

RAYA

FOODS



ABOUT US

Raya Foods is a subsidiary of Raya Holding that was established In December 2016, offering a wide range of **Frozen Fruits & Vegetables** in both the local and international market tailoring to consumers' basic day to day necessities as well as offering new innovative food solutions that cater to consumers' needs.

Offering Frozen Fruits & Vegetables





From Soil To Plate



OUR VISION

To become one of the top globally impacting food companies enriching consumers' lives with healthy, high quality and innovative products.

OUR MISSION

To improve consumers' lifestyles by unlocking the potential of nature and delivering the best quality food from soil to plate.

A close-up photograph of a person's hands picking ripe, red strawberries from a lush green field. The person is wearing a blue long-sleeved shirt. The strawberries are bright red with visible seeds and green leaves. The background is filled with more strawberry plants and green leaves, creating a vibrant, natural setting.

RAW MATERIALS SOURCING

We take special attention & care to ensure that we pick the best raw material needed for our production.

This is why we established Raya Agro to be Raya Foods's agriculture arm & Executor of Farm excellence to guarantee receiving the highest strawberry quality according to Raya Specs.





RAW MATERIALS SOURCING

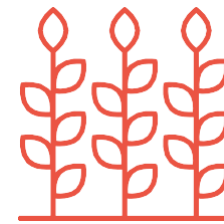


Sourcing strawberries from our own **400 acres**

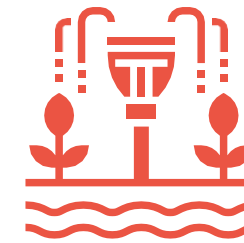


Contracting with farmers to produce

25,000 Tons of strawberry yearly



Extensive audit procedures to ensure we get the best crop for our clients.



Irrigation source is from ***the River Nile***.

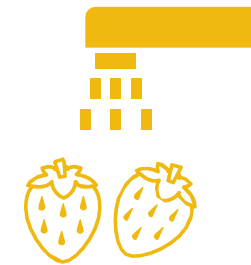


SOP FOR CONTRACTED FARMERS

- Global Gap Certified
- Availability of Spray records
- Conformity with pesticides list
- Subjected to Raya Foods monthly crop audit



TECHNOLOGY & PRODUCTION



Raya Foods delivers high quality frozen vegetables and fruits with the most advanced technological methods.



Our team of experts ensure that each product that makes its way to our factory is farmed to perfection and is grown into the finest produce.



Our factory is equipped with the most advanced technology processing and freezing lines to guarantee the highest quality of frozen products, including:

- 3 IQF Lines
- 3 Tomra Blizzard Laser Sorter
- Metal Detectors
- X-Ray Machine



PRODUCTION CAPACITY

RAYA FOODS PLANT STARTED PRODUCTION IN MARCH 2017 WITH **PRODUCTION CAPACITY OF 45,000 TONS/YEAR SUPPLYING FROZEN FRUITS & VEGETABLES** TO MEET LOCAL DEMAND AS WELL AS EXPORTING LOCAL PRODUCE GLOBALLY.

Raya supplies bulk produce as well as branded products under *Lazah*.



PLANT AREA
20,000
sqm



HEAD COUNT
350
Employee



HEAD COUNT
300
Operation

PACKAGING

BULK (1x10Kg) (1x20lbs) (1x30lbs)

FOOD SERVICE (4x2.5kg) (10x1kg) (6x2kg)

RETAIL 350 gm , 400 gm & 800 gm

PRODUCTION CYCLE





TRACEABILITY

We ensure our customers the highest quality by conducting upstream & downstream traceability processes throughout the supply chain to guarantee delivering the best product possible.



Each batch is being tracked via on pack identification.

- Date of production day/month/year (in full or coded)
- Plant code (for products that can be produced in several plants)
- Production line
- Time of packaging (hours and minutes)
- BBD or UBD.

Lazah, Inspired from an Arabic word that means delicious.

Lazah , a frozen vegetable brand that has been re-vamped in early 2017 and launched into the Egyptian market with an ambitious eye for exporting.

Lazah enables the average family, with efficient product range and affordable pricing; to have the best quality and taste to delight the whole family.

With a keen eye on the market, Lazah always has the drive to bring adaptable and first-hand products through its portfolio to enable consumers to enjoy their meals at ease.

LAZAH



لذة lazah

Ready

Lazah Ready is an innovative, ready & tasty food solution beyond the traditional product benefit aiming to simplify the cooking process for young people.

Lazah Ready is a new concept that provides all the cooking ingredients in one pack, ready to heat & eat.

الطبخ بقي اسهل - COOKING MADE SIMPLE

مفهوم جديد للطبخ



PRODUCTS PORTFOLIO

VEGETABLES



Molokheya
Minced-Leaves



Spinach
Minced-Leaves
Cubes



Artichoke
Bottom- Quarter



Broccoli
(20mm-40mm)/
(40mm-60mm)



Cauliflower



Broad Beans
Peeled-Double Peeled



Green Peas



Green Beans
Cut-Whole



Sweet Corn Cobs
Whole 14cm
Half 7cm
Kernels



Carrots
Sliced -Diced



Okra
(<2.5cm)/
(2.5cm - 3.5cm)/
(3.5cm - 4.5cm)/
(4.5cm - 5.5cm)/
Sliced



Customized Vegetables Mixes

FRUITS



Strawberry
(Whole-Diced-
Sliced-Calibrated)



Mango Chunks



Pomegranate



Figs



Apricots



Red Grapes



Peaches



Guava



Fruits and Vegetables from the land of Egypt to the world

OUR FOOTPRINT

Raya Foods exports the most premium quality fruits and vegetables to the largest retailers and manufacturers in Europe, North America, GCC, Asia (China and Japan), Russia and the Middle East.

Not only limited to bulk exporting, our company has successfully partnered with some of the biggest brands to be their one stop shop, providing them with Private Label solutions. Moreover, Raya Foods has started to export its own brand Lazah in GCC & Europe with plans to penetrate more markets in the near future.

Our strength comes from valuing our partners and providing them with the highest quality of products and best service. We believe in long-term relationships that bring value to both businesses...

MARKET PENETRATION

Canada
USA
Chile
Argentina
Uruguay
UK
Belgium
Netherland
France
Croatia
Cyprus
Algeria
Germany
Poland
UAE
Oman
Kuwait
KSA
Jordan
Libya
Russia
Japan
China
New Zealand
Sudan
Iraq

Turkey
Italy
Sweden
Spain
Lithuania
Denmark
Finland
Czech Republic
Norway
Malta



EXPORTING TO
MORE THAN

+30

COUNTRIES

&

5 CONTINENTS



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 RAYAFOODS

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