



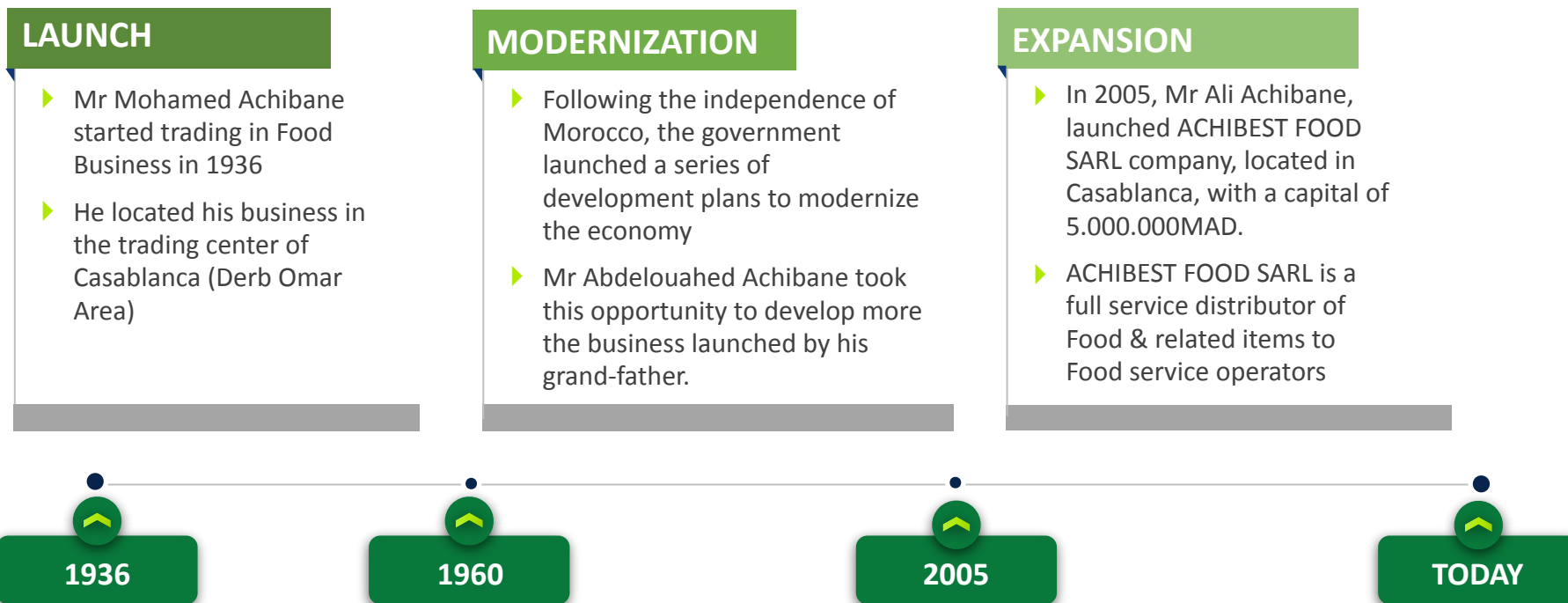
Partenaire des tables gourmandes

- WHO WE ARE

Over 80 years of Passion & Professionalism in Food business

- WHO WE SERVE

- OUR RECIPE FOR SUCCESS



Today *Building a Bright Future...*

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9000+

PALETS STORAGE FOR
5000 DRY PRODUCTS
2000 FROZEN
2000 CHILLED



120

EMPLOYEES
COMPOSING OUR
**MOTIVATED, DIVERSE
& EXPERT TEAM**

5000+

**PRODUCTS COVERING
ALL TYPES OF WORLD
CUISINES**



25

TRANSPORTATION
VEHICLES
DELIVERING OUR
PRODUCTS
ALL OVER MOROCCO



1500+

CUSTOMERS FROM
**SMALL RETAILERS TO
INTERNATIONAL HOTEL
CHAINS**



Our Go-To-Market Strategy

In order to cover & satisfy all types of customers, we adopted a **MIXED** G2M combining :



Cash & Carry

6 Stores offering
Large choice of products for small
customers who need to shop directly
from shelf



Direct Distribution

Very Large choice of products
to Food service operators
(restaurants, hotels, ...)



Indirect Distribution

Very Large choice of products for
retail & wholesale resellers

• WHO WE ARE

• WHO WE SERVE

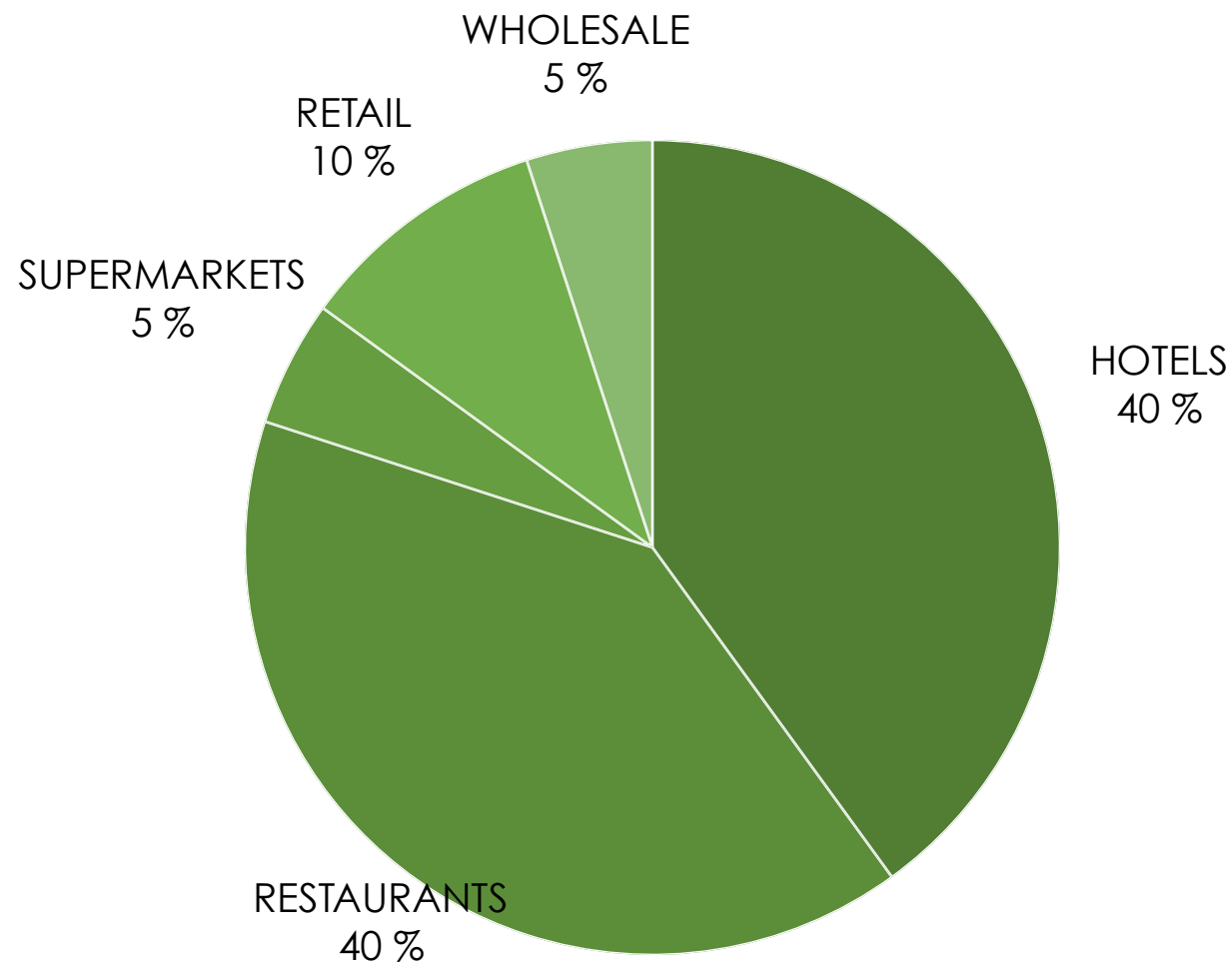
• OUR RECIPE FOR
SUCCESS

Our Distribution Channels

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Who is trusting us

Main QSRs



Supermarkets



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Hotel Chains



Catering

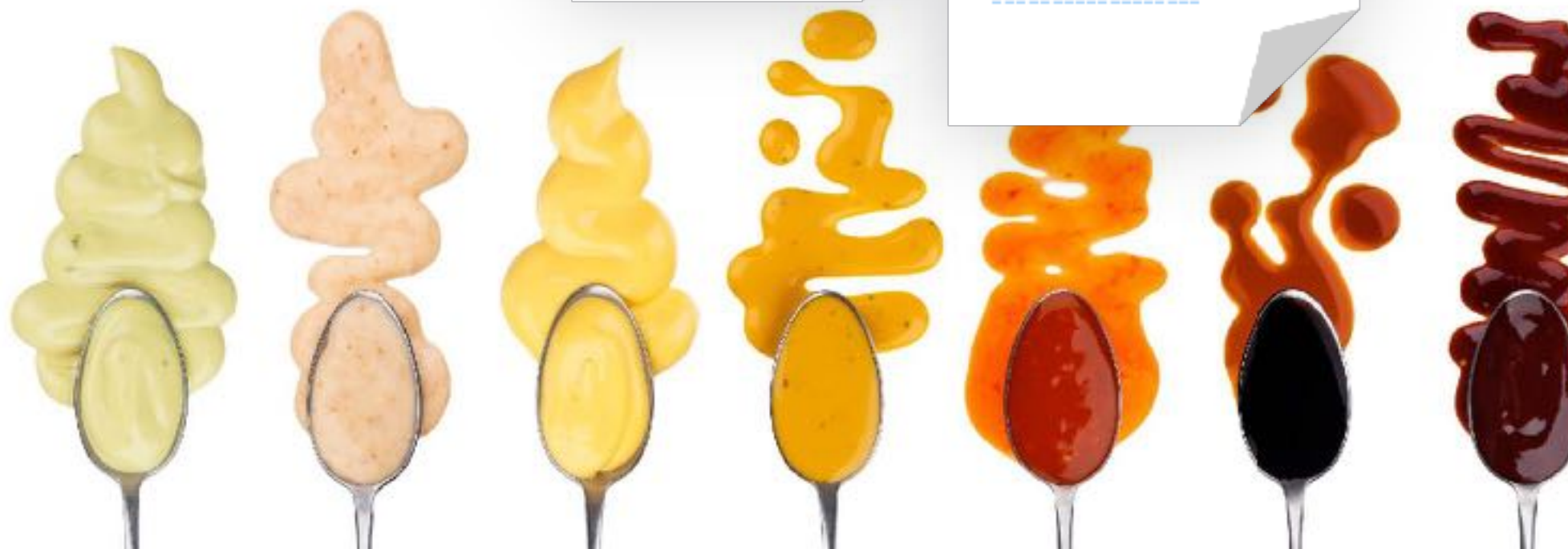


**BEST
QUALITY**

**BEST
SERVICE**

**BEST
PRICE**

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Our Products

We offer a wide range of best quality products covering all kinds of World's Cuisine

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Meat & Poultry

Milk,, Fresh, Frozen, Processed & Cooked (Beef, Lamb, Chicken, Duck, Turkey...)



Seafood

Crab, Lobster, Salmon, Shrimp, Tobiko, Unagi, Surimi, Squid...

Our Products

**BEST
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Dairy

Milk, Butter, Cheese, Yogurt, sour cream, Frozen Desserts, Ice Cream, Frozen Chips...



Beverages

Drinks, Canned fruits, Canned vegetables, Sauces, Condiments...

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Pastry & Bakery



Dry Grains

Wheat, Oats, Rice, Corn, Barley,
Sorghum, Rye...

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Confectionary



Dry Food

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TakeAways



Dry Food

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Frozen

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Our Brands

**BEST
QUALITY**

In order to grant permanent availability, we distribute partners' brands as well as owned brands

Partners' Brands

Friendship

EMBORG

WYKE
FARMS

mizkan
Bringing Flavor to Life

LUCK BRAND
FARMER MARKET

AROY-D

SHREE
SRI RANGA

HIKARI

廣發橋南
GUANG FA BRIDGE

KRBL Limited

du Chef

du Chef

Own Brands

Gourmes

du Chef

du Chef
EQU

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Our Suppliers

**BEST
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We select the best suppliers from different regions of the world to grant the best quality ever



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Our Value Chain

**BEST
SERVICE**

Our expertise and our facilities allow us to handle a large variety of logistical operations to grant freshness and timely delivery of our products

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