

ASIAN FOOD INDUSTRIES LIMITED

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The little joys of life

www.mayfair.com.pk





ASIAN FOOD INDUSTRIES LIMITED

About Us



Asian Food Industries Limited (AFI) - Mayfair is one of the oldest food companies in Pakistan that started their business operations in 1969, since then the company has been growing and expanding their horizons in multiple industries and businesses. The production facility of the company is located at Raiwand with the total land of approx. 70 acres. The food segment of the company has been divided in to 2 divisions that includes Confectionery and Biscuits.

Confectionery Division started its operation in 1969 as the first confectionery company in Pakistan, In 1972 the company became the leader of Bubble Gum category. Afterwards the successful journey has been continuous and the company ruled the Soft chews category from 1994 to 1997. Currently AFI offers wide range of Soft Chews, Chew Toffees, Center Filled Sour Candies, Hard boiled Candies, Swirl Cream Candies, Pectin Jellies, Eclairs, Bazooka Bubble Gum, Sour Chew Bars and Center Filled Gums.

Biscuit Division started the biscuit category production in 2005 with the successive launch of Tea Biscuits, Café Biscuit that brought the new concept of Biscuits in Pakistani market. Afterwards the company expanded their product portfolio by launching some new categories in different brands like ChocDay, Special Egg & Milk Cookies, Cremo, Chip Xpress, A1 Egg & Milk Cookies, Wow Center Filled Biscuit and Hearts Puff Pastry.

Asian Food Industries Limited is currently exporting to over **35+** countries and had a vision to turn into a global food player by expanding their business operations, differentiated products, premium quality and innovative approach. The state of the art production facility is certified with International labs and authorities that includes; **Halal, BRC Food Grade 9, ISO 9001, OSHAS 18001, Food Safety 22000** and others.

Today **MAYFAIR** products are the choice all over the world. Our motive is to provide premium quality products in which high standards permeate all aspects of the company.

www.mayfair.com.pk



Café
KHATAI STYLE BISCUIT

A1

CHOCDAY

SPECIAL
Egg & Milk Cookies

CHOCO
ZOO

Hearts
Sweet and Crunchy

Savory!
Cookie Zoo

ZEERA
Royale
A UNIQUE ZEERA BISCUIT

Crema
Sandwich Biscuit

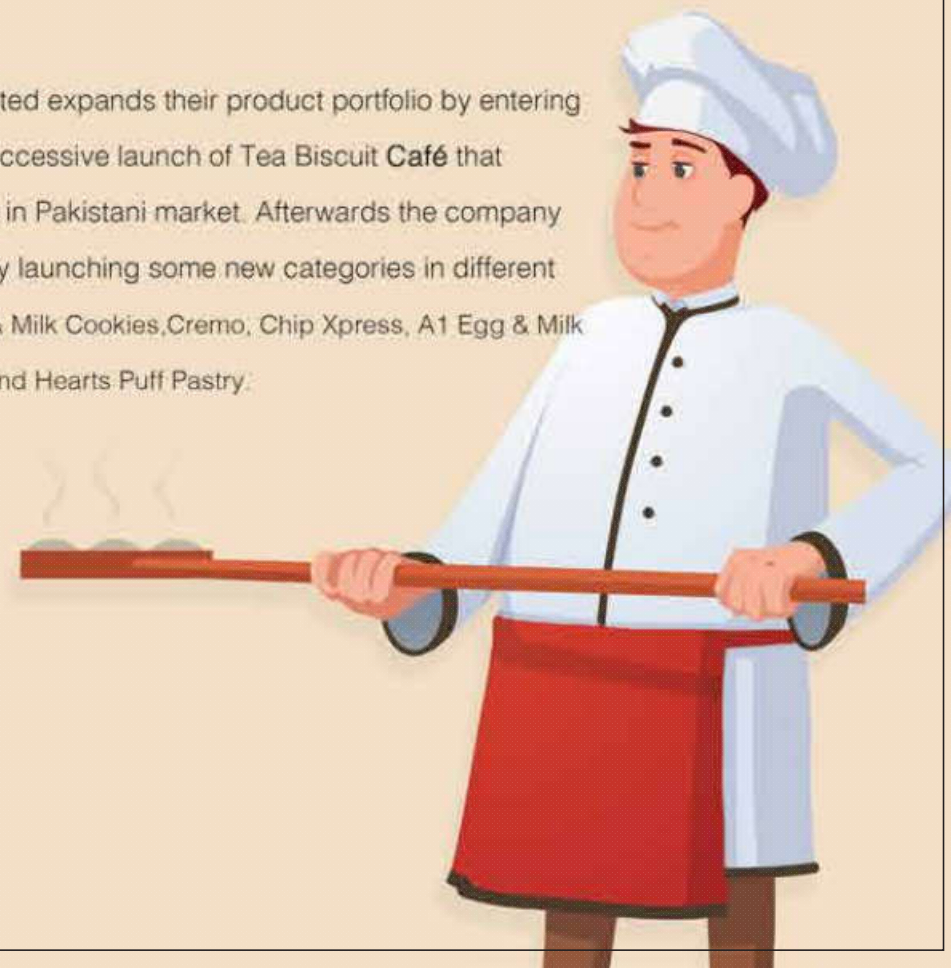
Energi

Whole
Wheat
Biscuits



BISCUITS

In 2005 Asian Food Industries Limited expands their product portfolio by entering in the Biscuit Category, with the successive launch of Tea Biscuit Café that brings the new concept of biscuits in Pakistani market. Afterwards the company expanded their product portfolio by launching some new categories in different brands like ChocDay, Special Egg & Milk Cookies, Crema, Chip Xpress, A1 Egg & Milk Cookies, Wow Center Filled Biscuit and Hearts Puff Pastry.





PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
SAVOY COOKIEZOO BISCUIT POUCH	06	9.6	48	12	425	1050
SAVOY COOKIEZOO BISCUIT TRAY	10	16	24	12	505	1210
SAVOY COOKIEZOO BISCUIT BOX	17	30	24	06	500	1200
SAVOY COOKIEZOO BISCUIT FAMILY	22	70.4	01	96	525	1275



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
CHOCDAY TICKY PACK	1	8.0	24	18	900	2150
CHOCDAY SNACK PACK	1	13.0	24	18	1050	2550
CHOCDAY SMART PACK	3	24.0	24	12	550	1350

SPECIAL



EGG & MILK COOKIES



Hearts Puff Pastry



PACKAGING SKU



SPECIAL BISCUITS TICKY PACK

04

18

24

12

1000

2450

SPECIAL BISCUITS SNACK PACK

06

36

12

18

745

1750

SPECIAL BISCUITS HALF ROLL

09

45

06

24

700

1670

SPECIAL BISCUITS FAMILY PACK

18

90

01

96

550

1300

PACKAGING SKU



HEARTS PUFF PASTRY SNACK PACK

02

18

24

12

525

1210

HEARTS PUFF PASTRY SHARE PACK

06

54

01

96

575

1350

HEARTS PUFF PASTRY FAMILY PACK

12

108

02

24

1100

2500

HEARTS PUFF PASTRY TRAY PACK

15

180

01

24

700

1650

A1



EGG & MILK BISCUITS



Crema

Sandwich Biscuit



SANDWICH CREAM BISCUITS



PACKAGING SKU



Pieces /
Pack



Weight /
Pack



Pack /
Box



Boxes /
Carton



20ft



40ft

A1 BISCUIT TICKY PACK

2

11

24

18

600

1400

A1 BISCUIT SNACK PACK

4

22

12

18

600

1400

A1 BISCUIT HALF ROLL

9

48.5

06

24

700

1670

A1 BISCUIT FAMILYPACK

14

77

01

96

525

1275

PACKAGING SKU



Pieces /
Pack



Weight /
Pack



Pack /
Box



Boxes /
Carton



20ft



40ft

CREMO BISCUITS TICKY PACK

01

8

24

18

475

1175

CREMO BISCUITS SNACK PACK

02

16

12

18

550

1325

CREMO BISCUITS HALF ROLL

06

36

06

24

545

1280

CREMO BISCUITS FAMILY PACK

12

96

01

96

525

1275



PACKAGING SKU	 Pieces / Pack	 Weight / Pack	 Pack / Box	 Boxes / Carton	 20ft	 40ft
CAFÉ BISCUITS TICKY PACK	2	11	24	18	750	1750
CAFÉ BISCUITS SNACK PACK	4	22	12	18	750	1750
CAFÉ BISCUITS HALF ROLL	10	55	06	24	675	1590
CAFÉ BISCUITS FAMILY PACK	20	110	01	96	525	1275

PACKAGING SKU	 Pieces / Pack	 Weight / Pack	 Pack / Box	 Boxes / Carton	 20ft	 40ft
ZEERA ROYALE TICKY PACK	03	16.5	24	18	670	1575
ZEERA ROYALE SNACK PACK	06	33.0	12	18	680	1620
ZEERA ROYALE HALF ROLL	09	49.5	06	24	550	1350
ZEERA ROYALE FAMILY PACK	16	88.0	01	96	450	1075



HIGH PROTEIN



SALTY CRACKERS



PACKAGING SKU



Pieces / Pack



Weight / Pack



Pack / Box



Boxes / Carton



20ft



40ft

WHOLE WHEAT BISCUITS

04

24.0

24

18

440

1050

PACKAGING SKU



Pieces / Pack



Weight / Pack



Pack / Box



Boxes / Carton



20ft



40ft

KRAKERZ BISCUITS SNACK PACK

06

24.0

24

12

450

1050

KRAKERZ BISCUITS FAMILY PACK

20

80.0

01

96

475

1100

Energi

GLUCOSE BISCUITS



HIGH ENERGY BISCUITS



PACKAGING SKU



ENERGY BISCUITS BOX PACK

03

11.4

24

18

550

1350

PACKAGING SKU



HIGH ENERGY BISCUIT (HEB 2.0)

08

50

200

--

635

1500

HIGH ENERGY BISCUIT (HEB 2.0)

09

75

134

--

635

1500

HIGH ENERGY BISCUIT (HEB 2.0)

12

100

100

--

635

1500

RUSF - FOOD SUPPLEMENT

--

100

150

-

650

1300

Global Certifications



ISO 9001



ISO 14001



OHSAS 18001



BRC ISSUE 8



FSSC 22000



HALAL

Asian Food Industries Limited strongly believes to provide high quality and hygienic products to its worldwide customers, in order to maintain the quality standards the production facility is certified with various international labs and authorities that includes ISO 9001, ISO 14001, FSSC 22000, BRC Issue 8, OHSAS 18001 and Halal.

Global Presence

Asian Food Industries Limited had a vision to Conquer the whole world through the penetration of its production and in order to achieve the milestone the company are more focusing on Exports Business and developing Long Term relationship with their International Partners, offering Novelty products, supporting them with after sales service and maintaining the International Quality standards in their product range.

Currently Asian Food Industries Limited is exporting various OEM manufactured products under the umbrella of international brands along with its own registered brand **Mayfair & Sweetway**.

The global presence of the company has reached to more than 35+ countries and is expanding after every passing year, the major international market for the company is Afghanistan followed by United States of America, Canada, Brazil, Australia, United Kingdom, Spain, Netherland, Czech Republic, France, Malaysia, Maldives, Taiwan, Vietnam, China, United Arab Emirates, Saudi Arabia, Oman, Kuwait, Qatar, Bahrain, Yemen, Iraq, Jordan, Palestine, Libya, Turkey, South Africa, Ghana, Nigeria, Senegal, Mauritius, Congo, Liberia and Mauritania.



VALUES

PASSION

We are committed in heart and mind to deliver results and continuous growth.

TRANSPARENCY

We believe that transparency helps us make partners for life. Being open in our dealings is integral to our work ethic.

CONSUMER CENTRIC

We see the world through the eyes of our consumers. We exist because of them.

TEAMWORK

We coach and support each other to ensure everyone wins. We believe in a We vs. I mindset.

INTEGRITY

We practice ethical and responsible behavior in all our dealings. We have a zero tolerance policy towards violations of our codes and beliefs.

INNOVATION

We believe in continuous innovation, which inspires us to discover and develop products that make life happier. It is the basis of our success.

ACCOUNTABILITY / EMPOWERMENT

We believe that it's up to each of us to do what it takes to drive growth. If it is to be, it's up to me.



The little joys of life

Journey to Success

