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The “Benazir” brand’s bakery and confectionery products have gained wide recognition not only in Kokand but throughout the country. The distinctive taste of these products is driving increasing demand, and numerous branches of the company have been established to meet this growing interest. During his visit to Kokand, the Governor of the Fergana region, Khayrullo Bozorov, familiarized himself with the latest branch of the “Benazir” company.

Earlier this year, the company launched its promising new venture with an initial investment of 12 billion soums. The new facility, located on Quduqliq Street, employs over 200 staff members.

According to entrepreneur Ilhomjon Nazarov, the new branch produces 50 types of bread and buns, as well as over 300 varieties of confectionery products, including pastries, sweets, biscuits, and cookies. These products are distributed not only across the regions of the Fergana Valley but also reach as far as Angren. The facility also houses a training center for women to enhance their baking skills. In addition, a new three-story building is currently under construction to expand the enterprise and create additional job opportunities.

New retail outlets have also been established in Besharik and Dangara districts, ensuring a steady flow of products to consumers.

During his inspection of the production process, the regional governor provided guidance on further popularizing the brand and initiating the production of export-oriented products to expand its reach even further.

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