



Fahad Alsalem

Food Vlogger and Culinary Critic

Saudi - Saudi Arabia

[Read More](#)

Who is Fahad Alsalem

Fahad Alsalem, widely known by his online moniker "Fhedan," is a prominent Saudi food vlogger and culinary content creator specializing in restaurant reviews and gastronomic experiences. He has built a strong personal brand through engaging content shared across multiple platforms, including YouTube, Instagram, TikTok, and Snapchat. On his long-standing YouTube channel, Alsalem provides detailed tours and in-depth reviews of restaurants and cafes both within Saudi Arabia and internationally, establishing himself as a trusted source for his audience.

Fhedan's style is characterized by its authenticity and candidness. He meticulously documents his experiences, focusing on every detail from food quality and presentation to the ambiance and service level of the establishment. His content has played a significant role in highlighting numerous local businesses in the F&B sector and supporting entrepreneurs in the field. Through his consistent and high-quality coverage, Fahad Alsalem has become an influential voice in the Saudi food scene, with a large following that relies on his recommendations to discover new culinary destinations.

Achievements of Fahad Alsalem

Fhedan successfully established a prominent media brand under his name, which has become a go-to reference for restaurant reviews in Saudi Arabia. Through this platform, he provides professional coverage for numerous local and international brands in the food and beverage industry. He has actively contributed to promoting culinary tourism within Saudi Arabia by highlighting the diverse gastronomic landscape across the Kingdom's different regions. He has covered major events like "Riyadh Season," showcasing the wide array of food options available to visitors and reinforcing the country's status as a global food destination. Alsalem commands a large following and has secured numerous partnerships with major corporations and restaurants for advertising campaigns and new branch openings. His recommendations have a direct impact on consumer decisions, making him a key marketing partner for brands in the hospitality sector.

[Read More](#)