



# TRENDS

DUBAI CHOCOLATE

**Product Profile**

## ABOUT US



Trends is a luxury chocolate brand born in Dubai, inspired by the vibrant Flavors and traditions of the Middle East. Developed by Sanadeeg LLC FZ, a renowned bulk grocery retailer in the UAE, Trends combines cultural heritage with modern craftsmanship to create a truly distinctive chocolate experience.

By infusing its chocolates with iconic regional Flavors, Trends delivers an indulgence that is both rich and authentic. With a perfect balance of sophistication and innovation, the brand appeals to those who appreciate tradition while embracing contemporary elegance.

We offer five delicious Flavors in three sizes: 190g, 45g, and 13g bars, perfect for any occasion.



## OUR KEY PRINCIPLES

### **Authenticity**

Honouring Middle Eastern heritage through rich, timeless Flavors.

### **Excellence**

Meticulously crafted with the finest ingredients for a superior experience.

### **Innovation**

Blending tradition with modern creativity to redefine chocolate.

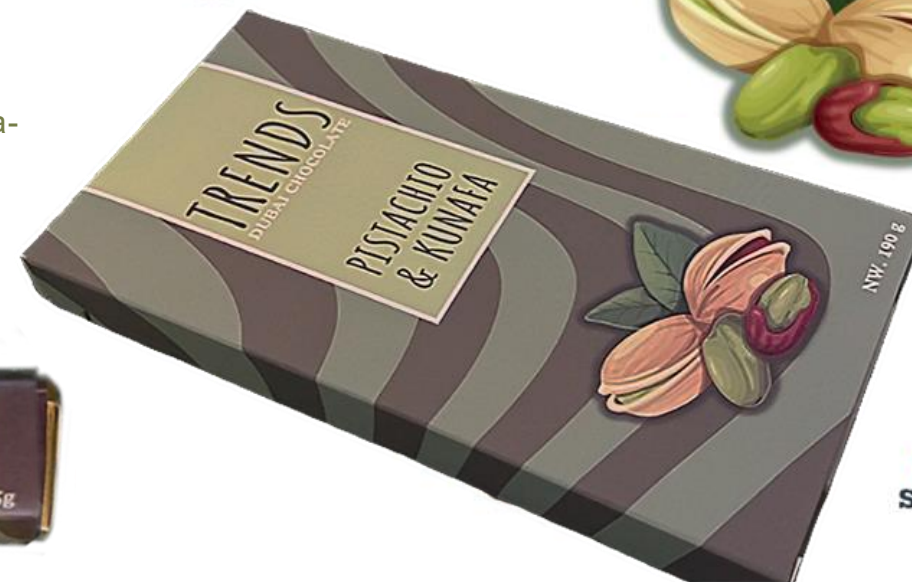
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## PISTACHIO & KUNAFI



Trends' Pistachio and Kunafi-inspired chocolates offer a luxurious blend of flavors and textures. The Pistachio variety delivers a rich, nutty creaminess, while the Kunafi-inspired chocolate features crispy phyllo and soft cream filling, rooted in Middle Eastern tradition. These creations highlight Trends' dedication to crafting bold, unique confections that celebrate heritage with a modern twist.





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## MASTIC, PISTACHIO & KUNAFI



Trends' Mastic, Pistachio, and Kunafi-inspired chocolates offer a rich fusion of Flavors and textures. Mastic provides a subtle, aromatic taste with a smooth chocolate base, while Pistachio adds a nutty, creamy richness. Kunafi-inspired chocolate, rooted in Middle Eastern tradition, features crispy phyllo and soft cream filling. These innovative creations showcase Trends' dedication to blending heritage with bold, unique Flavors for modern palates.



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## BLUEBERRY CHEESECAKE & KUNafa



Trends' Blueberry Cheesecake With Biscuits & Kunafa-inspired chocolates blend tradition with modern Flavors. The Blueberry Cheesecake variety offers a rich mix of creamy cheesecake, sweet blueberries, and smooth chocolate. Kunafa-inspired chocolate, rooted in Middle Eastern heritage, combines crispy phyllo and soft cream filling landing on a layer of Biscuit for a unique texture and bold, unforgettable flavour.





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## COCONUT & KUNAFI



Trends' Coconut and Kunafa Chocolate is a decadent fusion of tropical and Middle Eastern Flavors, combining smooth, rich milk chocolate with shredded coconut for a hint of sweetness and texture. Crispy, caramelized kunafa strands add a delicate crunch, creating a perfect balance of creaminess and crunch in every bite. This unique blend offers a luxurious, melt-in-your-mouth experience with a nod to tradition and indulgence.



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## CARAMELIZED BISCUITS & KUNAFI



Trends' Caramelized Biscuits and Kunafa Chocolate is a unique fusion of two beloved Flavors. The smooth, rich chocolate is combined with the caramelized crunch of Lotus Biscoff and the delicate, golden strands of kunafa. With every bite, you'll experience the perfect harmony of sweet, creamy, and crispy textures, creating a luxurious treat that bridges tradition and innovation. Indulge in this exquisite chocolate and Savor the essence of Middle Eastern indulgence like never before.





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## VELVET

A luxurious Assorted of **Trend Chocolate** in 190g, 45g, and 13g sizes. Whether you're treating yourself, sharing with others, or enjoying a quick bite on the go, each bar delivers the signature velvety texture and rich cocoa flavor you love. A perfect blend of convenience and indulgence in every size.



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## BITES - BOX OF 15

A premium collection of 15 bite-sized delights, each pairing the crisp golden layers of kunafa with rich, modern flavors. Indulge in five unique combinations. Perfect for gifting or treating yourself, this elegant box offers a fusion of tradition and creativity in every bite.





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## BITES - 30 BLISS

Experience a delightful twist on tradition with 30 bite-sized chocolate with kunafa creations, each infused with rich, contemporary flavors. This tempting box features five standout varieties.

Each perfectly layered with crisp kunafa and creamy fillings. Whether you're hosting, gifting, or indulging solo, this collection offers a unique taste journey in every bite.





# PACKING INFORMATION

## Packing Details (190g):

**12 Bars/Showbox:** 16.3X16.5X10.95 CM – G.W: 2.35 KG/Show Box  
**12 Showboxes/Carton:** 34.5X34X34.5 CM – G.W: 29.2 KG/Carton  
**38 Cartons/Pallet:** 104X93.5X151.2 CM – G.W: 1,071.6 KG/Pallet.

## Packing Details (100g):

**24 Bars/Showbox:** 16.5X16.3X12.35 CM – G.W: 2.64 KG/Show Box  
**12 Showboxes/Carton:** 34.5X34X39.5 CM – G.W: 31.68 KG/Carton  
**38 Cartons/Pallet:** 104X93.5X151.2 CM – G.W: 1,203.84 KG/Pallet.

## Packing Details (45g)

**24 Bars/Showbox:** 14X20.2X8.1 CM – G.W: 1.1 KG/Show Box  
**12 Showboxes/Carton:** 27.9X38.4X22.3 CM – G.W: 13.2 KG/Carton  
**48 Cartons/Pallet:** 104X93.5X151.2 CM – G.W: 633.6 KG/Pallet.

## Packing Details (13g):

TBA

# PACKING INFORMATION

## Packing Details (Trends Bite – Box of 15):

**30 Units/Carton:** 42X19X23.50 CM – G.W: 9.00 KG/Carton  
**40 Cartons/Pallet:** 104X93.5X130 CM – G.W: 360 KG/Pallet

## Packing Details (Trends Bite – 30 Bliss):

**24 Units/Carton:** 44X28.8X19 CM – G.W: 12.96 KG/Carton  
**36 Cartons/Pallet:** 104X93.5X130 CM – G.W: 466.56 KG/Pallet

## Packing Details (Trends - Velvet)

**12 Units/Carton:** 44.5X25X27 CM – G.W: 12.17 KG/Carton  
**24 Cartons/Pallet:** 104X93.5X130 CM – G.W: 292.08 KG/Pallet

## Terms and Conditions:

- Prices are subject to VAT.
- Price are EXW Dubai – UAE.
- Expiry Date is one year from production date.
- Payment Term is 100% in advance.
- Delivery Lead-time: 5-7 Days upon receiving payment & PO for quantities below 10,000 pieces.

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# THANK YOU

*We look forward to working with you!*

**Contact us**

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