

# Exhibitors from Pakistan at Anuga 2011

Pakistan Food Journal is pleased to report the show highlights of some of the Anuga Exhibitors from Pakistan. The Pakistan Pavilion was organized in collaboration with TDAP Pakistan. Some of the leading companies from Pakistan such as Ashrafi Food Industries, Barri Rice mills, Guard Rice Mills, Habib Oil Mills, Iftekhah Ahmad & Co., Irfan Noman Bernas, Seasons Foods, Shangrila Foods, Zaiqa Food Industries and Young's (Private) Limited among other were present at the show. *Show report by Amina Baqai, Editor-in-Chief*

## Seasons Foods Pvt. Ltd.

Seasons Foods Pvt. Ltd. is one of the leading meat processor in Pakistan and known for maintaining the highest quality and safety of fresh and frozen products. The processing plant located at Raiwand Manga Road District Kasur has total area of 11.5 acres with a covered area of 140,000 sq. feet.

The modern state of the art processing plant with strict hygiene and quality assurance guarantees that products retains the natural flavor and nutritional value.

Another important aspect is that Seasons Foods have a fleet of company owned refrigerated vehicles delivering products to their distributors and retailers across Pakistan. The products sold as MENU brand and catering to institutions and local/international store chains in the country.

Imran Ejaz from Seasons Foods said, "MENU is participating at Anuga show to introduce a wide range of cuisine from the House of Seasons ranging from Prime Cuts (Fresh & Frozen), Ready to Cook and Ready to Eat products, Veggie and wheat Products. Our versatile clear packaging ensures product safety and is easily



Imran Ejaz, Director, Seasons Foods showcased Menu range of products at Anuga.

reusable. Season Foods is Hazard Analysis and Critical Control Point (HACCP) Certified Company. This management system is used at all stages in which food safety is implemented through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product. The Processing Plant has been thoroughly audited and approved by Jami'ah Na'imiyah and Minhaj-ul-Hussain and Jamia Markaz-Uloom-e-Islamia for Zabiha Halal slaughtering."

## Staple Foods

Imran Rashid, CEO said, "Staple Foods is a processing facility based in Site Karachi and has been active in export of rice, spices and lentils to entire Middle East, Europe, US, Australia, New Zealand, Canada & African Countries. We market our products under the brand name ANMOL."

Anmol (means precious in Urdu language) offers a wide range of products including pickle, pulses, recipes and Super Kernel Basmati rice, 386 long grain rice, IRRI-6 rice and IRRI-9 Long grain rice.



Imran Rashid, Chief Executive of Staple Foods Pvt. Ltd. with Nasheed Rasheed.

## MATCO Rice

Established in 1964 by Syed Sarfaraz Ali Ghori the name "MATCO" has been abridged from its mother company M.A. Trading Company. MATCO Rice Processing Pvt. Ltd (MRP) based in Karachi at 250,000 sq. ft area comprises four rice processing units, two packing facilities, six warehouses and an office block.

According to Dr. Tariq Ghori, Director, MATCO has the most modern rice processing plant and is producing well-cleaned, graded and textured Basmati & IRRI rice for export market. The Rice Processing plant is highly automatic and the rice grain untouched by human hands from the time of its feeding into the plant until the final stage of automatic packing. MATCO has the facility to pack rice from 1kg to 100 kg packing in any quantity. The exports destinations include Australia, New Zealand, USA, UK, Egypt, Lebanon, Morocco, Mauritius, Oman, Qatar, Bahrain, UAE, Sri Lanka, Saudi Arabia, Yemen, Libya, Czech Republic, Austria and Armenia. Dr. Tariq Ghori is a founding member of the Rice Exporters' Association of Pakistan (REAP) and is currently a member of REAP's Managing



Dr. Tariq Ghori, Director, Matco Rice Processing Pvt. Ltd.

Committee as well as being the president of the Pakistan Basmati Rice Promotion Committee of REAP.

At Anuga, Matco rice presented FALAK® brand of Rice - quality basmati grown in Pakistan. Each grain of FALAK® is at least 7.4mm long and has its tips intact. It is milled to a whiteness of 40 kett and this extra-long rice is made with only the best quality basmati rice available in Pakistan. Then after meeting with all the stringent quality specifications, it is then aged for a period of over one year. Other brands for export market include Bahar Basmati and Sella Basmati Rice.

## Young's Private Limited

Established in 1988 as a food processing unit the house of Young's launched the Mayonnaise followed by Young's Chicken Spread; and now their spread range includes Sandwich Spread, Chocolate Spread, Olive Spread, Pizza Spread and recently launched Mayo Garlic.

Young's Natural Honey is the latest addition Young's range of products. Natural Honey is 100% pure blended honey collected by Australian bee's from farms in green valleys of Pakistan. To retain all of nature's goodness and purity from bee hives to consumption, it is hygienically processed yet delicately handled. It is also available in Acacia, Orange Blossom, Sidr and Swat Varieties.

According to Muhammad Bila Sohail, Director Supply Chain, Young's products in Pakistan enjoy tremendous Brand Leadership in Mayonnaise and Spreads category and we expect to enhance our presence in key export markets through our participation in shows like Anuga.



Muhammad Bilal Sohail, Director Supply Chain with Muhammad Jaffer, Sr. Manager International Marketing, Young's Private Limited.

## Kafi Commodities (PVT) Limited

Kafi Commodities from Karachi presented "Essence" Basmati Rice Brand at Anuga. Harris Paracha, Director Marketing said, "We have fully equipped unit with sizable milling and processing capacity and produce best qualities of Aromatic Rice. We entered in International Market, and have achieved several times the distinction of being the "Top Ten Rice Exporters from Pakistan"



Khalid Paracha and Harris Paracha of Kafi Commodities Pvt. Ltd.

## Meskey & Femtee Trading Company (Pvt) Ltd

Established in 2006, Meskey & Femtee Trading Company (Pvt) Ltd (MFT) is a Grain trading, milling and processing company specialized in Rice and Wheat among other grains. Shahid Tawawalla, the Chief Executive Officer present at Anuga Exhibition, also provides Cultivation Advisory on agricultural commodities to the Government of Pakistan. The concept from farm to plate is demonstrated by MFT, as this company covers the entire supply chain of rice from cultivation to procurement, milling, grading, packing and shipment processes and thus being present at all stages of rice from farming to the time it reaches your plate.



Shahid Tawawalla, CEO, Meskey & Femtee Trading Company Ltd. also provides Cultivation Advisory on agricultural commodities to Govt.

## Guard Agricultural Research & Services (Pvt) Ltd.

Guard Rice Mills, a part of Guard Group of Industries is the first rice mill to achieve ISO 9001:2000 Quality Management System Certification in 1998 and ISO 22000:2005 Food Safety Management System.

M.A Basit, Export Manager from Guard Agricultural Research and Services Private Limited explained, "Guard Rice is the only company in the private sector doing basic research and development of new varieties of Basmati in Pakistan. Guard research division supports Guard Rice Mills in search of new varieties. Dr. Abdul Majeed; formal director general of Rice Research Institute, rice geneticist and breeder of Basmati-385 joined the company as a magnanimous Director Research. In this context, two Extra-long Basmati varieties are produced by R&D division, therefore, Super kernel Basmati has won wide spread acceptance among rice-lovers across the world."

Another achievement of Guard Research Institute is the development and distribution of Hybrid Seed in Pakistan. Yuan Longping High-Tech Agriculture Company Limited China a super-producer of Hybrid seed worked with Guard Rice to establish 10 fields for trial of 5 different hybrid rice combination in different, fertile lands of Punjab and Sindh. The support of MINFAL, PARC, NARC, Provincial PRI's and agricultural departments enabled them to increase per acre yield of rice in Pakistan. Two Hybrid rice varieties GNY 50 and 53 have created tremendous demand in customers and Governmental department has approved them for commercial cultivation.



M. A. Basit, Export Manager, Guard Agriculture Research and Services Pvt. Ltd.

## Hemani Group

The meaning of the name Hemani is 'Made of gold; precious as gold', founded in 1949 in Karachi under the name of Mustafa Enterprises and M. Hussain Esmail & Company, Hemani Trading Company is now based in Duabi, UAE.



Ali Abbas Khaku, Marketing Executive, Mustafa Hemani, Managing Director from Hemani Trading with Hassan M. Yousufzai, Commercial Counsellor, Consulate General of Paksitan.

According to Mustafa Hemani, Managing Director of the Group, "Our major interest lies in Herbs, Spices, Gums, Bakhoo Ettar and other various herbal and medicinal products, dealing world-wide specially in the Sub-Continent, Middle-East and Africa. At Anuga, we are presenting our range of herbal teas for European markets.

## Habib Oil Mills (Pvt) Limited

Habib Oil Mills - HOM is the largest FMCG Company exclusively in the vegetable oil & fats sector in Pakistan. The brands names Habib Cooking Oil, Super Habib, Nayab Canola Oil, Mayar Banaspati and Handi Cooking Oil are known in Pakistan. Other products include Shortening and Margarine for industrial use. Habib Oil Mills also provide the shortening for related industries such as biscuits and ice cream fats, whereas two types of margarine products, namely



Mustafa Hassan Qureshi, Marketing Manager, Habib Oil Mills Pvt. Ltd.

spreadable Margarine and Puff Pastry Margarine are offered to institutional customers. HOME also offers mineral water and newly launched HOM Quality Foods, the products include recipe mixes, tomato Ketchup and pastes, instant juices, mayonnaise, sauces and Basmati rice. Other interesting product is a brand called "Jhat Patt" - ready to cook range as well as plain spices.

## Meskay & Femtee (Pvt) LTD.

Established in 1995, Meskay & Femtee (Pvt) Ltd. exports Parboiled Rice, White Rice, Basmati White Rice, Long Grain IRRI-6 rice, IRRI-9 rice, Polished Rice, sugar, wheat and pulses to wholesalers in different parts of the world.



Teka Mal, Chief Executive with Sanjesh Kumar, Director from Meskay & Femtee Pvt. Ltd.

Teka Mal, Chief Executive, M&F said, "Our Company is ISO 9001 – 2008 certified firm and internationally recognized as the member of Rice Exporters Association of Pakistan (REAP) and Karachi Chamber of Commerce & Industry (KCCI). We are currently exporting brands to many different countries such as Kenya, Tanzania, Sri Lanka, Mauritius, Madagascar, South Africa, Benin, Senegal, Bahrain, Angola, Hong Kong, Banjul, Uganda, Latvia, Poland, India, Bangladesh, Kuwait & U.A.E."

## Zaiqa Food Industries

Established in 1996, Zaiqa Food injustice is active in manufacturing, processing and export of Recipes of Spices, Food Pastes, Vermicelli and a variety of Rice Products. The Zaiqa Foods Products (brands Zaiqa & Tooba) portfolio consists of a diverse line of products ranging from masala blends (Recipes), dehydrated vegetables, pickles, table salt, snacks and desserts.



Sheikh Javed Akhter, CEO, Ashrafi Food Industries with Rana Aijaz, CEO Europe and colleague.

## Ashrafi Food Industries

Sheikh Javed Akhter, CEO of Ashrafi Food Industries was present with Rana Aijaz, CEO Europe at Anuga. The CEO explained, "We are the only company from Pakistan selling branded flour since 1961. Our Ashrafi brand Atta (Flour) is known in 33 countries. The present product portfolio includes rice, recipes, spices, bread, baked products, flour, sweet mix, salt and vermicelli. The soy based filled pastry (samosa) by Ashrafi Food Industries is a new product developed with the help of Cargill Group."

## Iftekhar Ahmad and Company

Iftekhar Ahmad and Company (IAC) is one of the leading growers, packers, exporters of fresh fruits and vegetables as well as Fruit pulps.

Fawad Zafar, Manager Sales elaborated, "Our core line of business is to produce, process, store and sell fresh fruits and vegetables, processed fruit pulp / puree, paste, fruit concentrates and clarified juice concentrates, domestically as well as internationally and our specialties are Mango and Kinnow (Mandarin) apart from a wide range of fruits and vegetables produced in Pakistan."



Fawad Zafar, Manager Sales with Muhammad Azhar Sheikh, Asst. Manager Marketing, Iftekhar Ahmed & Co.

IAC can be considered as largest exporter of Aseptic fruit Pulp/Puree & Clarified Juice Concentrate in Pakistan. The Group has also set up state of the art plants for the grading of fresh produces & multi fruit processing which are approved in accordance with stringent quality standards for export over 35 countries. The Group has made substantial investments in creating integrated fruit processing complexes and facilities in Pakistan.

## Pure Foods Company (Pvt) Limited

Incorporated in April 2006, Pure Foods Company Private Limited already gained a valuable experience in fruit juice processing and packaging industry, and therefore fruit juice manufacturing and marketing of brands like SIPRUS and COOL for domestic and international



Omair Mateen, Managing Partner, Sunland Foods and Usman Akram, Director, Pure Foods Company Pvt. Ltd.

market was the next step toward the future expansion strategy.

According to Usman Akram, "Pure Foods is producing premium quality nectars and fruit based Juices in PET Bottles and TetraPak on most modern and state-of-the-art processing units.

Pure Foods Company started its Exports in 2007 from Afghanistan and now we sell our products to USA, Canada, Yemen, Eastern / Western Africa and recently to Indonesia."

Omair Maten, Managing partner of Sunland Foods, a Karachi based company said, "Good product combined with efficient distribution is the key to success, and we are very pleased with response of local market towards our products."

## United King Foods

United King Foods (PVT.) Ltd. is an ISO 9000:2002 & HACCP Certified company active in manufacture and sale of sweet and savory snacks produced under the strict Hygienic conditions, using the best ingredients and high standard in packaging. Shaikh Muhammad Tehseen said, "The idea behind exhibiting at Anuga is to look for distributors of our products in Europe, as well as importers, retailers and whole sellers are also encouraged to make contact with our company."

The sweets exhibited at ANUGA were presented in beautifully designed vacu-



Shaikh Muhammad Tehseen, Chief Executive, Muhammad Haseen, Director, Shaikh Muhammad Irfan, Director, United King Foods Pvt. Ltd.

umed packed gift boxes. These Sweets packed in 500 and 900 gms in attractive tin boxes with easy to open lids are Gulab Jaman, Kala Jamun, Chum Chum, Bengali Rasgulla and Bengali Chum Chum. The Savoury snacks (Nimko) are packed in 40, 100, 200 and 400 gms pouches in metalized packing for extra shelf life for 1 year.

## Shangrila (Private) Limited

Founded in 1988, Shangrila has become a trendsetter in the art of culinary delight. Mansoor Ahmed, Chief Executive Officer was present with Director, Atif Ahmed at Anuga in Cologne said, "Our Company offers nine different kinds of products, such as Tomato Ketchup, Garlic Chilli Sauce, Imli Ginger Sauce, soy sauce, juices, vinegar, mix pickle, etc. for domestic as well as export market." ♦



Jawaid Iqbal, Director, Metro Estates Pvt. Ltd. with Ahmed Naeem.



Waqas Aslam, Managing Director, Super Rice Mills Pvt. Ltd with Shahid Hussain of Galaxy Rice.



Sohail Sultan, Director Marketing and Operations, Barkat Rice Mills Pvt. Ltd, Karim Aziz Malik, Vice President, ICCI.



Intertek stand at Anuga 2011.



Fida Ahmed of Al Hamza Trading Company.



Jatindar Kumar, Director Promotions with Chela Ram, CEO from K.K. Rice Mills Pvt. Ltd.