

Salty Snacks Markets review Egyptian Market



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Salty Snacks Producers

Seniorita



Seniorita

Seniorita for Snack Foods

Established	November 1996
Address :	Industrial zone 6 - block A1 , 6th of October City
Products	Potato Chips , Corn Chip
Telephone	38373407/ 38373407 (20 40) 328-0012, 329-3052/9001
Mobile	0101232023
Fax	(202)38373417
Website	Rotato.com.eg

Contacts :

Amr Wagdy
Commercial Director

Products :

Potato Chips

Tortilla



Company Profile :

Now Rotato is the new kid in the block in less than a year and is a strong Number 2 potato chips brand.

- In 2008, in the highly saturated potato chips market, Rotato succeeded to launch the newest chips brand to the Egyptian Market.
- Rotato made unprecedented success as not a single brand has succeeded to enter this highly competitive market in the past 10 years.
- Rotato, since its launch took 15 % market share from the Giant Chipsy.
- Results of the company "Senurita food" during the first quarter net profit amounted to 7.175 million pounds, a growth of 194.5% compared to a net profit of 2.436 million pounds in the comparable period of 2009.
- The results of the company during the fiscal year 2009, has shown a net profit of 21.43 million pounds compared to a net loss amounted to 17.107 million pounds in 2008
- **194.5% growth in profits "Senurita food" during the first quarter**
- Results of the company "Senurita food" during the first quarter net profit amounted to 7.175 million pounds, a growth of 194.5% compared to a net profit of 2.436 million pounds in the comparable period of 2009.
- The results of the company during the fiscal year 2009, has shown a net profit of 21.43 million pounds compared to a net loss amounted to 17.107 million pounds in 2008

Nov 2009

Seniorita	Vol	
Seniorita P/C	786	82%
Mexico T/C	167	18%
Total	953	

Seniorita P/C	Vol	
Spiced Cheese	152	19%
Chilli & Lemon	137	17%
Cheese	110	14%
Kabab	84	11%
Hot Ketchup	79	10%
Tomato	65	8%
Salt	59	8%
Vinegar	52	7%
France Cheese W/Pepper	47	6%
Total	786	

Mexico T/C	Vol	
Cheese	49	30%
Taco	37	22%
Salsa Rio	32	19%
Sour Cream & Onion	27	16%
Original Dip	20	12%
Fajita	2	1%
Total	167	

Total Seniorita	Vol	
Cheese	160	17%
Spiced Cheese	152	16%
Chilli & Lemon	137	14%
Kabab	84	9%
Hot Ketchup	79	8%
Tomato	65	7%
Salt	59	6%
Vinegar	52	6%
France Cheese W/Pepper	47	5%
Taco	37	4%
Salsa Rio	32	3%
Sour Cream & Onion	27	3%
Original Dip	20	2%
Fajita	2	0%

Salty Snacks Producers

El-Jawhara



El-Jawhara

El-Jawhara Co for food & International Industries

Type:	Manufacturer
Established	1979
Address :	Elgomhoria , Alexandria City - Housh Eisa, El Behaira
Product	Potato Chips,Corn Snacks,Bescuit,Chocolate,Tea
No of Staff	Over 5000 Person
Potato Chips	Masrawy / Chipseco
Markets:	Mid East
Certification:	HACCP ISO 9001:2000
Website	http://www.eljawharagroup.com http://www.eljawhara-group.com/
Total Products	35
Telephone :	+(2045)-2702802 / 20- 3- 4809595
Fax	+(2045)-2702801/ 20- 3- 4800000

City	Address	Phone
Cairo	Down Town 33 A Ramses St Maarouf tower	225761116 - 25768027 - 25763668 - 25761116 - 25760035
Alex	Mansheyyah 26 Nasr St	4800000
	Borg Al-Arab Borg Al-Arab Industrial Zone	4590888
	Behairah Housh Eissa	2702805 - 2703940 2702801 - 2702802 - 2702804

Products :

Potato Chips	Other Salty Snacks
 	
Masrawy	Chespico

Nov 2009

Jawharah	Volume
Masrawy P/C	254 34%
Chepsico	229 30%
Other Jawhara	273 36%
Total	756

Masrawy P/C	Volume
Cheese	70 28%
Chili&Lemon	70 28%
Chicken	38 15%
Kebab	37 14%
Tom/Ketch	36 14%
Salt	4 2%
Vinegar	1 0%
Total Masrawy	254

Chepsico P/C	Volume
Chilli&Lemon	43 19%
Italian Mix	40 18%
Tomato	40 18%
Kabab	34 15%
Cheese	30 13%
Spiced Cheese	28 12%
Chicken	14 6%
Total	229

Other Jawhara E/P	Volume
Total So Much	183 67%
Total Jolio	57 21%
Total Super Man	11 4%
Total Mr. Batatsino	11 4%
Other E/P	9 3%
Total Kajo	2 1%
Total	273 100%

Salty Snacks Producers

Edita



Edita

Type:	Manufacturer
Products :	Bake Rolls
Factory	6th of October city, Ind. zone 3.
Address :	10th of Ramadan city, Ind. zone 2.
Telephone	02/35400888
Website	http://edita.com.eg/

Contacts :

Yousef Fares /Purchasing Director
Mobile 010 132 1327

Company Profile :

- The backbone of the company is in its high-output top quality products state of the art production facilities located in both 6th of October city and in 10th of Ramadan city on the outskirts of Cairo. The factories were designed to accommodate the demand of a wide and growing market while supporting the company's mission of high quality and efficient production.
- The company factories are equipped with eleven high-tech production lines (Automated) to produce 34 different products
- The Manufacturing sector in the company is established and organized to meet the high standard levels of both Quality and Productivity. We got the knowhow of all brands that the company produces from the World Market Leaders (International Standards).
- The company has applied the (HACCP) - Certified
- Our Quality Management also implements ISO 22000 food safety management system requirements in the company to meet and exceed global food safety regulations. It speeds and simplifies processes without compromising other quality management systems or safety management systems.
- All manufacturing and product handling facilities shall effectively manage incoming materials and shall verify that they meet the specified requirements. All processes involving inspection, testing, and/or Certificate of Analysis (COA), shall be defined, documented, and based on appropriate and valid methods.

Nov 2009

Edita	Volume	
Rolls	147.4	98.5%
Sticks	2.2	1.5%
Total	149.7	

Bake Rolls	Volume	
Pizza	20	14%
Any Salt	20	13%
Cheese	40	27%
Olive	20	14%
Tom/Ketch	26	17%
Chili &Lemon	22	15%
Total	147	

Bake Sticks	Volume	
Sesame	0.1	5%
Cumin	0.5	20%
Salt	1.7	75%
Total	2.2	

Products :

Rusk- Bake Rolls

Bake Sticks



Cheese Flavor



Chili & Lemon



Olive



Ketchup



Salt



Pizza



Nacho Cheese



Cumin



Salt



Sesame

Salty Snacks Producers

Golden Foods



Golden Foods

Address :	6 th of October City
Telephone	38332645-38332643-38332647
Fax	38332646
Website	GoldenFoods.com.eg
Email:	goldenfoods@goldenfoods.com.eg

Company Profile :

one of the leading Egyptian companies in the production of chocolate, confectionery and sweets. The company produces more than 15 products varying from chocolate bars in different flavours to snacks and rice crisps as well as sweets (hard boiled candies & toffees)

- one of the leading Egyptian companies in the production of chocolate, confectionery and sweets.
- Located in the 6th of October City one of the biggest industrial cities in Egypt.
- The company produces more than 15 products varying from chocolate bars in different flavors to snacks and rice crisps as well as sweets (hard boiled candies & toffees).
- The company exports to many countries in Africa and Asia which gives it exposure on other markets, the thing that adds to its experience and enhances its quality to meet different tastes in different markets together with a very high potential in meeting the different customer needs.
- Management is mainly formed of a team of experienced managers in the domain of confectionery production together with young motivated technicians and engineers with up to date knowledge the thing that adds to their efficiency and competence.
- The machinery used is supplied from the leading companies in the field of chocolate and confectionery machines manufacturing located in Europe. The thing that ensures high production quality due to the long experience of these companies in the technology of producing these machines and technical assistance in food technology whenever needed.
- The company expanded its activities in the year 2003 by adding a second building in its plant, to add to its product mix to be able to serve more markets and win a bigger market share in the local one.

Nov 2009

Golden Bake	Volume	
Cheese	0.1	11%
Tom/Ketch	0.1	15%
Olive	0.2	29%
Pizza	0.2	24%
Basterma	0.1	9%
Other Flavours	0.1	12%
Total	1	

Products :

Corn



Katcho & Mr. X
Corn grits product.



Katcho & Mr. X
Corn grits product.

Contacts :

Foreign Trade

Mrs. Engy Rozeika
Foreign Trade manager.
engy-rozeika@goldenfoods.com.eg

Eng. Mahmoud Rozeika
Business Development Manager.
mahmoud-rozeika@goldenfoods.com.eg

Technical

Eng . Ahmed Rozeika
Vice President
ahmed-rozeika@goldenfoods.com.eg

3375687 - 3375366 /7602282

Chipsy



Chipsy Pepsico	Volume
Chipsy P/C Total	3,671
Chipsy P/C	3,268 89%
Crunchy P/C	403 11%
Doritos	411 9%
CHIPSY E/P	363 8%
Total	4,445

Chipsy P/C	Volume
Chilli&Lemon	628 19%
Cheese	510 16%
Spiced Cheese	436 13%
Tomato	384 12%
Italian Spices	333 10%
Salt	319 10%
Kebab	249 8%
Salt& Vinegar	167 5%
Curry & Herbs	92 3%
Mustard	58 2%
Sweet Chilli	41 1%
Max Cheese Jalapeno	23 1%
Max Paprika	16 0%
Chicken	7 0%
Vinegar	3 0%
Pizza	2 0%
Max Sweet Chilli	0 0%
Total	3268 100%

Total Doritos	Volume
Cheese & Spices	147 36%
Sweet Chili Pepper	126 31%
Spicy Tomato	96 23%
Cool Taco	30 7%
BBQ	12 3%
Total Doritos T/C	411 9%

Seniorita



Seniorita	Volume
Seniorita P/C	786 82%
Mexico T/C	167 18%
Total	953

Seniorita P/C	Vol
Spiced Cheese	152 19%
Chilli & Lemon	137 17%
Cheese	110 14%
Kabab	84 11%
Hot Ketchup	79 10%
Tomato	65 8%
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France Cheese W/Pepper	47 6%
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Al-Jawhara

Jawharah	Volume
Masrawy P/C	254 34%
Chepsico	229 30%
Other Jawhara	273 36%
Total	756

Masrawy P/C	Volume
Cheese	70 28%
Chili&Lemon	70 28%
Chicken	38 15%
Kebab	37 14%
Tom/Ketch	36 14%
Salt	4 2%
Vinegar	1 0%
Total	254

Chepsico P/C	Volume
Chilli&Lemon	43 19%
Italian Mix	40 18%
Tomato	40 18%
Kabab	34 15%
Cheese	30 13%
Spiced Cheese	28 12%
Chicken	14 6%
Total	229

Other Jawhara E/P	Volume
So Much	183 67%
Jolio	57 21%
Super Man	11 4%
Mr. Batatsino	11 4%
Other E/P	9 3%
Kajo	2 1%
Total	273 100%

Americana



Lion	Volume
Lion P/C	606 40%
Lion E/P	925 60%

Lion P/C	Volume
Cheese	172 28%
Chili&Lemon	136 22%
Ketchup	98 16%
Kebab	84 14%
Chicken	77 13%
Salt	22 4%
Vinegar	8 1%
Pizza	5 1%
Other Cheese	4 1%
Total	606

Lion- Americana E/P	Volume
Chicka	91 10%
Ahlawy	161 17%
Windows	435 47%
Ninja	NA 0%
Crack	NA 0%
Break	233 25%
Other Americana	5 1%
Total	925

Egypt Foods



	Volume
Croke	126 9%
Tiger	313 21%
Egypt Foods EP	1,023 70%
Total	1,461

Croke P/C	Volume
Cheese	16.45 13%
Chili&Lemon	33.61 27%
Kebab	23.71 19%
Chicken	12.62 10%
Tomato	30.72 24%
Salt	5.91 5%
Vinegar	2.78 2%
Total	125.80

Total Tiger R	Volume
Chili&Lemon	77 25%
Cheese	67 22%
Tom/Ketch	47 15%
Barbecue	20 7%
Paprika	20 6%
Other Tiger Flv.	82 26%
Total Tiger	313 100%

Egypt Foods E/P	Volume
Kalbaz	402 39%
Forkoa' Loaz	274 27%
Jenjo	66 6%
Pizza	26 3%
Funky	15 1%
Tarabisho	7 1%
Kalcool	6 1%
Rings	61 6%
Cono	136 13%
Heart * E/P	8 1%
Smax	10 1%
Other	11 1%
TOTAL	1023 100%

Edita



Edita	Volume	
Rolls	147.4	98.5%
Sticks	2.2	1.5%
Total	149.7	

Bake Rolls	Volume	
Pizza	20	14%
Any Salt	20	13%
Cheese	40	27%
Olive	20	14%
Tom/Ketch	20	17%
Chili & Lemon	22	15%
Total	147	

Bake Sticks	Volume	
Sesame	0.1	5%
Cumin	0.5	20%
Salt	1.7	75%
Total	2.2	

Golden Foods



Golden Bake	Volume	
Cheese	0.1	11%
Tom/Ketch	0.1	15%
Olive	0.2	29%
Pizza	0.2	24%
Basterma	0.1	9%
Other Flavours	0.1	12%
Total	1	