## vedico



## WHO WE ARE

## Our History

## Our Vision

"Setting the benchmark of snacking with our high quality, innovative products"

## Our Mission

"Together, Spreading joy through trusted brands"

## WHAT WE OFFER OUR CLIENTS



We apply:

- ISO 9001 . HALAL
- HACCP • ISO 14001
- ISO 22000 • OHSAS 18001
- FSSC 22000 • Lean Manufacturing \& 6 sigma concepts
- International marketing support based on each country's market trends and dynamics
- Strong regional market intelligence
- Localization of branded campaigns for consistent brand image and market synchronization

- Agreements with the best shipping lines, offering the best freight prices \& best transit time
- Prompt accurate shipping documentation
- Close coordination with the shipping agencies to secure timely delivery of shipments
- Flexible labeling solutions in conformity to each country's regulations




## Mini Molto, XL and XXL

Molto is known for its signature hazelnut chocolate creamy filling that can be enjoyed in 3 sizes; One Piece offerings: XL, the smallest single serve SKU and XXL for bigger size experience. Minis Offering: Mini Molto chocolate, which has bite sized pieces for a more fun experience.

Description


Carton
Dimensions



Mini Molto Chocolate
5 Mini Croissants filled with Chocolate Hazelnut paste

> 24 Pieces/ Carton

12 Months

5pcs: $36.3 \times 23.3 \times 21.6$

10

| Gross | Gross |
| :---: | :---: |
| 1.32 | 1.62 |
| $40^{\prime} \mathrm{ft}$ | $40^{\prime} \mathrm{ft}$ |
| 3960 | 4,600 |

24 pcs: $33.3 \times 29.3 \times 16.1$

55


Molto XL Chocolate
Croissant filled with Chocolate Hazelnut paste

Carton

12 Months

30pcs: $33.6 \times 28.6 \times 13.2$
60 pcs: $40.3 \times 30.3 \times 22.6$

30

| Gross | Gross |
| :---: | :---: |
| 1.3 | 2.196 |
|  |  |
| $40^{\prime} \mathrm{ft}$ | $40^{\prime} \mathrm{ft}$ |
| 4,860 | 3,225 |



## Molto Mix

Molto Mix is an innovative product that has two fillings adjacent to each other and comes in 2 flavors; chocolate \& cream and strawberry \& cream


Molto MIX Chocolate \& Cream

Croissant Filled with Chocolate \& Cream


Molto MIX Strawberry \& Cream

Croissant Filled with Strawberry \& Cream


Carton
Dimensions



## Molto Magnum \& Mini Magnum

Molto Magnum, our biggest one piece indulging offering that oozes with filling. It is available in 2 flavors: Chocolate Hazelnut \& Strawberry Cheesecake Flavored Jam. Also available in the fun experience minis format with 5 bigger minis pieces offerings available in the same 2 flavors.



## Molto MagnumMix \& Mini Magnum Mix

Adding an extra fun edge to the Magnum range, Molto launched the two fillings adjacent to each other range for a new and unique experience. Comes in 3 mixes: Chocolate Hazelnut \& Cream, Strawberry Cheesecake and Cream \& Salted Caramel \& Cream. Available in the two formats, one piece and minis.



## a rich toasted snack made of 100\% <br> wheat

that offers a guilt-free filler snacking experience to consumers

providing a plethora of different flavors to
suit a wide range of consumer preferences.

## 9 different




Butter \& Herbs





## Bake Rolz

Bake Rolz is available in 3 sizes to cater for different need states; single-serve, bigger size and family size. Each size comes in a wide range of flavors to suit all taste buds.


24 Pieces/Carton

12Months
$36.3 \times 23.3 \times 22.6$


Gross
1.30

40' ft
3,600

is another rich,toasted SNACK that is BAKED


in 2 size offerings
single-serve \& bigger size


## Bake Stix

Bake Stix is available in 2 sizes to cater for different need states; single-serve \& bigger size. Each size comes in 3 flavors to suit all taste buds.


Cheese

Oriental Sausages



BBQ


Carton
Dimensions


24 Pieces/Carton

12Months
$36.3 \times 23.2 \times 24.6$

50

Gross
1.30

40' ft
3,300

is a range of .SHOCKINGLY CRISPY WAFER PRODUCTS WITH INNOVATIVE FILLINGS.
FRESKA IS A FUN,
INNOVATIVE BRAND

THAT OFFERS
CLOSE TO
HEART
PRODUCTS


## Fingers

Freska Uncoated Fingers come in two 2 variants:

- Uncoated Wafer Filled With Cocoa And HazeInut Cream
- Uncoated Cocoa Wafer Filled With Cocoa And Hazelnut Cream


Freska Fingers Hazelnut White Wafer

Uncoated Wafer Filled With Cocoa And Hazelnut Cream


Freska Fingers Hazelnut

## Un-coated Cocoa Wafer

 With Cocoa And Hazelnut CreamPackaging Per Cartón


Life
Carton Dimensions


Avg. weight per piece


12 Boxes $\times 12$ Pouches $\times 8$ Pieces

12 Months
$39 \times 26.4 \times 25.8$


## Sticks

Freska Sticks is made of delicious uncoated rolled wafer sticks filled with cocoa and hazelnut cream.


Freska Sticks
Hazelnut

Uncoated rolled Wafer Filled With Cocoa And Hazelnut Cream

## Description



12 Months
$29.4 \times 18.9 \times 26.7$
18.2


## Choco Sticks

Freska's latest addition in the rolled wafer segments: Freska Choco Sticks, rolled wafer sticks coated with chocolate \& filled with cocoa \& hazelnut cream


Freska Choco sticks
Hazelnut

Rolled Wafer sticks
Coated with Chocolate \& Filled with Cocoa \& Hazelnut cream



Avg. weight
per piece
3.6

40' ft


## Coated Bar

The first ever pyramid shaped coated wafer bar to be introduce in the Egyptian market, Choco Bar comes in two sizes, Choco Bar and Choco Bar Mini Both come in the same widely loved variant: Chocolate Coated Wafer Filled With Chocolate Cream


Choco Bar


Mini Choco Bar

Wafer With Chocolate Cream


6 Boxes $\times 24$ Pouches $\quad 12$ Boxes $\times 24$ Pouches


12 Months
$29.8 \times 18.9 \times 28.8$
$36.6 \times 25.6 \times 29.2$

| 17 | 12.5 |
| :---: | :---: |
| Gross | Gross |
| 3.5 | 4.6 |
| $40^{\prime} \mathrm{ft}$ | $40^{\prime} \mathrm{ft}$ |
| 4400 | 2,700 |



## Block

Freska Block comes in the form of a chocolate coated layered rectangular wafer to satisfy consumer's sweet cravings.
Freska Block comes in 3 variants

- Chocolate Coated Wafer Filled with Cappuccino Cream.
- Chocolate \& Hazelnut Cream Coated Wafer Filled with Cocoa \& Hazelnut Cream.
- Chocolate Coated Wafer Filled with Peanut Butter.


Freska Block Peanut Butter

> Chocolate Coated Wafer Filled with Peanut Butter

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Description
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튼 Packaging



Freska Block Cappuccino Cream

Chocolate Coated Wafer Filled with Cappuccino Cream


Freska Block Hazelnut Cream

Chocolate \& Hazelnut Cream Coated Wafer Filled with Cocoa \& Hazelnut Cream

12 Boxes $\times 12$ Pouches

12 Months
$39.4 \times 24.4 \times 21.3$

## TODO

the innovative \& witty cakes brand that consume
believe to be \& associate with their humorou

## TODO is positioned as <br> "The sweet experience <br> that keeps you going"

known for its high quality and indulging snacks.


## TODO Rolled

The green range stands for rolled cakes. TODO Rolled is a rich chocolate cake with chocolate filling and coating.

TODO Rolled

| Description | Rolled Chocolate Cake with Chocolate Filling \& Coated with Chocolate |
| :---: | :---: |
| Packaging Per Carton | 8 Boxes $\times 24$ Pouches |
| Shelf Life | 4 Months |
| Dimensions | $41.7 \times 29.7 \times 15.9$ |
| Avg. weight per piece | 24 |
| $\begin{array}{ll}\text { Qg } & \text { Avg. carton } \\ \text { Weight (KG) }\end{array}$ | $\begin{aligned} & \text { Gross } \\ & 4.843 \end{aligned}$ |
|  $\square$ Load | $\begin{aligned} & 40 \text { ' ft } \\ & 3,472 \end{aligned}$ |



## TODO Bomb \& TODO Brownie

TODO Bomb is the Bomb of Cakes. You cannot prevent yourself from enjoying the explosion of cream inside the chocolate cake when you bite into. TODO Brownie offers the full indulging experience that could ever be found in a cake. It's also the first Egyptian packed Brownie in the Egypian market.


TODO Bomb

Chocolate cake
with creamy filling and cocoa coating


TODO Brownie

Chocolate Brownie Cake

Description


8 Boxes $\times 6$ Packs

6 Months
6 Months
$37.4 \times 27.4 \times 21.8$
$37.7 \times 27.7 \times 18.1$

| Gross | Gross |
| :---: | :---: |
| 3.5 | 3.4 |
|  |  |
| $40, f t$ | $40 \prime \mathrm{ft}$ |
| 3,050 | 3,700 |

## pwinkies

## leads the

# D <br>  cakes 

segment in

It is known among consumers for its signature mix of

and is the

〇Cake"

with a strong heritage that goes back to its long history in the Egyptian market.


## Twinkies Original

Twinkies has 3 different families: Twinkies Original, Twinkies Flavors, and Twinkies Icing. Twinkies Original is the hero SKU, famous for its consistent quality and light cream filling.


Twinkies Original

Golden Sponge Cake with Cream Filling


12 Boxes $\times 6$ Pouches
8 Boxes $\times 24$ Pouches

9 Months
$35.7 \times 33.7 \times 24.1$
$49.8 \times 30.2 \times 27.8$


## Twinkies Flavors

Twinkies flavors comes at 2 different variants; Twinkies vanilla cake filled with strawberry filling and Twinkies chocolate cake filled with chocolate filling.


Twinkies
Strawberry


Twinkies Chocolate

## Description



Avg. weight per piece



## is the enjoyable


sensational
daily kick
by providing an enjoyable experience.
With its strong heritage, HOHOs leads the

segment in Egypt
HOHOs comes in 2 different formats:

Coated: HOHOs Cream (in
2 different sizes), HOHOs
Coffee, HOHOs All
Chocolate, HOHOs
Extreme, and HOHOs Mix.

Uncoated: HOHOs
Uncoated Strawberry and HOHOs Uncoated Chocolate.


## HOHOs Cream

HOHOs is famous for its coated range: HOHOs Cream (in 2 different sizes), HOHOs Coffee, HOHOs All Chocolate, HOHOs Extreme, and HOHOs Mix.


HOHOs Cream

## Description

Rolled Chocolate Cake filled with Cream \& Chocolate Coating

- Packaging Per Carton


12 Boxes $\times 6$ Pouches
8 Boxes $\times 24$ Pouches

6 Months
$41.7 \times 29.7 \times 12.8$

48

| Gross | Gross |
| :--- | :--- |

40' ft
3,900
2,700


## HOHOs Uncoated Flavors

HOHOs also offers a range of uncoated flavors: HOHOs Uncoated Strawberry and HOHOs Uncoated Chocolate.


Uncoated HOHOs Chocolate


Uncoated HOHOs Strawberry

## Description



Packaging Per Carton


Life
Carton
Dimensions


Avg. weight
per piece
Avg. carton


8 Boxes $\times 24$ Pouches

6 Months
$41.4 \times 24.8 \times 19.2$


## falls under the


its a golden sponge cake
its creamy filling
Fun, with a *Wist \& coconut flakes
(1) 鮻 gives it the perfect mix of
fresh flavors \& unique taste.

## Tiger

TigerTail
Tiger Tail is a vanilla cake filled with cream, topped with raspberry jelly, and decorated with small flakes of coconut that gives consumers a mouth watering experience.

## Trait

TigerTail

## Description



Golden Sponge Cake with Cream Filling Decorated with
Raspberry Jelly \& Coconut shavings/flakes

8 Boxes $\times 24$ Pouches

9 Months
$49.8 \times 30.2 \times 27.8$

Gross
Gross
5.8

40' ft
1750

## ONIRO

## entering the



Already
available
in


Filled and Coated

2 sizes available for the filled.

pieces


## Oniro LAVA

Oniro LAVA is the first entry to the filled segment offering two variants;

- A vanilla biscuit filled with chocolate hazelnut cream.
- A chocolate biscuit filled with chocolate hazelnut cream.

Available in 2 sizes: 4 Pieces \& 2 Pieces



Oniro LAVA Vanilla
4 pieces


Oniro LAVA Chocolate 4 pieces


Oniro LAVA Vanilla
2 pieces

Vanilla biscuit filled with chocolate hazelnut cream

Chocolate biscuit filled with chocolate hazelnut cream

Vanilla biscuit filled
with chocolate hazelnut cream


Chocolate biscuit filled with chocolate hazelnut cream

12 Boxes $\times 12$ Pouches

12 Months
$35.7 \times 33.7 \times 24.1$
$35.7 \times 33.7 \times 24.1$


## Oniro CHOCO LAVA

Oniro CHOCOLAVA is the first entry to the filled segment offering two variants; - Vanilla biscuit filled with chocolate hazelnut cream and coated with chocolate. - Chocolate biscuit filled with chocolate hazelnut cream and coated with chocolate.


Oniro CHOCOLAVA Vanilla

Vanilla biscuit filled with chocolate hazelnut cream and coated with chocolate.


Oniro CHOCOLAVA Chocolate

## Description



Avg. weight per Pouch


12 Boxes $\times 12$ Pouches

12 Months
$35.7 \times 33.7 \times 24.1$

Gross
Gross 5.8

## 40' ft

2,300

Chocolate biscuit filled with chocolate hazelnut cream and coated with chocolate.


## Get ready for a

 fun \& tantalizing experience $\rightarrow$ with MiMiXEdita's unique range of



## Jellix

MiMiX caters to the chew lovers, the ones who love the extra dose of sugar rush with its sugar coated jello offering; Jellix. Jellix comes in a 240 piece box filled with a variety of flavors (Cola, Strawberry, Forest Fruit, Peach and Orange) sure to satisfy the taste buds of all jello lovers with its rich flavor and sugary crust.


Loose Pack


Carton
Dimensions


Avg. weight
per Pouch


6 Boxes $\times 120$ Pieces

18 Months
$29.6 \times 24.4 \times 23$

## Gross

3.5

40' ft
4,686


## BonBon

BonBon Bursts, the fruity hard shell on the outside complimented by a juicy soft center on the inside. Catering to the rich fruit flavor lovers, BonBon Bursts comes in a single serve stick offering Strawberry, Orange and Green Apple. In addition, all 3 flavors combined are available in a 240 piece box.

```
2-Bonbon
```

[FEBongaik]


12 sticks $\times 8$ boxes

24 Months
$24.4 \times 22.4 \times 11.6$

Gross
4.6

## 40' ft

9959


## wivivelce

## Dolce

Aiming to provide a smooth and indulging experience. Mimix Dolce comes in 2 flavors; Butter Cream and Coffee, guaranteeing a rich flavor delivery, available in both single serve sticks and 240 piece boxes.


Loose Pack
Sticks

Description
Hard Candy with an indulging butter and coffee cream flavor

6 Boxes $\times 120$ Pieces

12 Months
$48 \times 27 \times 15$

Hard Candy with an indulging butter and coffee cream flavor


Packaging Per Carton


Avg. weight per Pouch

9 Kg Avg. carton


8 Boxes $\times 12$ Sticks

12 Months
$20.4 \times 18.2 \times 13.8$
7.293 3.5

40' ft

40' ft

14,155


## Frulla

Available in Strawberry and Cherry flavors individually served in a stick format.



8 Boxes $\times 12$ Sticks

12 Months


Carton
Dimensions


Avg. weight per Pouch



