



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





OUR VISION

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



From Soil To Plate



OUR MISSION

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





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.



RAYA
— Agro —



RAW MATERIALS SOURCING



Sourcing Strawberries and Broccoli from our own 300 acres in 2023 and to reach 600 acres by 2026



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**.

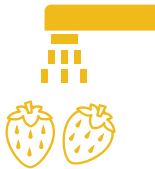


SOP FOR CONTRACTED FARMERS

- 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 Optical 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** FULFILLING OUR MAIN OBJECTIVE TO EXPORT HIGH QUALITY IQF LOCAL PRODUCE GLOBALLY.

Raya supplies bulk produce as well as branded products under **Private Label** and our own brand **Lazah**.



PLANT AREA

20,000
sqm



HEAD COUNT

350
Employee



HEAD COUNT

300
Operation



PACKAGING

BULK (1x10Kg) (1x25 Kg) (1x20lbs) (1x30lbs) Totes

FOOD SERVICE (5x1kg) (5x2Kg) (4x2.5Kg)

RETAIL 350gm, 400gm, 800gm & 1Kg

FLEXIBILITY Possibility of customizing different packaging as per customer request

Choice of perfect seed for every product assured

Periodic audit & review in farms to assure product quality

MRL Analysis



AGRICULTURE

Weighing & Receiving of Agro Raw Materials

Pre-cooling

Cleaning, Blanching & fruits freezing Processes
to produce frozen vegetables



**QUALITY
ASSURANCE**

PRODUCTION CYCLE



SHIPMENT

Confirmation on ERP System

Shipping to Customers

Quality Report



PACKAGING

Storing

Packaging

Labeling



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.

The Lazah logo consists of the word "LAZAH" in white, uppercase, sans-serif font, centered within a solid green rectangular background.

LAZAH

لذّة
lazah

بسلة بالجزر
Peas & Carrots

لذّة
lazah

ملوخية مفرومة
Minced Molokhia

400g NET WEIGHT
أونز المعافى

PRODUCTS PORTFOLIO

FRUITS



Strawberry
(Whole-Diced-Sliced
Calibrated-Halves)



Apricots
(Halves-Dices)



Mango Chunks

VEGETABLES



Green Beans
(Cut-Whole)



Broccoli
(20mm-40mm)
(40mm-60mm)
(30mm-50mm)



Cauliflower
(20mm-40mm)
(40mm-60mm)
(30mm-50mm)



Carrots
Sliced -Diced



Onions
(White/Red)
(10x6-10x6)



Sweet Potato
(Diced)



Spinach
Minced-Leaves
Cubes



**Customized
Vegetables
Mixes**



Artichoke
Bottom- Quarter



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



Molokheya
Minced-Leaves



Broad Beans
Peeled-Double Peeled



Sweet Corn
Whole 14cm
Half 7cm
Kernels



Green Peas



Bell Peppers
(Green/Yellow/Red)
(Strips-Diced)



Tomatoes
Diced





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

North America:

USA
Canada
Mexico

South America:

Uruguay
Argentina
Chile

Far East:

China
Korea
Japan
Singapore
Taiwan

Asia & Middle East:

Russia
UAE
Oman
Algeria
Kuwait
KSA
Jordan
Libya
Sudan
Iraq
Israel/Palastine
Tunisia
Bahrain

Europe:

Portugal
Spain
France
Ireland
Denmark
Germany
Austria
Italy
Poland
Greece
Turkey
Ukraine
Sweden
Norway
Finland
Czech Republic
Malta
UK
Slovenia
Bulgaria
Georgia
Cyprus
Croatia
Belgium
Australia
New Zealand



EXPORTING TO
MORE THAN

+30
COUNTRIES
&
5 CONTINENTS





RAYA
FOODS



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