

## ASIAN FOOD INDUSTRIES LIMITED

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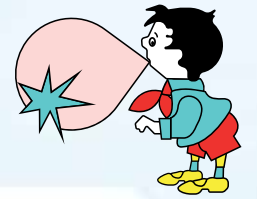






# ASIAN FOOD INDUSTRIES LIMITED

## 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.

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# SWEETS AND CANDIES

Asian Food Industries Limited started their business operations in 1969, as the pioneer of confectionery products in Pakistan and became the leader of Bubble Gum category in 1972, afterwards the success journey has been continued and the company become the market leader in the Soft chews category from 1994 to 1997.

Currently Asian Food Industries is offering wide range of Soft Chew Bars, Chew Toffees, Center Filled Candies, Hardboiled Candies, Swirl Candies, Pectin Jellies, Eclairs, Bazooka Bubble Gum, Sour Candies, Tube Bubble Gum and Center Filled Gums in various brands locally and Internationally.





# Jollems CHEWix



## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

JOLLEMS CHEWIX CHEW BAR

01

20

24

12

1700

2250

JOLLEMS CHEWIX CHEW BAR

01

20

24

24

900

2000

JOLLEMS CHEWIX CHEW BAR

01

10

48

08

2200

5800

# Chewix

FRUITY FLAVOR  
TWISTED CHEW



## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

CHEWIX FRUITY CHEW FLO PACK (5 PCS)

05

23.5

24

12

750

1780

CHEWIX FRUITY CHEW FLO PACK (4 PCS)

04

18.8

24

12

750

1780





ROPE CHEW 25CM  
LONG ROPE CHEW 50CM



Multi-Pack



SHERBET FILLED  
SOUR CHEW



FRUITY SOUR  
DROP CANDY



PACKAGING SKU



FRUIT GALA LONG ROPE

01

20

24

24

800

2150

FRUIT GALA LONG ROPE MILTI PACK

01

20

08

24

1600

3950

PACKAGING SKU



FIZZY CHEW BOX

06

18

24

12

650

1450

MAGIC SPARKLING SOUR CANDY BOX

06

15

24

12

500

1200



# DROPS CANDY MIX



FRUITY SOUR CANDIES



# DROP SOUR CANDY



FRUITY SOUR  
CANDIES



PACKAGING SKU

Pieces /  
Pack

Weight /  
Pack

Pack /  
Box

Boxes /  
Carton

20ft

40ft

DROPS SOUR CANDIES BOX

06

15

30

12

500

1210

DROPS SOUR CANDIES CAN BOX

16

48

12

12

750

1850

PACKAGING SKU

Pieces /  
Pack

Weight /  
Pack

Pack /  
Box

Boxes /  
Carton

20ft

40ft

DROPS SOUR CANDIES CAN BOX

16

48

12

12

750

1850



# COLA

Cola Bottle Jelly



# HOOPIX

FRUITY FLAVOR  
JELLY



pectin  
JELLY



# eclairs



CHOCOLATE  
CENTERED



MILK ECLAIRS



CHOCOLATE  
CENTERED



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
COLA BOTTLE JELLY BOX	06	12	24	12	750	1850
HOOPIX FRUITY JELLY / BEAR	12	16	24	12	750	1850
HOOPIX FRUITY JELLY / BEAR	18	32	24	08	650	1575
HOOPIX FRUITY JELLY / BEAR	60	90	12	06	500	1200

PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
ÉCLAIR CLASSIC BAG	01	200	50	30	1150	2750
MILK ECLAIRS TOFFEE BAG	01	200	40	20	1300	3050
ÉCLAIR CARAMEL TOFFEE JAR	01	440	125	12	1250	3000



SWIRL CANDY

Jollems  
O' Creamers



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
O'CREAMERS BOX	01	200	60	30	850	2000
O'CREAMERS ZIPPER POUCH	01	200	60	30	1675	1575
O'CREAMERS JUNIOR BOX	05	18	24	12	500	1210

Coffee  
candy



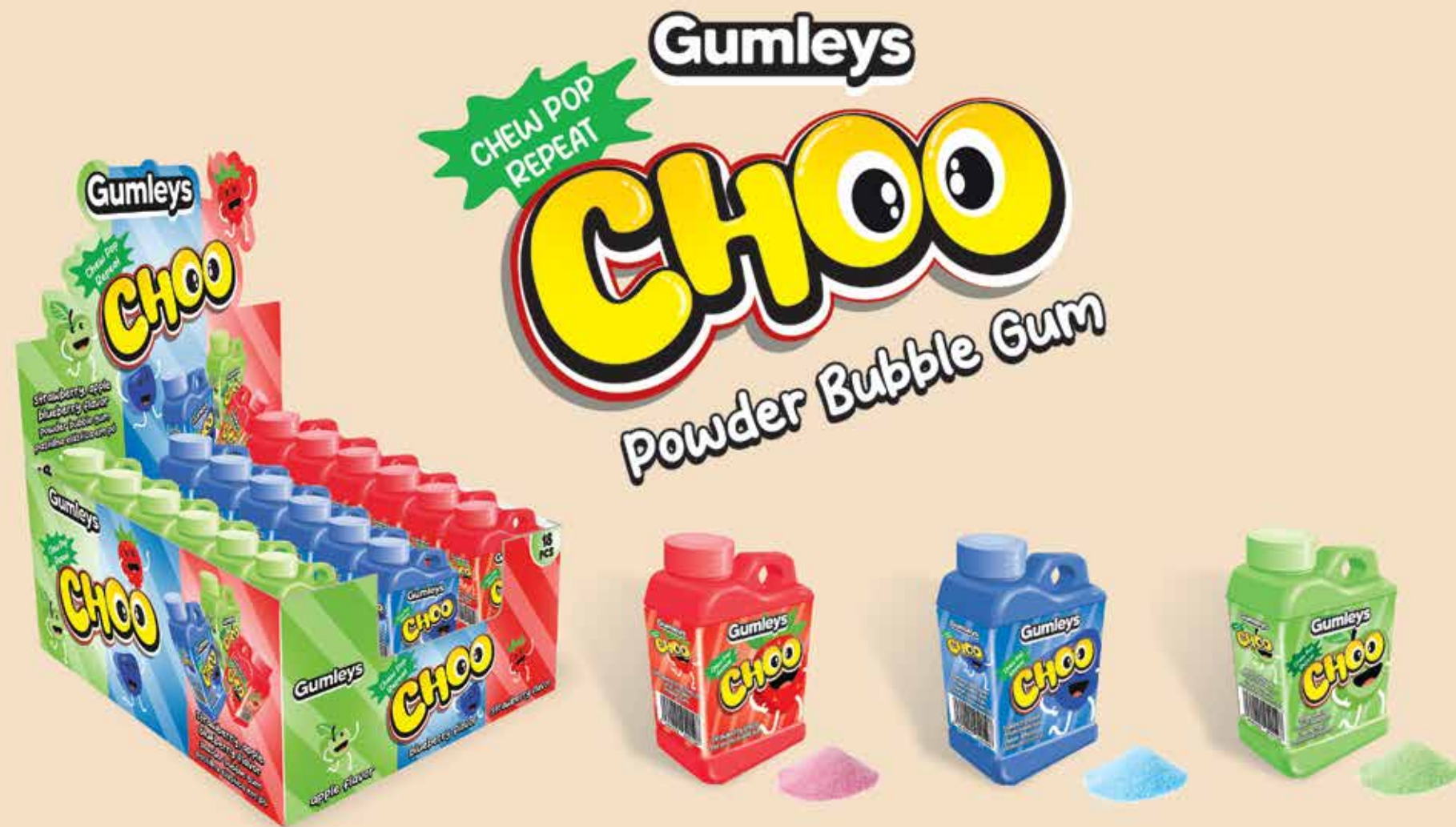
Sweetway  
Sensation's







CARAMEL CANDY  
WITH CENTER FILLING









PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
SENSATIONS TOFFEE BAG PACK	01	5.5	23	36	1250	3050
SENSATIONS CANDY BAG PACK	01	5.5	23	36	1250	3050
COFFEE CANDY JAR PACK	01	3.5	180	12	525	1280





PACKAGING SKU	 Pieces / Pack	 Weight / Pack	 Pack / Box	 Boxes / Carton	 20ft	 40ft
MAGIC POWDER BUBBLE GUM	01	40	18	08	1000	2200



PACKAGING SKU	 Pieces / Pack	 Weight / Pack	 Pack / Box	 Boxes / Carton	 20ft	 40ft
GUMLEYS CHOO TAPE BUBBLE GUM	01	40	24	06	1200	2700
GUMLEYS CHOO TAPE BUBBLE GUM	01	20	24	12	1200	2700



**Gumleys**  
CHEW POP REPEAT  
**CHOO**  
Paste Bubble Gum



**PACKAGING SKU**



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

CHOO TUBE BUBBLE GUM

01

45

24

06

1000

2200

CHOO TUBE BUBBLE GUM

01

35

24

06

1000

2200



**LIQUID  
SQUEEZE  
CANDY**



**PACKAGING SKU**



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

SLIME POP LIQUID CANDY

01

80

12

06

1050

2600

SLIME POP LIQUID CANDY

01

100

12

06

1050

2300



# Fruit Gala

CUBE SHAPE FRUITY  
CHEW



# FRUIT DROPS

CENTER FILLED  
CHEW



# FROOTO candy

CENTER FILLED FRUITY CANDIES



PACKAGING SKU

Pieces /  
Pack

Weight /  
Pack

Pack /  
Box

Boxes /  
Carton

20ft

40ft

FRUIT GALA BOX PACK

01

3.5

50

24

600

1450

FRUIT GALA JAR PACK

01

3.5

100

12

1050

2550

FRUIT DROPS PARTY PACK

01

3.2

22

36

600

1450

FRUIT DROPS FAMILY PACK

01

4.5

55

24

650

1500

PACKAGING SKU

Pieces /  
Pack

Weight /  
Pack

Pack /  
Box

Boxes /  
Carton

20ft

40ft

FROOTO CANDY BOX PACK

01

4.0

60

30

600

1450

FROOTO CANDY JAR PACK

01

4.0

100

12

1050

2550



# EXTRA CENTER

## CENTER FILLED LIQUID GUM



# Bubblegum

## BAZOOKA GUM



PACKAGING SKU

Pieces /  
Pack

Weight /  
Pack

Pack /  
Box

Boxes /  
Carton

20ft

40ft

EXTRA CENTER BUBBLE GUM BOX

01

4.0

100

12

1800

3800

EXTRA CENTER BUBBLE GUM BOX

01

4.0

100

20

800

1800

EXTRA CENTER BUBBLE GUM JAR PACK

01

4.0

100

12

1050

2550

PACKAGING SKU

Pieces /  
Pack

Weight /  
Pack

Pack /  
Box

Boxes /  
Carton

20ft

40ft

TIGER BUBBLE GUM JAR PACK

01

4.5

200

18

525

1280

ENERGY BUBBLE GUM BOX PACK

01

4.5

48

48

800

1775

CARTOON BUBBLE GUM JAR PACK

01

5.0

200

18

550

1275

ENERGY BUBBLE GUM BAG PACK

01

4.0

100

20

1300

3000



# Bubblegum

CENTER FILLED LIQUID GUM



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
VAMPIRE TONGUE PAINTER JAR PACK	01	3.5	120	12	750	1750
ROSHAN BUBBLE GUM BOX PACK	01	3.25	36	36	950	2200
ROSHAN BUBBLE GUM BOX PACK	01	4.5	48	54	625	1450

# Bubblegum

CENTER FILLED LIQUID GUM









PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
CENTER FRESH BUBBLE STICK PACK	07	26	54	08	800	1800
EXTRA FRESH BUBBLE GUM STICK PACK	07	26	24	12	2200	





PACKAGING SKU	 Pieces / Pack	 Weight / Pack	 Pack / Box	 Boxes / Carton	 20ft	 40ft
FRUITY LOLLY BOX PACK	01	10	50	12	1300	3700
FRUITY LOLLY JAR PACK	01	10	100	12	725	1750



PACKAGING SKU	 Pieces / Pack	 Weight / Pack	 Pack / Box	 Boxes / Carton	 20ft	 40ft
PECTIN JELLY ZIPPER BAG	01	114	01	24	1150	2700
SOUR CANDY ZIPPER BAG	01	128	01	24	1150	2700
BUTTER TOFFEE ZIPPER BAG	01	114	01	24	1150	2700
MARBLED CANDY ZIPPER BAG	01	128	01	24	1150	2700



# 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

