

edita

Edita Frozen Food Industries S.A.E.

Company Profile



the



sweet

side of

life.



WHO WE ARE

Our History

In May 2023, Edita entered the underdeveloped frozen bakery segment in Egypt via its newly established subsidiary, Edita Frozen Food Industries.

The expansion allows Edita to explore new segments and leverage its knowledge in providing a diverse range of products that cater to the needs of a larger consumer base.

To begin its venture into this segment, Edita launched a series of frozen croissants and puff pastries in different fillings in October 2023. With its strong business model, widespread presence, and diverse portfolio, Edita is determined to lead growth in the untapped frozen food market, creating value for both its customers and shareholders.

Our Vision

“Together, spreading joy through trusted brands”

Our Mission

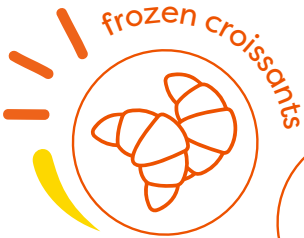
“Setting the benchmark of Frozen goods with our high quality, innovative products”

Mojto®



Introducing **frozen bakeries**
Segments Freshly
Baked From the Oven

with 4 **delicious** variants:



Launched under
edita's flagship brand

which guarantees a



Ensuring having a meal/snack



from



freezer

to



oven.







Frozen Mini Croissants

Molto Forni mini croissants are ready to bake. Bake croissants in 20 minutes at 180 degrees.



Mini Plain Croissants
Family Pack

Mini Plain Croissants

Description	Mini Plain Croissants Family Pack	Mini Plain Croissants
 Packaging Per Carton	12 mini plain croissants/ pouch	6 mini plain croissants/ pouch
 Shelf Life	12 pouches/carton	12 pouches/carton
 Carton Dimensions	6 Months	6 Months
 Avg. weight per pouch	41.4 x 34.4 x 20.8	35.4 x 34.4 x 14.8
 Avg. carton Weight (KG)	360g	180g
 Container Load	Gross 4.832	Gross 2.573
	40' ft 1,380	40' ft 1,932









Frozen Croissants

Molto Forni croissants is ready to bake. Bake croissants in 30 minutes at 165 degrees.



Plain Croissants

Description	6 plain croissants/ pouch
 Packaging Per Carton	12 pouches/carton
 Shelf Life	6 Months
 Carton Dimensions	42.4 x 41.4 x 20.8
 Avg. weight per pouch	360g
 Avg. carton Weight (KG)	Gross 4.952
 Container Load	40' ft 1,380



Frozen Filled Mini Puff Pastry

Molto Forni Mini puff pastry are ready to bake pastries that come in 3 flavors; romy cheese, white cheese and white cheese & olives. Bake puff pastry in 20 minutes at 180 degrees.



Mini Puff Pastry
Romy Cheese
Family pack

Mini Puff Pastry
White Cheese
& Olives
Family pack

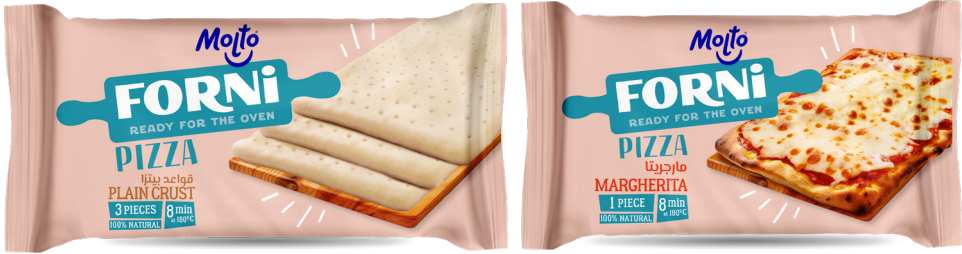
Mini Puff Pastry
White Cheese
Family pack

Mini Puff Pastry
Romy Cheese

Mini Puff Pastry
White Cheese
& Olives

Mini Puff Pastry
White Cheese

Description	12 mini puff pastry / pouch	6 mini puff pastry / pouch
Packaging Per Carton	12 pouches/carton	12 pouches/carton
Shelf Life	6 Months	6 Months
Carton Dimensions	41.4 x 34.4 x 20.8	35.4 x 34.4 x 14.8
Avg. weight per pouch	360g	180g
Avg. carton Weight (KG)	Gross 4.832	Gross 2.573
Container Load	40' ft 1,380	40' ft 1,932



Pizza







Molto Forni pizza is ready to bake. It comes in; plain crust and margherita pizza. Bake pizza in 8 minutes at 180 degrees.



Plain Crust



Margherita Pizza

Description	Plain Crust	Margherita Pizza
 Packaging Per Carton	3 plain crusts / pouch	1 pizza margherita / pouch
 Shelf Life	12 Months	6 Months
 Carton Dimensions	40.4 x 38.4 x 17.3	38.7 x 34.7 x 20.4
 Avg. weight per pouch	555g	300g
 Avg. carton Weight (KG)	Gross 3.832	Gross 4.285
 Container Load	40' ft 1,610	40' ft 1,380



Frozen Mini Sweet Pies

Molto Forni sweet pies are ready to bake pies that come in 2 flavors; chocolate hazelnut and custard. Bake sweet pies in 8 minutes at 195 degrees.



Mini Sweet Pies
Chocolate Hazelnut



Mini Sweet Pies
Custard

Description	8 mini sweet pies / pouch	8 mini sweet pies / pouch
Packaging Per Carton	12 pouches/carton	12 pouches/carton
Shelf Life	12 Months	12 Months
Carton Dimensions	35.4 x 34.4 x 14.8	35.4 x 34.4 x 14.8
Avg. weight per pouch	240g	240g
Avg. carton Weight (KG)	Gross 3.293	Gross 3.293
Container Load	40' ft 1,932	40' ft 1,932



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Factories: Industrial zone 3 and Polaris in 6th of October
city and industrial zone B2 in 10th of Ramadan city - Egypt.

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