

“ Inspired by
quality
Driven with
passion ”



EMIRATES
SNACK FOODS LLC

ABOUT US

Established in 1996, Emirates Snack Foods (ESF) quickly developed into a prominent player in the marketing and distribution of premium food products in both the Retail and Horeca markets in the UAE. ESF has aggressively diversified its product range and is now the sole representative in the UAE of a multitude of top international brands.

KEEPING THE GOODS IN SAFE HANDS

ESF's direct distribution in the UAE to its Retail and Horeca customers is supported by distribution centers in every Emirate. Our modern temperature-controlled storage facilities and vehicles allow handling of temperature sensitive products from frozen to ambient.

We have the ability to keep up with the changing demands of the industry, be it new products, convenience meals, artisan chocolates, or organic foods: our dynamic warehouses are equipped to cope with a multitude of logistical demands, including higher volumes.

HOW WE ARE DIFFERENT

FOOD EXPERTS

We provide the necessary technical support, with our own in-house team of qualified Chefs.

Our Chefs educate and train the end users on how to effectively utilize our products for optimum results. Regular training sessions are held in our State-of-the-Art Demo kitchen where professionals are invited to have a hands-on experience with the products, inducing higher customer loyalty and increasing purchases.

SALES TEAMS

Emirates Snack Foods sales team is as diverse as the brands it represents. Our sales force includes:

- Beverage Specialists
- Corporate Chefs
- Van Sales team
- Category Experts
- In-Store sales experts
- Nutritionists
- Outdoor Sales representatives

MARKETING SUPPORT

Emirates Snack Foods doesn't just distribute, we make sure the brands we represent have maximum exposure in the market.

- In house Marketing Team
- 360 degrees marketing solution; ATL/BTL, in-store branding, display stands, outdoor marketing promotions.
- Online E-commerce platform for all brands.
- Online marketing and social media support.
- Brand catalogs, banners, and marketing materials.

LOGISTICS

With a fleet of more than 70 trucks and vans we cover all the Emirates.

- Frozen/Chilled/Ambient controlled temperature trucks.
- Qualified drivers
- Complete GPS tracking software for all the fleet.

Our State-of-the-Art warehouses are located in key places across the Emirates. Refrigerated and Frozen sections ensure items stay fresh with round the clock monitoring and systems in place guaranteeing reliable storage.

HORECA

ESF's dedicated Horeca Team covers the UAE's entire high end Horeca sector including catering companies and independent outlets. It counts on its own fully equipped demo kitchen which the support team such as corporate chefs, barmen and baristas use for product demonstrations, training, and recipe formulation.

WE'VE
GOT IT
COVERED

ESF's Retail Team are comprised of professional sales executives, merchandisers and delivery personnel traveling across the Emirates distributing the goods.

WE COVER
100%

SUPERMARKETS
HYPERMARKETS
CONVENIENCE STORES
PETROL STATIONS

VAN SALES COVERS MORE THAN

85%

GROCERIES

We have a dedicated team that covers the top 10 customers' Head offices to ensure we maximize our growth potential.

Complementing the sales team we have a **trade marketing team** that is brand centric and is responsible for devising and implementing a comprehensive plan to grow the business across **all channels**.

As we move forward to a more digital world, we have a dedicated **E-commerce team** to cater for this exponentially growing channel.





Al Wadi Al Akhdar, the No. 1 food brand in Lebanon, brings the goodness of nature to every home with its wide range of products from the traditional Hummus, Baba ghanoush, Tahina, to home staples such as canned beans, canned vegetables and frozen vegetables.



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