



Edita Confectionery Industries S.A.E.



the 
sweet
side of
life. 



WHO WE ARE

Our History

Edita Confectionery Industries is a leading Egyptian candy manufacturer founded in 2011 under Edita Food Industries. Our main brand, Mimix, has become well-recognized for its diverse range of confectioneries, catering to various tastes with sub-brands like Dolce, Jellix, Bursts, Frulla, Caramelo and Lollies.

- Dolce: Hard candy
- Jellix: Pectin-based jelly candy
- Bursts: Hard filled candy
- Frulla: Fruit toffies
- Caramelo: Soft caramels
- Lollies: Lollipops

Our plant located in Beni Suef, began operations in 2011 and produces hard candy, hard-filled candy, and soft candy and jellies. This facility houses four production lines and covers a total land area of 25,611 sqm with a built-up area of 11,525 sqm.

Our products, known for their premium quality and continuous innovation, have made us one of the top contenders in the Egyptian candy market.

Our Vision

“Together, spreading joy through trusted brands ”

Our Mission

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

Our Promise

“We promise to provide the highest quality candies to offer you & your loved ones the perfect snacking experience”

WHAT WE OFFER OUR CLIENTS

We offer clients high-quality, premium packaging at affordable prices, ensuring accessibility and availability. Our products provide a fun and enjoyable eating experience, with diversified sub-segments to cater to a wide range of tastes and preferences.

QUALITY



We apply:

- ISO 9001
- HACCP
- ISO 22000
- FSSC 22000
- HALAL
- ISO 14001
- Lean Manufacturing & 6 sigma concepts

- Marketing support based on market trends and dynamics
- Strong market intelligence
- Branded campaigns for consistent brand image and market synchronization

INTL. MARKETING SUPPORT



SERVICE



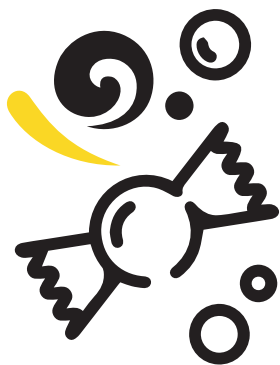
- Agreements with the best shipping lines, offering the best freight prices & best transit time
- Prompt accurate shipping documentation
- Close coordination with the shipping agencies to secure timely delivery of shipments
- Flexible labeling solutions in conformity to each country's regulations



Edita's one-of-a-kind
confectionery

range that will satisfy every sweet tooth!

**MiMiX offers a colorful array of
flavors, shapes, and unique
ingredients.**



***With MiMiX...
Enjoy the sweetness in life!***





Jellix

Jellix comes in various size; single pouches, a small 65 piece box and a large 160 piece box filled with a variety of flavors (Cola, Strawberry, Forest Fruit, Peach and Orange).



Jellix Cola & Tutti Frutti
Single Pouch

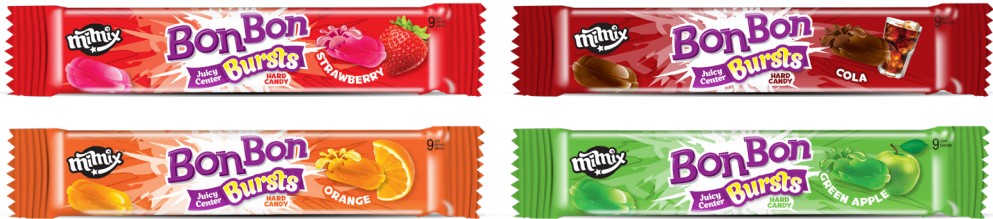


Jellix Fakka Assorted
75 Pieces



Jellix Fakka Assorted
160 Pieces







Description	Individually wrapped pectin jellies		
 Packaging Per Carton	6 pieces x 12 pouches x 12 boxes	75 pieces x 6 boxes	160 pieces x 6 boxes
 Shelf Life	18 Months	18 Months	18 Months
 Carton Dimensions	390 x 294 x 318	359 x 354 x 173	265 x 240 x 255
 Avg. weight per piece	3.4g	3.4g	3.4g
 Avg. carton Weight (KG)	Gross 4.268	Gross 3.946	Gross 4.071
 Container Load	40' ft 1,920	40' ft 2,970	40' ft 4,330



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 offering Strawberry, Orange, Cola and Green Apple flavors.



Description	Hard candy filled with fruit flavored syrup
 Packaging Per Carton	9 pieces x 12 sticks x 8 boxes
 Shelf Life	24 Months
 Carton Dimensions	283 x 223 x 124
 Avg. weight per Piece	3.9g
 Avg. carton Weight (KG)	Gross 3.83
 Container Load	40' ft 6,600







Bonbon Bursts

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 offering Strawberry, Orange, Cola and Green Apple flavors.



Bursts Fakka Box Assorted
170 Pieces

Description	
 Packaging Per Carton	170 pieces x 6 boxes
 Shelf Life	24 Months
 Avg. weight per piece	3.9g
 Container Load	40' ft 4,000



Dolce

Aiming to provide a smooth and indulging experience. Mimix Dolce comes in 2 flavors; Butter Cream and Coffee, guaranteeing a rich flavor delivery.






Dolce Fakka Butter & Coffee Cream
75 Pieces



Dolce Fakka Butter
155 Pieces












Dolce Fakka Coffee
160 Pieces

Description			
 Packaging Per Carton	Butter & Coffee Cream Hard Candy	Butter Cream Hard Candy	Coffee Cream Hard Candy
 Shelf Life	75 pieces x 12 boxes	155 pieces x 6 boxes	160 pieces x 6 boxes
 Carton Dimensions	12 Months	12 Months	12 Months
 Avg. weight per Piece	359 x 354 x 173	265 x 240 x 255	265 x 240 x 255
 Avg. carton Weight (KG)	3.2g	3.2g	3.2g
 Container Load	Gross 3.946	Gross 3.768	Gross 3.869
	40' ft 2,970	40' ft 4,300	40' ft 4,300



Dolce

Aiming to provide a smooth and indulging experience. Mimix Dolce comes in 2 flavors; Butter Cream and Coffee, guaranteeing a rich flavor delivery.

			
	Dolce Fakka Butter & Coffee Cream Sticks	Dolce Fakka Butter & Coffee Cream Single Pouch	Dolce Fakka Butter & Coffee Cream Family Pouch
Description	Butter & Coffee Cream Hard Candy	Butter & Coffee Cream Hard Candy	Butter & Coffee Cream Hard Candy
 Packaging Per Carton	8 pieces x 12 sticks x 8 boxes	5 pieces x 12 pouches x 12 boxes	25 pieces x 24 Pouches
 Shelf Life	12 Months	12 Months	12 Months
 Carton Dimensions	204 x 182 x 143	390 x 294 x 318	444 x 334 x 178
 Avg. weight per Piece	3.7g	3.2g	3.2g
 Avg. carton Weight (KG)	Gross 3.331	Gross 3.594	Gross 2.41
 Container Load	40' ft 7,450	40' ft 1,920	40' ft 2,640



Caramelo







Soft Toffee with caramel Flavor served in stick and small pouch variants.



Caramelo
Sticks



Caramelo
Single Pouch

Description	Soft Toffee with caramel Flavor	Soft Toffee with caramel Flavor
 Packaging Per Carton	8 pieces x 12 pouches x 8 boxes	5 pieces x 12 pouches x 12 boxes
 Shelf Life	12 Months	12 Months
 Carton Dimensions	204 x 182 x 143	390 x 294 x 318
 Avg. weight per Piece	4.5g	3.8g
 Avg. carton Weight (KG)	Gross 4.034	Gross 4.173
 Container Load	40' ft 6,000	40' ft 1,920




Lollies

Available in Strawberry, Green Apple, Cola, Orange flavors.



Description

Delightful lollies with fruits and cola.

-  Packaging Per Carton
-  Shelf Life
-  Carton Dimensions
-  Avg. weight per Piece
-  Avg. carton Weight (KG)
-  Container Load

8 pouches/box

24 Months

269 x 249 x 218

14g

Gross
3.09






40' ft
4,900



Frulla

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



Description	Delightful chewy soft candy with strawberry and cherry flavors
 Packaging Per Carton	8 pieces x 12 sticks x 8 boxes
 Shelf Life	12 Months
 Carton Dimensions	204 x 182 x 143
 Avg. weight per Piece	4g
 Avg. carton Weight (KG)	Gross 3.65
 Container Load	40' ft 6,700



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