

# Company Profile



# About us

**Raya Foods** is a subsidiary of Raya Holding that was established in the market since 1999. In December 2016, Raya Foods acquired The International Union for Integrated Food Industries' factory that has been operating in the market since 2006. We offer a wide range of frozen fruits and vegetables in both local and international markets covering the basic day to day necessities as well as new innovative food solutions that cater to consumers' needs.

## Our Vision

To become one of the top globally impacting food companies enriching consumers' lives with healthy, high quality and innovative products.

# Our Mission

To improve consumers' lifestyles by unlocking the potential of nature and delivering the best quality food from soil to plate.

To achieve this goal, we focus on 4 main pillars:

**Our People:** we are very passionate about our people and our company culture. We believe that by searching for, acquiring, and developing the best talent, we will always have the team that strives to deliver the highest standards.

**Our Partners:** our suppliers are our partners. We insist on establishing long-term partnerships with our suppliers and integrate the farms into our production cycle.

**Our Products:** by hand – picking the raw material, utilizing expert technical knowledge & advanced machinery, and controlling the cycle end to end, we ensure that our products meet the highest quality and food safety standards.

**Our Service:** with a very diversified global portfolio, we offer a personalized customer experience to maximize satisfaction and to efficiently anticipate and react to our customers needs.



# Raw Material Sourcing

**We contract farmers to produce 20,000 Tons** of strawberry yearly with extensive audit procedures to ensure we get the best crop for our clients.

**We make sure that the irrigation source is from the river Nile.**

## **SOP for Contracted Farmers :**

- ▶ Global Gap Certified
- ▶ Availability of Spray records
- ▶ Conformity with pesticides list
- ▶ Subjected to Raya Foods monthly crop audit



# Technology & Production

**Raya Foods** delivers high quality frozen vegetables and fruits with the most advanced technological methods.

**Our team** of experts ensure that each product that makes its way to our factory is farmed to perfection and is grown into the finest produce.

**Our factory** is equipped with the most advanced technology processing and freezing lines to guarantee the highest quality of frozen products, including:

- ▶ Leaves line (Leaves products)
- ▶ Multi-purpose lines (grains products)
- ▶ Spiral Freezer
- ▶ IQF Freezers
- ▶ Laser Sorters



# Production Capacity

**Raya Foods** plant started production in March 2017 with production capacity of 45,000 Tons/Year supplying frozen fruits and vegetables to meet local demand as well as exporting local produce globally. Raya supplies bulk produce as well as branded products under 2 brand names (Lazah & Everest).

## Factory Facts:

Plant Area: 20,000 sq m

Head Count: 350 Employees / Operation head count: 300 Employees.

### Packaging

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**BULK** (1x1) (10x13)

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**BULK** (4x10) (2.5x1)

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**RETAIL** 800 - 400 - 250 (Flexible)

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# Utilities Capacity

## Storage & Deployment Capacity

- ▶ Average Daily Shipping of 3 Refrigerated Trucks (2700 Pallet)
- ▶ 8 Cold stores
- ▶ Finished Goods Storage Capacity 8000 Tons.
- ▶ Receiving Capacity 150 Tons Daily

## Utilities Capacity

- ▶ Electrical Power Capacity 4 M.V.A. Currently Utilized by 50%.
- ▶ 3 Low Pressure compressors with total flow rate of 21.8 M/Hr.
- ▶ 10 Ammonia Compressors.
- ▶ 2 Gas boiler



# Production Cycle

## Agriculture

- Choice of perfect seed for every product Assured
- Periodic audit & review in farms to assure product quality
- Analysis

## Quality Assurance

- Weighing & Receiving of Agro Raw Materials
- Pre-cooling
- Cleaning, Blanching & and fruits freezing Processes to produce frozen vegetables

## Packaging

- Storing
- Packaging
- Labeling

## Shipment

- Confirmation on ERP system
- Transfer of finished goods to warehouse
- Shipping to Customers
- Quality Report





# Traceability

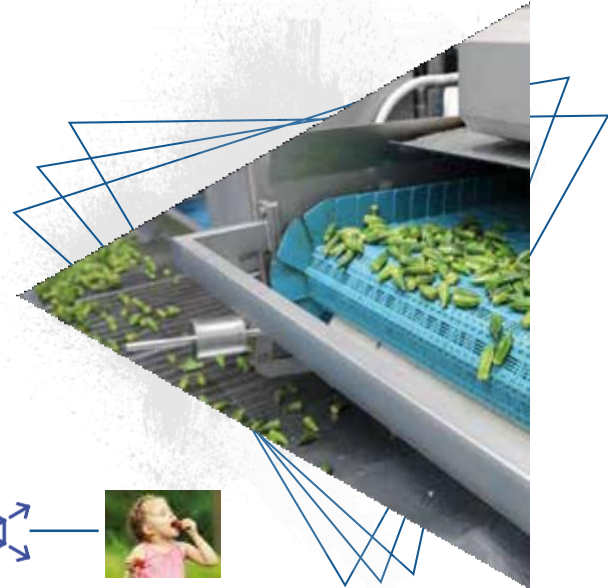
We ensure our customers the highest quality by conducting upstream & downstream traceability processes throughout the supply chain to guarantee delivering the best product possible.

## Flow Chart



Each batch is being tracked via on pack identification.

- Date of production day/month/year (in full or coded)
- Plant code (for products that can be produced in several plants);
- Production line;
- Time of packaging (hours and minutes);
- BBD or UBD.



# Lazah

inspired from an Arabic word that means delicious. Lazah enables the average family, with efficient product range and affordable pricing; to have the best quality and taste to delight the whole family.



**Lazah**, a frozen vegetable brand that has been re-vamped in early 2017 and launched into the Egyptian market with an ambitious eye for exporting. With a keen eye on the market, Lazah always has the drive to bring adaptable and first-hand products through its portfolio to enable consumers to do their meals at ease.

# Everest

offers you the highest quality of your favorite frozen vegetables and fruits plus a range of mixes to feed your imagination.



**Everest** always brings in new trends and offerings to the market, providing consumers with the best quality to nourish their wellbeing. A range of products that satisfies various consumer needs starting from basic to innovative, healthy as well as vitamins rich range.

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 /Everest.egy

# Products Portfolio

## Vegetables



Molokhia  
(Minced)



Spinach  
(Minced)



Artichoke  
(Bottom-Quarter)



Broccoli Florets



Cauliflower  
Florets



Broad Beans  
(Peeled -  
Double Peeled)



Green Peas



Green Beans  
(Whole - Cutting)



Sweet Corn Cobs  
(Whole 14cm - Half 7cm) -  
(Kernels)



Customized  
Vegetable Mixes



Carrots  
(Sliced- Diced)



Okra  
((<2.5cm) - (3.5-2.5cm) -  
(4.5-3.5cm)  
(5.5-4.5cm)) - Sliced))

## Fruits



Strawberry  
(Whole -Diced - Sliced)



Mango  
Chunks



Pomegranate



# Exports

## Fruits and Vegetables from the land of Egypt to the World.

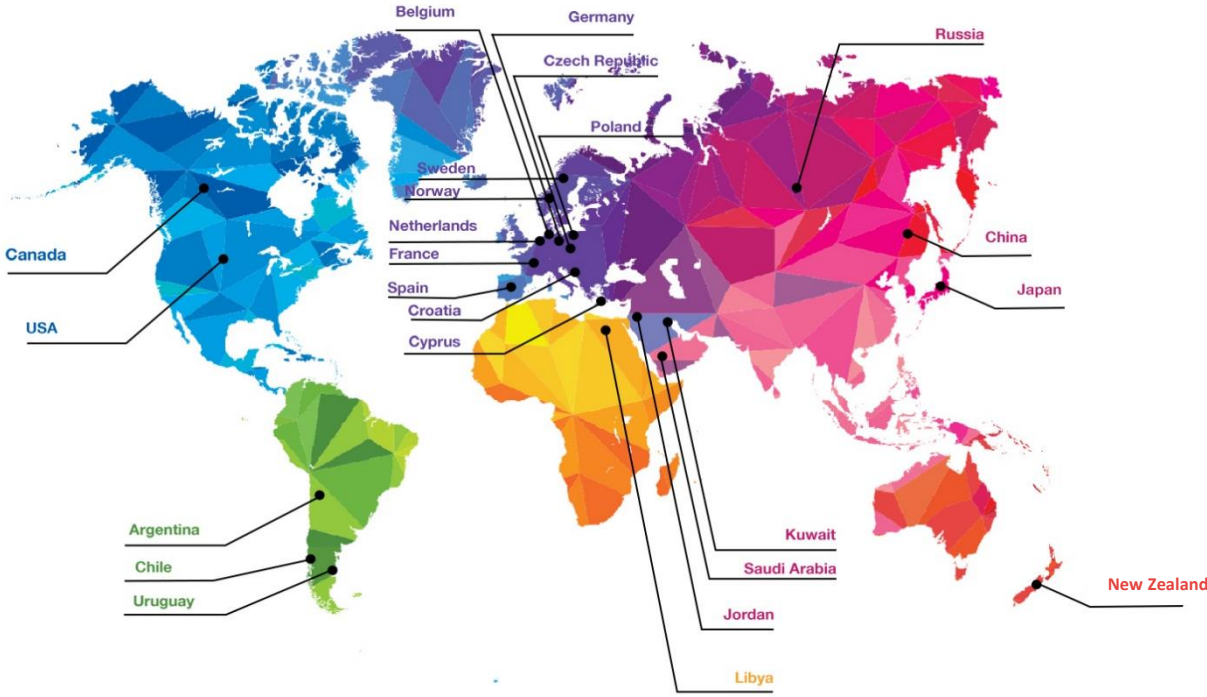
Raya Foods exports the most premium quality fruits and vegetables to the largest retailers and manufacturers in Europe, Americas, GCC and the Middle East.

Not only limited to bulk exporting, our company has successfully partnered with some of the biggest brands to be their one stop shop, providing them with Private Label solutions. Moreover, Raya Foods has started to export its own brand Lazah in the GCC area and it is expected to penetrate more markets in the near future with both brands Lazah and Everest.

**Our** strength comes from valuing our partners and providing them with the highest quality of products and best service. We believe in long-term relationships that bring value to both businesses...



# Market Penetration





# RAYA

Foods



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