

The background of the cover is a dark blue gradient. On the left side, there is a large, light blue silhouette of a human head in profile, facing right. Inside the head, there is a stylized, light blue shape resembling a brain or a cluster of interconnected nodes. The text "Company Profile 2025" is positioned on the left side, overlapping the light blue head silhouette.

Company
Profile
2025

EGYPT[®]
FOODS

Table of Content

- About Us
- Product Portfolio
- Manufacturing
- Exports
- Organization



About Us



Our History

Over the decades, snacking has become a deeply rooted notion in the Egyptian culture.

Committing to providing the best snacking experience to every Egyptian household, **Egypt Foods** has worked tirelessly, since its establishment in 1999, towards providing **the highest quality snacks** to consumers.

With 21 years of experience, **Egypt Foods** has expanded its production capacity to become a leader in **corn snacks manufacturing** in Egypt and the MEA Region.

Egypt Foods's first product, "**Kalbaz**" corn puff snack, was launched in 2000 and has ever since become a much-loved snack to all Egyptians.

Egypt Foods has been revolutionizing the snacks industry since 2001, when the Group started manufacturing confectionery products in **5 different** categories, through **22 products**.

From then on, the company kept expanding its business operations to reach **33 products**, including Wezo, Gero, Star, and Choco Shots, among many others.

The company has been achieving significant milestones in its snacks manufacturing journey.

In 2004, **Egypt Foods** ventured into the potato chips category by launching **Tiger**, which grew fast to become one of the key players in the category and the leader in wavy potato chips subcategory.

In 2006, **Egypt Foods** expanded its snacks portfolio to include pellets, manufactured under **Cono**.

Cono was relaunched in 2019 with a wider range of puffs and popcorn in addition to pellets.

In 2013, there has been a **50%** increase in Extruded Snacks production.

Then, in 2016, **Egypt Foods** introduced cake products into the market.

The latest addition to the company's portfolio was in 2018 with **Rusky**, a baked bread snacks with bold and unique flavors, setting it apart from competition and strengthening its market position.

In June 2020, **Egypt Foods** launched the confectionery as a separate business unit from its salty snacks business; and in October 2020, **Novy** brand was launched as the mother brand for the new business unit.

Novy is set to be the cornerstone in a new breakthrough stage for **Egypt Foods**.



1999
EGYPT FOODS WAS
ESTABLISHED



2000
EGYPT FOODS GROUP'S
FIRST PRODUCT, "KALBAZ"
CORN PUFF SNACK



2001
NOVY INTRODUCED
CONFECTIONARY



2004
VENTURED INTO THE
POTATO CHIPS CATEGORY
BY LAUNCHING "TIGER"



2006-2008
EXPANSION OF CORN
SNACKS PRODUCTS.



2010
TRIPLING THE PRODUCTION
FOR THE POTATO CHIPS



2012-2013
DOUBLING POTATO CHIPS &
CORN'S PRODUCTION CAPACITIES



2016
INTRODUCED CAKES TO
THE MARKET



2019
INTRODUCED RUSKY
TO THE MARKET



2020
INTRODUCED BISCUITS
TO THE MARKET



2021
INTRODUCED BIG CHIPS & JAGUAR
TO THE MARKET



2023
LAUNCH OF SALTY SNACKS
PREMIUM RANGE



2024
LEADERSHIP IN PREMIUM SALTY
SNACKS. JAGUAR & CONTINUE
LEADING RIDGED CHIPS.

Our Mission

By continuously challenging, innovating, and delivering high-quality products that ignite excitement, we aim to continue to lead locally, grow and expand globally, while always working to positively impact the local communities we're part of.



Our Vision

We envision a world where every consumer experience with our products is filled with anticipation and excitement. We strive to be the catalyst for positive change in our industry, and to be at the forefront of the change. Together, we will always be the trailblazers of creating moments of joy and excitement to our people.



PRODUCTS PORTFOLIO

Salty Snacks

TIGER
تايجر

BIG
CHIPS

JAGUAR

balance

TIGER
تايجر



TIGER
Excellence



TIGER
Excellence
WAVES



TIGER
CHIPSTIX



TIGER
KETTLE
COOKED
PREMIUM RIDGED POTATO CHIPS



شيبس



BIG
CHIPS
KETTLE
COOKED





JAGUAR
Wonder
Pops



JAGUAR
CLOUD
NINE.



balance
protein crackers



balance
protein puffs



balance
RICE
CHIPS



balance
protein shots



TIGER
تايجر



Tiger Egypt's #1 Ridged Potato Chips, launched in 2004 to redefine snacking with its signature ridged texture, offering a satisfying crunch and richer taste experience.

Tiger owns the crunch and drives innovation in the ridged potato chips segment. Through bold, inventive flavors, to strengthens its core product line while expanding into premium offerings, **Tiger Excellence** and **Chip Stix** to meet the diverse needs of consumers.



In 2023, **Tiger** elevated the snacking experience with its premium range:

Tiger Excellence: Crafted from fine, hand-picked potatoes, these deep-ridged chips are marinated before frying, delivering an extra-thick, ultra-crunchy bite with an explosion of premium flavor.

Tiger Excellence Waves are crafted with purpose-wavy ridges that capture every note of flavor and deliver it with refined crunch. From the first bite to the last, each wave reflects our passion for bold taste and uncompromising quality.



Tiger Chip Stix: A smarter snacking choice, with **30%** less fat and Gluten-free ingredients, offering the same great taste with a lighter feel.

By **2021**, bigger packs and stronger flavors were relaunched for **Tiger**.

Tiger continues to set the standard, combining crunch, flavor, and innovation to stay at the forefront of Egypt's potato chips market.

With regards to **Tiger** persona, **Tiger** the disruptor brand that empowers youth to get out of their comfort zone, break boundaries in a good way, overachieve and exceeded expectations and still have fun.





After obtaining the leadership in the ridged PC market, **Egypt Foods** decided to enter the flat PC category seeking the same success. **Big Chips** is a **100%** natural fried flat potato chips product that gives to the consumer a crunchier bite, and more intense flavors.



Big Chips has a unique flavor range; Kebab, Mexican Salsa, Salt & Vinegar, Sweet Lemon, Sweet Heat and Seasoned Cheese. It is a differentiated high quality thicker and crunchier chip that is full of flavor.

In 2023, **Big Chips** launched **Kettle Cooked**, a premium range, with a diverse range of flavor.

The 1st GLUTEN FREE chips
in the Egyptian market, **25%** less fats





In January 2022, **Egypt Foods** launched **Jaguar corn snacks** in line with the company's diversification strategy. Today, **Jaguar** takes leadership in the corn market in Egypt.



Jaguar stands for innovation & quality, always hitting shelves with new signature shapes and flavors that reflects being a top player in the corn category.

Jaguar launched its premium range in 2022;
Jaguar creations, Prime, Roarz, Wonderpops, Cloud9.



balance

In 2023, **Egypt Foods** captured the opportunity to break into the protein snack market by introducing "**Balance**" With a focus on providing high-protein options, **Balance** offers a delicious and nutritious alternative to traditional snacks.





Confectionery

novy

novy
BLAZO

novy
TORTA

novy
**Magic
Fingers**

novy
WAVES

novy
FINGERS

novy
Jenjo
چنچو

novy
Shots
CHOCO

novy
MARSHELLO

novy
Spaghettuss
سپاگیتوس



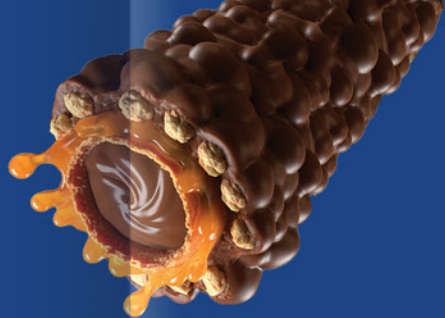
In **2020**, **Egypt Foods** spun off the confectionery as a separate business unit from its salty snacks business. In **October 2020**, **Novy** brand was launched as the mother brand for the new business unit.



Novy is the sweet part of **Egypt Foods** with more than **40** products within **5** different categories: **Chocolates, Cake, Biscuits, Jelly & Wafer** with multiple flagship sub-brands like **Torta, Fingers, Spaghetuss, Blazo** & others.

Novy provides consumers with high quality products of good value for money. **Novy** is set to be the cornerstone in a new breakthrough stage for **Egypt Foods**.





novy
BLAZO

novy
BLAZO
Gold





novy
TORTA



TORTA
Delights



nouy
**Magic
Fingers**



nouy
WAVES

nouy
FINGERS



nouy
MARSHELLO



nouy
Jenjo
جنيو



nouy
Shots
CHOCO



nouy
Spaghettuss
سباجيتوس



Manufacturing



Factories

- ▶ Potato Chips
- ▶ Salty Snacks
- ▶ Pellets
- ▶ Chocolate
- ▶ Cake
- ▶ Wafer

Distribution

- ▶ **14** Distribution Centers
- ▶ **79** Agent
- ▶ **2213** Truck





Quality Control

In **Egypt Foods**, we are committed to improving the quality of our products, as well as introducing new products in response to the **SNAC** International. We ensure that our products are derived from all sustainable, natural, and freshly planted food sources to provide our consumers with healthy and nutritious snacks.

Certificates



ECO friendly

Waste Management

Safety and Health

Egypt Foods is committed towards the environment by reducing our carbon footprint.

Our eco-friendly operations follow the green energy methods (Heat, Gas, Power and Water recovery/Waste management). As an ISO 14001 certified company, **Egypt Foods** is dedicated towards fulfilling its social and environmental commitment towards the internal and surrounding environments by putting in effect specialized body to assure that we are always within range.

Safety and Health are key success elements. **Egypt Foods** is committed to providing a safe workplace to prevent injury and protect our workforce. We promote a positive work culture and environment for our employees, partners and visitors. We are continuously improving our **HSE** management system, updating ISO 45001 certification and always complied with legal requirements as well.



R & D

Egypt Foods is driven with innovation; thus, we believe that **R&D** is the pathway to an outstanding quality that meets the expectations of our customers and partners alike. **Egypt Foods** always strives to deploy the latest **R&D** efforts and technological innovations towards creating new product inventions.



R&D

Research & Development

Technologies we use

Serving customers worldwide, **Egypt Foods** has pioneered in the **FMCG world**; becoming one of the largest and leading **FMCG** giants in the **Middle East and Africa**. The company relies on cutting-edge technology and computerized lines for mass-production.

Egypt Foods manufactures a wide range of salty snacks and confectionery including potato chips, puffs, pellets, cake, chocolate, candy, biscuits and related products.

Continuous Improvement

Continuous improvement is our gateway to ensure that we are on the right track towards snacks market leadership. With the implementation of Lean Manufacturing tools using the application of the 20 Keys, we train our employees to make the most out of the manufacturing resources (**Equipment – Manpower – Materials**).

We relentlessly roll out new development plans focused on the sustainability of our operations with the aim to achieve the highest productivity and quality at the lowest cost.

Exports





Export to more than 39 countries

**NORTH
AMERICA**

EUROPE

ASIA

AFRICA



Organization



Career Progression

Headcount Customer Service Career progression, We've been building our brand legacy since **2000** and with **7000** employees, our spirit and rich heritage are now backed by our people to bring value to consumers. At **Egypt Foods**, our Purpose is to empower people to snack right. Our brands have superpowers. They encourage playfulness, inspire acts of generosity and take a stand on issues that matter. In a world of snacks that seems to be more divided, we bring people together in a world of **HEROES**.

Our diversity is a strength that drives innovation and growth. Guided by our Purpose and Values, we strive to champion diversity, inclusion, and empowerment for our colleagues, culture and communities" at **Egypt Foods**, our employees' well-being and their career path are a top priority.

We truly believe that our employees are our biggest asset and that they are our main reason for our ongoing success. Our company's culture focuses on cultivating the human element and empowering our employees professionally to help them grow and excel in their career paths. At **Egypt Foods** our employees are the asset of the company. Therefore, our focus is having the best environment by creating a safe space between employees and managers that encourages transparency, which leads to stronger team bond and ideal workflow.





Customer Service

Egypt Foods philosophy and success are constructed on the principles of ensuring customer satisfaction and consumer indulgence as its cornerstone. We have been working hard for more than **20** years to build up that trust.

Our customer service team is available **24/7** in every region where the company operates.

Contact us through:

Email:

You can send an email to **info@egyptfoodsgroup.com** and our customer service team will reply within **48** hours.

Hotline: **19624**

You can also find our customer service contact details on all our product labels.

Egypt Foods LLC
Established in 1999

egyptfoodsgroup.com

