

THURSDAY, MARCH 7, 2002

DHUL-HIJJJA 23, 1422 AH

## Diako meal helps fight obesity

By Rana El-Mahmoud

KUWAIT: "Good partnership is our motto." This is what Diako and their local agent, The Foodstuff System Company are assuring their customers. The chairman of the board, Dr Mubarak Al-Obaidi is enthusiastic in the nutrition market to provide his customers the full independent services to enhance the overall nutrition of the public and maintain a healthy body for a good future. Many activities are currently held to educate the Kuwaiti society about the need to practice good nutrition in the family. Obesity has been fast prevailing these days.

"Obesity is the modern disease and there must be a way to fight it. Therefore, we decided to alert our clients and the society on the need to organise our food intake system and follow a diet to prevent us from any disease," he informed. Men and women suffer from obesity and obese people face some difficulties in dealing with the society and in their workplace.

"Our Prophet Mohammed (PBUH) always requested us to balance our food intake, so we can control our weight that will enhance our daily work. Your stomach should contain only 1/3 of food intake, another 1/3 for water and the remaining 1/3 should be empty to accomplish the daily work," he explained.

Dr Al-Obaidi urged families and workers to eat Diako's meals and lose weight without extra workout or starving yourself.

Gisela Berg, the General manager of the Diako German Company explained that she decided to start the new business with a close friend named Nake Kupper in 1984 with a small shop and three employees in Hamburg. They spent days and nights to invent the first product for the diabetics and cardiac patients. Not only that, but they created a new line for the long day working people, they started a food package to feed them in the working hours, as long as they do not have time to cook or bake.

She explained that her relations with Dr Al-Obaidi and his family that it is more than business, it's a family. "The Franchising system was selected as the most successful way of cooperation between the two companies," she added.

The German - Kuwaiti relations do not stop and the commercial ties also go beyond the limits. Therefore, Farnz Mathes, the Company Consultant made it easy for both to communicate.

The 1,200 calories, five times a day meals came into bud and used by nearly everyone. "Consumer has the right to be treated nicely and completely either by the different type of food and the international traditional ways of cooking," she pointed out.

The nutrition meals meet the need for a balanced hygienic food intake. The need to this type of food does not only decrease the obese's weight but also, support the diabetics and cardiac patients who suffer from increasing cholesterol and blood pressure.

"There is no chronic disease that will remain painful with a good balanced meal," Dr Al-Obaidi stressed.

The six days meals provided weekly are variable from one type to another. Each week contains three meals and two in between meals. The bio, fresh and cooked contents were freezed to stay fresh and healthy with all the nutritive benefits. The daily meal should composed only 1200 calories, which in fact is useful for one's in diet. The third world suffers from completely understanding the right concept of hygienic food and to avoid the chemicals that may affect the body as long as they take it. "Our Diako offers the people the right food, time consumed and the freedom to lose the weight you prefer. Also, our meat and chicken are safe, that go under the European standard. Most of the food are registered by the Ministry of Health," outlined Dr Al-Obaidi.



Gisela Berg