



FOOD INDUSTRIES

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

#1

HARD AND SOFT CANDIES

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

#4

WAFERS

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

1966

HORREIA

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.

250 Distribution Vehicles

With wide coverage across
the regions.

+1.5K Employee

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

Exports to 18 Countries

In Africa and MENA region.

26 Distributor

Across the Egyptian regions.



**THE ORIGINAL
CANDY MAKER
SINCE 1990**

You can customize it.

**HARD
CANDY**





Coffee Candy

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		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

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		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

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		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

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		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

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		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**



You can customize it.

**SOFT
CANDY**





Eclairs

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		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
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SINCE 1990**

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TOFFEE





Paradise

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		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
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SINCE 1990**

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Assaleya





Assaleya

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		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**

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		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**



**24
pcs**

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		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**

You can customize it.

**HARD
CHICOHEND
(Fourrée)**





Hard Chicohend

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		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

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



CHICOHEND

**CONVENIENT
QUALITY FOURREE
SINCE 1970**

You can customize it.

**CHICOHEND
BAR**





Chicohend Bar



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

Boutique

**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 :	Carton dimensions (cm) :	FCL Quantity	
		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**

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



Bites

**CONVENIENT
QUALITY WAFER
SINCE 2024**

**BITES
WAFER**



You can customize it.

17 gm



**wafer covered and filled with
white chocolate**



**wafer covered and filled with
chocolate cream**



**wafer covered with white chocolate
and filled with strawberry**

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





9 gm



**wafer covered and filled with
white chocolate**



**wafer covered and filled with
chocolate cream**



**wafer covered with white chocolate
and filled with strawberry**

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



THANK YOU



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