repacked

Send for export via air or sea

Arrives at destination: Customs and Food Control Inspections

Cleared at point of arrival, delivered to distribution warehouse

Picked and then delivered to store

Placed on shelf

Bought by customer

[Originally published in Abu Dhabi Week vol 2 issue 20]