

## Press release

### **#QuarantimeShukran Mauricio Rocha's new campaign for Taste Shukran**

- **This is a solidarity campaign to help families during confinement.**
- **The campaign, signed by Mauricio Rocha's (AKA) team, features a series of influencers who will offer routines, recipes and tips to make quarantine more bearable.**

Madrid, April 16, 2020.- The food company [Taste Shukran](#) has launched the [#QuarantimeShukran](#) campaign, a charitable commitment to help families make the confinement more bearable.

With the help of a group of expert influencers in different fields such as sports, gastronomy and lifestyle, the campaign will offer routines to improve physical fitness, encourage entertainment and propose healthy recipes to follow a balanced diet during the forties.

Taste Shukran is a Mediterranean-Lebanese food company whose products include hummus, one of the foods that has become most fashionable during confinement. These days," explains Patricia Gallego, CEO of Taste Shukran, "the consumption of hummus has skyrocketed, the reason is that we are facing one of the healthiest products on the market. It is rich in protein, low in fat and is also one hundred percent natural, with no additives or preservatives. Being unable to leave home and having limited activities, consumers are changing their eating habits and are opting for healthier foods that provide them with the necessary nutrients, but with fewer calories. Moreover, it is an economical product that is accessible to all pockets".

Thinking about the difficulties that many families are going through due to confinement, Taste Shukran contacted Mauricio Rocha who designed the #QuarantimeShukran campaign. A solidarity initiative to help people get through confinement in a more enjoyable way. "We thought what can we offer to people who are at home to break the routine? And we said all in one, we want them to train with us, to cook with us, to learn to do fun activities with us and we got down to work. We looked for different influencer profiles that would collaborate with Taste Shukran and we proposed a challenge: to make the quarantine with Shukran more fun, healthy and entertaining and that's how #QuarantimeShukran was born", explains Mauricio Rocha, creative director at AKA.

Under the claim "Improve the taste of your quarantine" Rocha has developed a campaign that has had a great team of professionals who have composed an exclusive

theme song for the campaign and a logo that will accompany Taste Shukran from now on in all its promotional activities.

Link to the campaign: <https://cutt.ly/Mt998ae>

### About Taste Shukran

The company was founded in 2010 by Lebanese entrepreneur Bill Saad. It is a reference company in the food sector, specialized in Mediterranean cuisine with Lebanese influence. Shukran Group also owns the retail line Taste Shukran, which markets various products such as hummus, creams, sauces and baklawas. The products and recipes that complete Shukran Group's offer are elaborated in its own 1000 square meters workshop, where the latest technology is combined with craftsmanship. Currently, its products are distributed in more than 300 points of sale.  
<http://shukrangroup.com/>

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