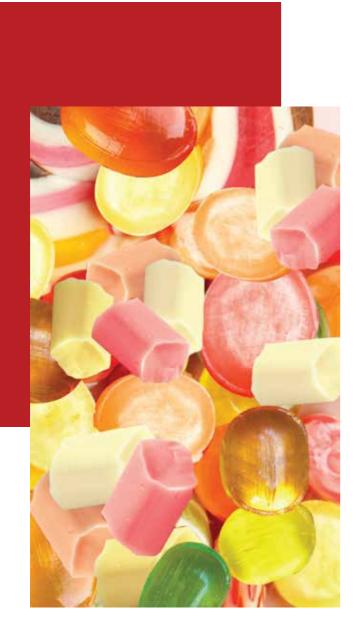


THE ORIGINAL CANDY MAKER SINCE 1966

Head Office: 114, Josef Tito St., El Nozha El Gdeeda, Cairo. Factory: 10th of Ramadan City -2nd Industrial Zone B2- Egypt.



Who We Are?

Horreia food industries, founded in 1966 by the Fendi family, with the desire to create high quality candies & chocolates in the Egyptian market. Beginning with hard candies segment, soon it became a market leader resulting in expansion of its segments lines to include soft candies, chocolate and wafer. The ongoing commitment to provide high quality, natural ingredients, and carefully selected products have led Horreia to Currently hold a leading market share in its 4 segments, in addition to being the No. 1 market leader in hard candies and the 4th market share in coated wafers.

Our Mission

To provide high quality confectionery that suits everyone's taste.

Our Vision

To be one of the world's leading confectionery manufacturers and providers.



Company History and Milestones Timeline



HARD AND SOFT CANDIES

Horreia is the main key player in hard and soft candies dominating the Egyptian Market with the highest market share.



WAFERS

Horreia is considered as a fourth key player in coated and uncoated wafers in the Egyptian market.

HORREIA

1966

Founded by the Fendi family in Egypt.

1970

CHICOHEND

Brand for Fourrée products by natural ingredients.

1990

SAULA

Brand has been involved in a lot of categories of Horreia's products (Hard Candy, Soft Candy and Wafers).

2014

ELITE

Brand for wafer with the convenient quality of ingredients available and affordable prices.



KEY FACTS



2 Plants

Hard Candies, Eclairs, Toffee, Wafer and Chocolate.

+1.5K Employee

Sales force, Planning, HR, Marketing, Finance....etc

Exports to 18 Countries

250 Distribution Vehicles

In Africa and MENA region.

With wide coverage across

the regions.

26 Distributor

Across the Egyptian regions.



THE ORIGINAL CANDY MAKER SINCE 1990

HARD CANDY





Coffee Candy

		FCL Quantity		
Packaging description :	Carton dimensions (cm):	20 Ft.	40 Ft. Hc	
12 bags x 90 pcs	38 x 31 x 16.5	1300	3200	
2 bags x 2.5 kg	32 x 24 x 15	1300	3200	
2 bags x 5 kg	40 x 32 x 21	1300	3200	
12 boxes x 200 pcs	41 x 38 x 23.5	1300	3200	
12 pcs x 30 bags	32.5 x 22.5 x 11	1300	3200	
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200	
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200	











Butterscotch Candy

		FCL Quantity		
Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc	
12 bags x 90 pcs	38 x 31 x16.5	1300	3200	
30 bags x 25 pcs	38.5 x 30.5 x16	1300	3200	
30 bags x 12 pcs	32.5 x 22.5 x 11	1300	3200	
12 boxes x 200 pcs	41 x 38 x 23.5	1300	3200	
2 bags x 2.5 kg	32 x 24 x 15	1300	3200	
2 bags x 5 kg	40 x 32 x 21	1300	3200	
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200	
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200	



Butterscotch Chocolate Candy

		FCL Quantity		
Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc	
12 bags x 90 pcs	38 x 31 x16.5	1300	3200	
30 bags x 25 pcs	38.5 x 30.5 x16	1300	3200	
30 bags x 12 pcs	32.5 x 22.5 x 11	1300	3200	
12 boxes x 200 pcs	41 x 38 x 23.5	1300	3200	
2 bags x 2.5 kg	32 x 24 x 15	1300	3200	
2 bags x 5 kg	40 x 32 x 21	1300	3200	
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200	
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200	









Assorted Candy Fruits

		FCL Quantity		
Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc	
12 bags x 50 pcs	36.5 x 31 x 12	1300	3200	
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200	
2 bags x 2.5 kg	32 x 24 x 15	1300	3200	
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200	





Mint Candy

		FCL Quantity		
Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc	
12 bags x 50 pcs	36.5 x 31 x 12	1300	3200	
12 boxes x 200 pcs	41 x 38 x 23.5	1300	3200	
2 bags x 2.5 kg	32 x 24 x 15	1300	3200	
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200	
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200	







THE ORIGINAL CANDY MAKER SINCE 1990

SOFT CANDY





Eclairs

		FCL Quantity		
Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc	
12 bags x 72 pcs	38.5 x 30.5 x 16	1300	3200	
30 bags x 20 pcs	39.9 x 32.4 x 20.5	1300	3200	
30 bags x 12 pcs	32.5 x 22.5 x 11	1300	3200	
12 boxes x 160 pcs	41 x 38 x 23.5	1300	3200	
2 bags x 2.5 kg	32 x 24 x 15	1300	3200	
2 bags x 5 kg	40 x 32 x 21	1300	3200	
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200	
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200	







THE ORIGINAL CANDY MAKER SINCE 1990

TOFFEE





Paradise

		FCL Q	uantity
Packaging description :	Carton dimensions (cm) :	20 Ft.	40 Ft. Hc
12 bags x 90 pcs	39.9 x 32.4 x 20.5	1300	3200
30 bags x 25 pcs	38.5 x 30.5 x 16	1300	3200
30 bags x 12 pcs	32.5 x 22.5 x 11	1300	3200
2 bags x 2.5 kg	32 x 24 x 15	1300	3200
12 boxes x 200 pcs	41 x 38 x 23.5	1300	3200
2 bags x 5 kg	40 x 32 x 21	1300	3200
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200







THE ORIGINAL CANDY MAKER SINCE 1990

Assaleya





Assaleya

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Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc
12 boxes x 200 pcs	41 x 38 x 23.5	1300	3200
2 bags x 2.5 kg	32 x 24 x 15	1300	3200







CONVENIENT QUALITY WAFER SINCE 2014

COATED WAFER











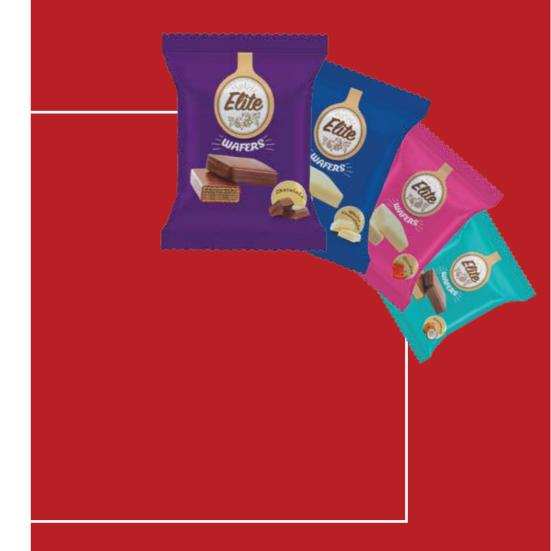
White Chocolate Wafer Inside Out

Chocolate Wafer Filled With Chocolate Cream

White Chocolate Wafer Filled With Strawberry

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Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc
Carton x 3 kg	16 x 26 x 35	800	1500
4 bags x 1 kg	18.5 x 29 x 41	800	1500











Chocolate Wafer Filled With Chocolate Cream

White Chocolate Wafer Inside Out



White Chocolate Wafer Filled With Strawberry Cream





		FCL Quantity		
Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc	
12 bags x 12 boxes	20.5 x 27 x 29	800	1500	
24 pcs x 6 boxes	13 x 26 x 34.5	800	1500	



Chicohend

CONVENIENT
QUALITY FOURREE
SINCE 1970

HARD CHICOHEND (Fourrée)





Hard Chicohend

		FCL Quantity	
Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc
20 bags x 50 pcs	38 x 32 x 19	1300	3200





CHICOHEND

CONVENIENT QUALITY FOURREE SINCE 1970

You can customize it.

SOFT CHICOHEND





Soft Chicohend

		FCL Quantity	
Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc
2 bags x 2.5 kg	32 x 24 x 15	1300	3200





CHICO:HEND

CONVENIENT QUALITY FOURREE SINCE 1970

You can customize it.

CHICOHEND BAR





Chicohend Bar

		FCL Quantity	
Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc
20 bags x 50 pcs	38 x 32 x 19	1300	3200





Boulique CONVENIENT QUALITY CHOCOLATE SINCE 2021

You can customize it.

CHOCOLATE FILLED









Chocolate Filled Milk Cream

Chocolate Filled Hazelnut Cream

Chocolate Filled Caramel Cream

Product codes :		FCL Quantity		
	Carton dimensions (cm):	20 Ft.	40 Ft. Hc	
16 boxes x 50 pcs	20.5 x 37 x 46	800	1500	
6 boxes x 83 pcs	26 x 29.5 x 34.5	800	1500	
carton x 4 kg	15 x 23 x 26.5	800	1500	





ACTION

CONVENIENT
QUALITY VEGAN
WAFER
SINCE 2021

You can customize it.

COATED WAFER







Vegan Chocolate Wafer Inside out

Vegan White Chocolate Wafer Filled With Chocolate Cream

		FCL Quantity	
Packaging description:	Carton dimensions (cm) :	20 Ft.	40 Ft. Hc
12 boxes x 12 pcs	20.5 x 27 x 29	800	1500





Hites -

CONVENIENT QUALITY WAFER SINCE 2024

BITES WAFER







wafer covered and fillled with white chocolate

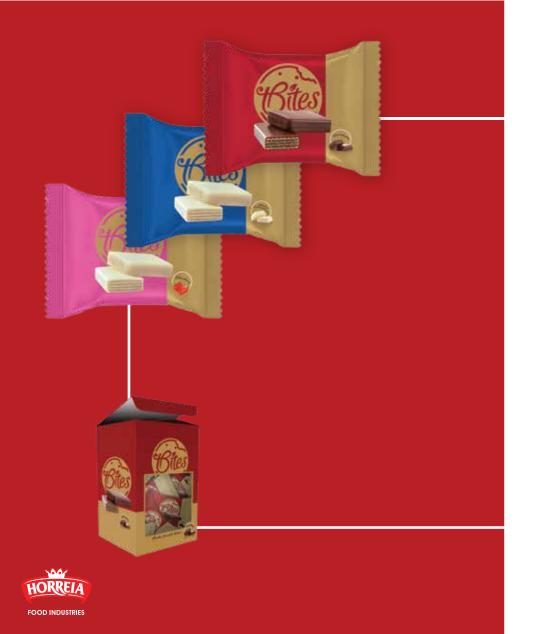
wafer covered and fillled with chocolate cream



wafer covered with white chocolate and filled with strawberry

Packaging description :		FCL Quantity	
	Carton dimensions (cm):	20 Ft.	40 Ft. Hc
3 kilo	16 x 26 x 35	800	1500









wafer covered and fillled with white chocolate

wafer covered and fillled with chocolate cream



wafer covered with white chocolate and filled with strawberry

		FCL Quantity	
Packaging description:	Carton dimensions (cm):	20 Ft.	40 Ft. Hc
50 pcs x 6 boxes	22 x 33 x 49.5	800	1500







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