



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.

## 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.

## 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.

## 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



# HORECA

Emirates Snack foods established a foodservice team dedicated to UAE's high-end HORECA sector and nightlife outlets and manufacturing facilities. The range extends from ingredients for bakeries, pastries, hotels, casual and fine dining to beverages, snacks, and finished products. The New ESF solutions department is powered by state of the art fully equipped Menu Innovation Center (MIC) used for customer demos, training, and recipe generation sessions. Our ESF Solutions Team is led by a whole team of skilled sales personnel (field and online), corporate chefs, bartenders, and baristas that make all the difference.

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

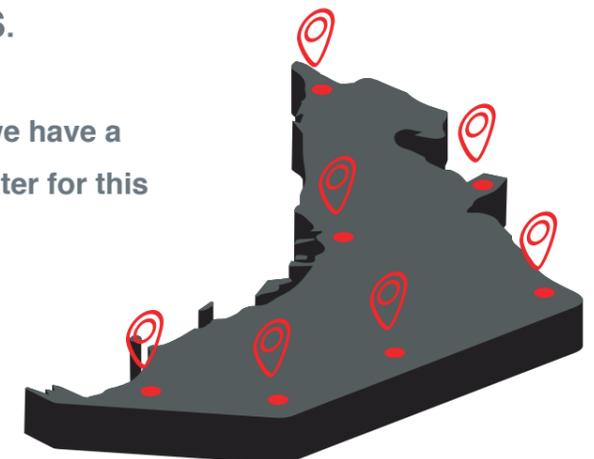
**85%**

**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.



# FLAVOURS OF THE WORLD



## KEY BRAND ACQUISITIONS

### 1998 INDOMIE

Indomie, UAE's favorite instant noodles, was launched by Emirates Snack Foods in 1998 and quickly became the household name for instant noodles in the country with over 60% market share. Indomie can be enjoyed like a soup or dry, in the traditional pillow pack or the convenient cup.

### 1999 BARILLA

Barilla, the world's no.1 pasta company, offers an authentic Italian experience with its wide selection of pasta cuts (over 120 shapes) and sauces. The leader in the pasta category with a 20% share in the UAE, Barilla continues to capture the hearts of consumers with their premium products.

### 2001 BONNE MAMAN

Bonne Maman, known for its highest quality ingredients and the large variety of flavors, dominates the UAE preserves segment with a 30% share. Identified worldwide by its famous red and white checkered lid, Bonne Maman manages to retain the original homemade taste in every jar that people have come to love and cherish all over the world.

### 2007 ZAINI

Zaini, the Italian confectionery company, is the manufacturer of licensed egg surprises and bonbons. The brand is well-known for its partnership with popular licenses like Disney, Marvel, and Nickelodeon.

### 2010 LUNE DE MIEL

Lune De Miel is the # 1 producer of honey from France, well known for its wide variety and innovation in the category. Lune De Miel is your one-stop-shop for your honey needs from their organic range and single-origin honey-like Acacia & Mountain to the health range (honey infused with ginseng and royal jelly).

### 2012 ALPRO

Alpro was launched in 2012 by Emirates Snack Foods and currently leads the plant-based milk category with close to 66% market share. With a delicious and exciting range of plant-based drinks, desserts, yogurts, and ice cream, Alpro's mission is to be the go-to brand for a sustainable, healthy alternative to dairy products.

### 2015 LATTERIA SORRENTINA

Latteria Sorrentina, the brand that dominates the Italian food industry known for its wide variety of cheese. Currently, there are around 200 members represented by the farms producing the milk processed by Latteria Soresina. Today, Latteria Soresina is the world's first producer of the famous Grana Padano and holds pole positions for other Italian excellences, such as butter and Provolone cheese, having long been established as a prestigious brand within its sector.

### 2019 CAPRICE

Caprice, known for its unique combination of crispy wafer rolls with cocoa and hazelnut filling that melts in the mouth and awakens the senses. Since ESF took over the brand in 2019, ESF managed to grow the brand's market share to 50% in the wafer rolls category. Caprice can now be enjoyed by choosing from various flavors that include dark chocolate, vanilla, hazelnut, and cappuccino.

### 2019 POMI

Pomì, with its UAE market share of 30%, has dominated the tomato sauce category with its iconic packaging. The carton brick has made it easy for consumers to recognize the brand in any country and on any shelf. Today, Pomì is a synonym for controlled supply chain, Italian quality, tomato traceability, sustainability of the production, and transformation processes.

### 2020 JACK LINKS

Jack Link's, the no.1 beef jerky brand in the world, has dominated the UAE with a 90% market share. This unique brand set up in the '80s by his namesake itself managed to grow across US states and even beyond US borders. Jack Link's packaging keeps these products fresh in their bags and can be found anywhere from a grocery to a petrol station.

### 2020 OCEAN SPRAY

Ocean Spray is a remarkable brand specializing in bringing the superfood cranberry juice into the homes of everyone. In the UAE, Ocean Spray is the market leader in the cranberry category. Over 700 cranberry growers in North America have cooperated with the brand, and they have received 100% of the revenues.

### 2021 HERSHEY'S

The Hershey Company, commonly known as Hershey's, is an American multinational company and one of the largest chocolate manufacturers in the world. It also manufactures baked products, such as cookies and cakes, and sells beverages like milkshakes, and many more that are produced globally.



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