

The logo for Edita Confectionery Industries S.A.E. features the word "edita" in a bold, rounded, orange-to-yellow gradient font. The letter "e" is stylized with a yellow banana-like shape and a small orange dot above it, suggesting a fruit or candy theme.

# edita

Edita Confectionery Industries S.A.E.



the  smiley face icon  
**sweet**  
side of  
life.  heart icon



# 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



- 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

## SERVICE



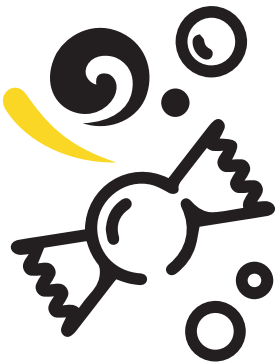


Edita's one-of-a-kind

# 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!***





# Jellyx

Jellyx 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).



**Jellyx Cola & Tutti Frutti**  
Single Pouch



**Jellyx Facka Assorted**  
75 Pieces



**Jellyx Facka Assorted**  
160 Pieces

Description	Individually wrapped pectin jellies	Individually wrapped pectin jellies	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	3.2g	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.



Strawberry

Orange

Cola

Green Apple

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



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

Butter & Coffee Cream  
Hard Candy

Butter & Coffee Cream  
Hard Candy

Butter & Coffee Cream  
Hard Candy

## Description



**Packaging Per Carton**

8 pieces x 12 sticks x 8 boxes

5 pieces x 12 pouches x 12 boxes

25 pieces x 24 boxes



**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	Caramelo Sticks	Caramelo Single Pouch
 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	8 pouches/box
 Shelf Life	24 Months
 Carton Dimensions	269 x 249 x 218
 Avg. weight per Piece	14g
 Avg. carton Weight (KG)	Gross 3.09
 Container Load	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



+20 2 38516 464

[www.edita.com.eg](http://www.edita.com.eg)

Head Office: Edita Group Bldg-Plot 13  
Central Pivot-El Sheikh Zayed 6<sup>th</sup> Of  
October City-Egypt.

P.O Box: 64 El Sheikh Zayed - Postal code: 12588  
Factories: Plot number 101-120, 163-174, Food Industries zone  
- Kom Abu Rady industrial zone - Beni Sweif

 **edita**  
the sweet side of life