



Sana Foods for food industries (SAE)

Quality is our priority

**100 % Natural Ingredients**

**Matinal**





## About Us

"Sana foods" for food industries was founded with a vision of becoming the top leader in the confectionery industry in Egypt and the Middle East, in the sense of manufacturing the best Oriental sweets, Cakes, Bakery, and Candy products with the highest international standards, along with our production processes that utilize the latest equipments and human expertise to serve many of our sectors for our manufactured premium products.

# Our values

## ✓ Comprehensive Quality

Our corporate primarily implements a combination of various aspects including; Total Quality Management, Research & Development, Food Safety, Efficiency, and Effectiveness all together along with our Know-How, to determine how well the product meet its purpose.

## ✓ Innovation And Development

We encourage and support creative solutions that can make our customers, employees, and community members' lives better.

## ✓ Our Customers

Our customers are the center of our priority, as we always work hard to deliver products and services that meet and surpass their expectations.

## ✓ Working As A Team

We always cooperate together to accomplish our mission, objectives, and goals.

# Our Vision

Our vision is to be the leading manufacturer of sweets and baked goods in Egypt, as well as on a regional and global scale.







## Our message

Our corporate plays its role in supporting long-term social and economic development by producing healthy and safe high-quality products that meet the needs of the local market while also being able to compete in regional and global markets through utilizing cutting-edge manufacturing technology and putting the most efficient highly specialized human experts in charge.

During the manufacturing process, we pay close attention to international standards and exceptional quality to produce goods with unique taste and sophisticated shape that earn our customers' trust.

Working-teams are also boosted with the best skills and knowledge along with technological techniques, in order to distinguish our organization in the food industry.

# Our superiority fundamentals

## ✓ Experience

With over a century of combined experience alongside with deep understanding of both western and eastern original tastes, we've managed to established ourselves as a true pioneer in the production of baked goods and sweets in Egypt and the Middle East.

## ✓ Quality

Our success in holding a leadership position in the FMCG business is due to our ability to deliver products that meet the highest international quality standards for both product quality and food safety.

## ✓ Study

Our corporate is extremely cautious while reviewing a study for our products, so we conduct extensive research on both domestic and foreign markets in order to deliver a one-of-a-kind, perfect, and safe product for societal and individual health.



# Research & Development

Since the launch of our initial product, we have focused on constant progressive improvements. As a result, the Research & Development department is given a significant amount of time and space in our labs in order to guarantee the maximum level of excellence as in order to deliver an ideal product in order to meet the highest standards which in turn solves The difficult equation; "premium Quality with outstanding taste for a reasonable price".



# Product Life Cycle

To ensure the highest quality, we first identify the study's purpose, and then we determine the finest raw materials used in product manufacturing.

1

**Determination**

2

**Experiment**

In order to ensure the best flavor and the longest shelf life, we do a series of tests in our Research & Development labs before starting production and launching the product into the Market.

In our well-equipped laboratory, we preserve the product to test its ability to maintain its validity and unique taste as well as to simulate handling, storage, and transportation situations.

3

**Preserving**

4

**Selection**

We gather the results of the product's testing and preservation procedures, sort the best ones, and then widely apply them

After operating the product using specialized production lines and advanced technology to get an ideal product that complies with the highest quality standards, we place it across the Market

5

**Product launch**

6

**Product Assessment**

A "post-launch assessment" is always conducted following the product launch. It is just as essential as a pre-launch strategy since it provides valuable insights that can drive future product sales.



# Sustainability

## Environmental Sustainability

As “Sana Foods”, considered one of the Middle East’s largest confectionary corporations, we have a significant environmental impact on a local, regional, and even international scale. Therefore, according to our corporation’s true belief, everyone must be committed to changing their daily routines in order to reduce our negative effects on the environment.

Our organization involves processes and programs to safeguard the environment’s hygiene, as well as to reduce the risks and pollutant emissions associated with manufacturing activities which cause environmental pollution.

In addition, we use industrial wastewater treatment facilities in a way that improves the quality of life in the surrounding areas.







## Contributing Towards Personal And Professional Development Of Our Workforce

Since adopting a culture of safe and healthy workplaces, our corporate are committed to improve the daily lives of the most significant contributing component to the organization's performance, so we implement a series of training programs that support the career development because keeping productive and creative personnel requires maintaining a balance between their job duties and a healthy lifestyle.

Career development and appreciation are two of the most essential requirements for achieving the desired success without violating any of workers' rights. As a result, we were able to establish a remarkable, challenging, and competitive workplace in which discrimination is prohibited and gender equality is promoted.

# Occupational Health and Safety

The corporate ensures that our employees work in a healthy and risk-free environment by relying on the implementation of the best international standards related to occupational safety and health procedures. Additionally, training courses are held to raise awareness and inform them of all potential risks, as well as clarify ways to deal with them. This clarifies all survival instructions in the event of an unexpected danger, aiming to create a safer workplace with a lower rate of injuries and risks. Furthermore, protective barriers and equipment were brought in to reduce the likelihood of accidental injuries. In addition, the organization plans to obtain ISO 45001 certification in the near future.



# Exports

A collection of carefully chosen products designed to suit a range of external buyers' tastes. Likewise, products can be customized to meet the specifications of an specific culture or geographic area as a marketing support solution.







The company is ISO certified By **TUV NORD**



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