

## Press release

### **Taste Shukran is positioned on TikTok thanks to its employees' funny videos**

- **The food company relies on the trendy social network to create a happy working environment.**
- **Encouraging positive experiences helps to improve communication, motivation and team productivity.**

In these difficult times, when the pandemic is affecting the spirits of all people, the food company [Taste Shukran](#) has decided to launch a program through which it seeks to generate happy moments for its employees. In this sense, the company has chosen the trendy social network TikTok for its workers to have fun a few minutes a day creating fun content for the company's account.

“Having a motivated and happy team contributes to better communication, employees are less stressed and become more creative. At Shukran we are a big family and we like to share those moments together,” explains Patricia Gallego, CEO of the group.

All the company's staff participates in these videos, including the CEO, the Operations Director, the Commercial Director, the Administration managers, etc. “Every day we stop the work activity for a few minutes to have a few laughs, share unique moments and, in this way, keep our spirits up to move forward with the best energy. We are going through a very tough situation, in which we are all worried about health and the fear of contagion, and there is nothing better than to keep us united with an activity that brings a smile to our faces,” says Patricia Gallego.

Regarding the choice of TikTok, the company states that they have no intention of becoming influencers, they just want to have fun and for consumers to see the good working environment at Taste Shukran.

TikTok has positioned itself in the top 10 of the most used mobile apps in the world and has more than 800 million users. The @taste\_shukran channel shares videos of the company's employees, their pets, recipes with Taste Shukran hummus and friends of the brand.

**TikTok campaign video: <https://youtu.be/TMMyvomoHEg> (agencia Delirio&Twain)**

## 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.

[www.tasteshukran.com](http://www.tasteshukran.com)

For more information:

Mabel Calatrava

*Press & PR Consultant*

[mabel@mabelcalatrava.com](mailto:mabel@mabelcalatrava.com)

655 174 313