

WHO WE ARE



We are a leading Egyptian packaged snack food manufacturer founded in 1996 in Cairo, Egypt. The Company historically focused on branded baked snack products including cakes, croissants and rusks (baked wheat) and recently expanded into the wafers, candy and biscuits. We are the market leader in both the cake and croissant segments in Egypt with growing market positions in the wafer and candy. We are well-known for the consistency of our premium quality products and our continuous innovation. Our brands are well recognized and include: Molto, TODO, Bake Rolz, Bake Stix, Mimix, Freska, Oniro as well as Hohos, Twinkies and Tiger Tail. In addition to our own products. Edita is also a sole regional distributor of several brands of imported sweeteners, olive oil and pasta.

Brands under the Edita umbrella have become well-recognised household brands in Egypt as well as in many of the 20 other countries that we export to across the Middle East and Africa.

Our vision and mission statements reflect the importance of both regional and international markets within our Company and in strategy going forward.



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



"Together, Spreading joy through trusted brands"

WHAT WE OFFER OUR CLIENTS



We apply:

- ISO 9001
- HACCP
- ISO 22000
- FSSC 22000 •
-
- HALAL
- ISO 14001
- OHSAS 18001
- OHSAS 18001
 - 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.





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

24 Pieces/ Carton

9 Months

6 Months

24pcs: 30.3 x 29.3 x 13.6

40 Gross 1.3

40' ft 5,000

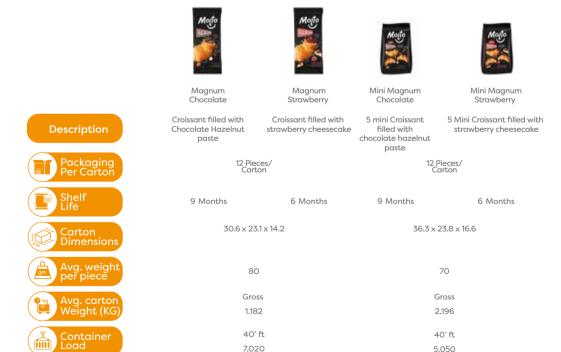


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Molto Magnum & Mini Magnum

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: & Cream. Available in the two formats, one piece and minis.



Magnum Mix Salted Caramel & Cream



Description

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Magnum Mix Strawberry Cheesecake & Cream

7,020

with Strawberry

cheescake &

Chocolate & Cream

Maanum Mix

Croissant filled Croissant filled with chocolate hazelnut paste

& Cream Mini Croissants filled with chocolate hazelnut paste & Cream

Mini Maanum

Mix Chocolate



Mini Croissants

filled with Salted

Caramel &

Cream



Mini Magnum Mix Mini Magnum Mix Salted Caramel Strawberry Cheescake & Cream & Ćream

> Mini Croissants filled with strawberry cheesecake & Cream

12 Pieces/ Carton

4 Months



4 Months

36.3 x 23.8 x 16.6

70

Gross

2.196

40' ft

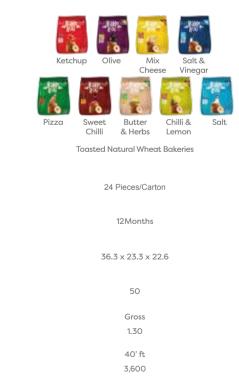
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Bake Rolz

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.









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

Toasted Natural Wheat Bakeries

24 Pieces/Carton

12Months

36.3 x 23.2 x 24.6

50

Gross 1.30

40' ft 3,300





Fingers

Freska Uncoated Fingers come in two 2 variants:

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



Freska Fingers Hazelnut White Wafer



Freska Fingers Hazelnut

Uncoated Wafer Filled With Cocoa And Hazelnut Cream Un-coated Cocoa Wafer With Cocoa And Hazelnut Cream

12 Boxes X 12 Pouches X 8 Pieces

12 Months

39 x 26.4 x 25.8

31 Gross 3.80 40' ft 3,315





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

6 Boxes X 24 Pouches X 3 Pieces

12 Months

29.4 × 18.9 × 26.7

18.2

Gross 3.45

40' ft 5000





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

6 Boxes X 24 Pouches X 2 Pieces

12 Months

29.4 x 15.4 x 27.3

19

Gross 3.6 40' ft

5400





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

	6 Freskal	Trightal and a second	
	Choco Bar	Mini Choco Bar	
Description	Chocolate Coated Wafer With Chocolate Cream		
Packaging Per Carton	6 Boxes X 24 Pouches	12 Boxes X 24 Pouches	
Shelf Life	12 Months		
Carton Dimensions	29.8 x 18.9 x 28.8	36.6 × 25.6 × 29.2	
Avg. weight per piece	17	12.5	
Avg. carton	Gross	Gross	
Weight (KG)	3.5	4.6	
	40' ft	40' ft	
Load	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.

	A Prestal Comment	Freshal (Barriel	Freskal BLOCK
	Freska Block Peanut Butter	Freska Block Cappuccino Cream	Freska Block Hazelnut Cream
Description	Chocolate Coated Wafer Filled with Peanut Butter	Chocolate Coated Wafer Filled with Cappuccino Cream	Chocolate & Hazelnut Cream Coated Wafer Filled with Cocoa & Hazelnut Cream
Packaging Per Carton		12 Boxes X 12 Pouches	
Shelf Life		12 Months	
Carton Dimensions		39.4 x 24.4 x 21.3	
Avg. weight per piece		27	
Avg. carton Weight (KG)		Gross 4.9	
		4.9 40' ft	
Container Load		3,500	





& associate with their humorous characters.



TODO is positioned as

"The sweet experience 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

Rolled Chocolate Cake with Chocolate Filling & Coated with Chocolate

8 Boxes X 24 Pouches

4 Months

41.7 x 29.7 x 15.9

24

Gross 4.843

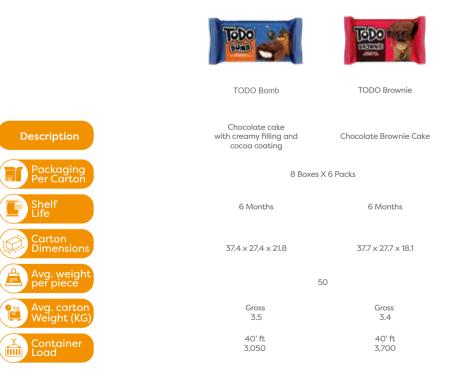
40' ft 3,472





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.





It is known among consumers for its signature mix of

leads the filled







and is the

Twinkies is the loved and trusted treat by consumers, "White[♡] Hearted

cakes

Egypt

segment in

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

) Cake"





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.

6.00

	Contraction (2)		
	Twinkies Original		
Description	Golden Sponge Cake with Cream Filling		
Packaging Per Carton	12 Boxes X 6 Pouches	8 Boxes X 24 Pouches	
Shelf Life	9 Months		
Carton Dimensions	35.7 x 33.7 x 24.1	49.8 x 30.2 x 27.8	
Avg. weight per piece	48	24	
Avg. carton Weight (KG)	Gross 4.5	Gross 5.8	
Container Load	40' ft 2,300	40' ft 1,750	





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



Golden Sponge Cake with Strawberry Filling Sponge Chocolate Cake with Chocolate Filling

12 Boxes X 6 Pouches

6 Months

35.7 x 33.7 x 24.1

40

Gross 3.9

40' ft 2,300



sensational **daily kick** by providing an enjoyable experience.

that gives a

With its strong heritage, HOHOs leads the

is the enjoyable



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





A.F. 10

HOHOs Cream

Description

Shelf Life

Packaging Per Carton

Carton Dimensions

Avg. weight per piece

Avg. carton Weight (KG)

Container Load

e kg

<u>ش</u>

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

10.0

C HOHOD
HOHOs Cream
illed with Cream & Chocolate Coating
8 Boxes X 24 Pouches
6 Months
41.7 × 29.7 × 12.8
24
Gross 6.321





HOHOs Uncoated Flavors

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



Uncoated HOHOs Chocolate



Uncoated HOHOs Strawberry



Rolled Golden Cake with Cocoa Cream Filling and Chocolate base, Decorated with Chocolate Rolled Golden Cake with Strawberry flavored Jelly and Cream Filling and Chocolate base, Decorated with Chocolate

8 Boxes X 24 Pouches

6 Months

41.4 × 24.8 × 19.2

24

Gross 5.6

40' ft 2,400



falls under the filled cakes segment. its a golden sponge cake

Fun _with a

gives it the perfect mix of

fresh flavors & unique taste.

its creamy filling decorated with

raspberry jelly 🛝

& coconut flakes



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.



TigerTail

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

8 Boxes X 24 Pouches

9 Months

49.8 x 30.2 x 27.8

24

Gross Gross 5.8 40' ft

1750













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

Oniro LAVA Vanilla

4 pieces

with chocolate

Gross

4.5

40' ft

2,300



with chocolate hazelnut





Oniro LAVA Vanilla 2 pieces

Oniro LAVA Chocolate 2 pieces

with chocolate hazelnut cream

35.7 x 33.7 x 24.1

20

Gross 5.8
40' ft



hazelnut cream cream 12 Boxes X 12 Pouches 12 Months

Vanilla biscuit filled Chocolate biscuit filled

35.7 x 33.7 x 24.1

40

Gross

5.8

40' ft

1,750

Oniro LAVA Chocolate 4 pieces

hazelnut cream

Gross

4.5

40' ft

2,300

Vanilla biscuit filled with chocolate

Chocolate biscuit filled

12 Boxes X 12 Pouches

12 Months



1,750



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.

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	Politi	1		1

Oniro CHOCOLAVA Vanilla

Vanilla biscuit filled with

chocolate hazelnut cream

and coated with chocolate.



Oniro CHOCOLAVA Chocolate

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

12 Boxes X 12 Pouches

12 Months

35.7 x 33.7 x 24.1

35

Gross	Gross
4.5	5.8
40' ft	40' ft
2,300	1,750





Get ready for a **fun & tantalizing** experience * • with MiMiX•

Edita's unique range of

onfectioneries

that will appeal to every sweet tooth.

MiMiX is available in two families:

Candy and Jelly.

With its wide variety of flavors, types, shapes, colors, and unique ingredients,

MiMiX,

the sweet escape to joy!



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.



Description

Packaging
Per Carton

Shelf
Life
Carton
Dimensions

Avg. weight
per Pouch

Avg. carton
Weight (KG)

Container
Load

Loose Pack

An assortment of cola and fruit flavored Jelly with sugar coating

6 Boxes x 120 Pieces

18 Months

29.6 x 24.4 x 23

41.4

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.





Hard candy filled with fruit flavored syrup	
12 sticks x 8 boxes	
24 Months	
24.4 x 22.4 x 11.6	
48.5	
Gross 4.6	
40' ft	

9959

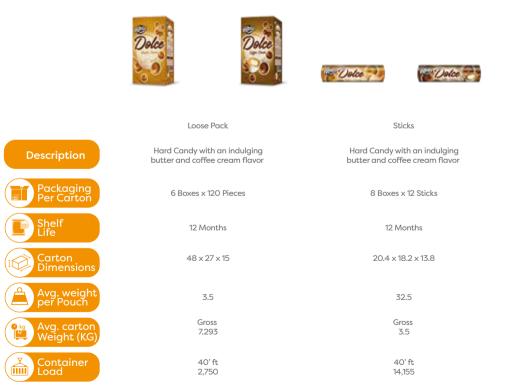
BonBon







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.





Frulla

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





8 Boxes x 12 Sticks 12 Months 20.4 x 18.2 x 13.8 32.5 Gross

Delightful chewy soft candy with fruit and chocolate flavors

3.5

40' ft 14,155



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