



**Nourishing
Lives, Hearts
and Communities**



About EBM

Nourishing lives, hearts and communities.

As Pakistan's #1 FMCG company, EBM has delighted and nourished generations of consumers for over 50 years. Our brands are loved by people of all ages and regions.

Our master brand – Peek Freans – is renowned, respected, and recognized by millions who instantly identify the iconic Pied Piper associated with our name. Catering to every taste with our range of 18 brands, EBM promotes wholesome, nutritious good quality “Food Between Meals” with the 5 best loved and largest biscuit brands in Pakistan.

With innovation at our core, we offer a wide variety of baked, nutritious, and affordable products that deliver happiness to our consumers. We keep investing in research to understand changing consumer preferences.



With a global presence in 30 countries, we have the largest production capacity in Pakistan today.

over

30

billion cookies & cakes baked annually

Our products are found in shops worldwide - from the smallest street kiosk to the largest trade stores, rows and aisles of goodness are on display. With a prolific global presence in over 30 countries across 5 continents. We have the largest production capacity in Pakistan today and contribute significantly towards the economic growth of the country. We aim to further our global impact with our ever-growing international footprint.

Our commitment to quality is evident in how we care for our products. All exports are packed in sea-worthy packaging that ensures complete retention of freshness, quality, and taste. All our products are in accordance with international standards of quality and hygiene to ensure that only the highest quality of nourishment reaches our consumers, wherever they might be.

At EBM, we bake excellence, and our mission of nourishing lives, hearts, and communities is the driving force behind our growth. We aim to keep our consumers at the heart of everything we do.

Our international footprint



- NORTH AMERICA**
Canada
USA
Panama
- EUROPE**
UK
Ireland
Germany
Italy
- AFRICA**
Somalia
Mauritius
South Africa
Mozambique
Djibouti
Kenya
Libya
- MIDDLE EAST**
UAE
Bahrain
Kuwait
Qatar
Oman
Saudi Arabia
- ASIA & OTHERS**
Afghanistan
Hong Kong
Malaysia
Indonesia
Japan
China
South Korea
Maldives

New Zealand
Australia



CEO's MESSAGE

Providing high quality nutrition to millions around the world.

At EBM, our mission is to nourish lives, hearts, and communities. We strive to do this through our brands that provide high quality nutrition to millions around the world. We continuously innovate to create and serve products to meet the demands of an evolving consumer palate. From crispy, crunchy, savoury to sweet and creamy delights, we have something for everyone.

With a legacy of 50 years, EBM continues to command the biscuits industry with more than 55% market share. As the largest national food company in Pakistan, our biscuits are some of the best-loved and most widely enjoyed across the nation.

Annual production capacity of 220,000 tonnes.

51%
Market Share

Our vision for the future is clear. We will innovate in all areas of business - from research and development to diversification into new categories in response to the evolving tastes of our consumers. We will invest in the future by developing innovative products, entering new export markets, and utilizing technologies for smarter and eco-friendly operations.

We have an annual production capacity of 220,000 tonnes - the largest in Pakistan and one of the largest in the region. As we step forward into a new era, we recognize more than ever the need to pursue a strategy that not only doubles the growth of our business, it also doubles the growth of our most important value – our people.

We look forward to making our business into a truly sustainable enterprise as we focus on the economic, environmental,

and social consequences of our operations and processes. We operate on a 'quality first' philosophy, which means that our manufacturing plants, as well as our processes across the production lifecycle, are met with the highest standards of international quality.

At EBM, we pride ourselves on being trusted by our partners, our vendors, our suppliers and distributors, our employees, and the millions of consumers who love our brands year after year.



Dr. Zeelaf Munir
Managing Director & CEO





OVER
50 YEARS
of BAKING
ARTISTRY



Spread the JOY

Simple and succinct, Spread The Joy encapsulates happiness, togetherness and good will. It urges the reader to take action, to engage in the moment and to pass on the emotion.

“From real captured moments of joy, heartfelt smiles spread across their faces. From joyous heritage, through spirited generations, a bright future unfolds. Joy is special, joy is treasure, pay it forward... Spread the joy.”

ABOUT PEEK FREANS

Each product is enriched with natural ingredients that provide a truly wholesome experience.

Over the last five decades, the success of Peek Freans has only been possible due to the efforts in keeping the needs of the consumers at the heart of everything we do. In each bite of our product lies the rich tradition of true grit and hard work, which has been essential in our journey to reach the epitome of baking excellence. Each product is enriched with natural ingredients that provide a truly wholesome experience.





OUR PRODUCTS

We continuously innovate to create and serve products to meet the demands of an evolving consumer palate.

Over the past 50 years, the Peek Freans name has become an integral part of people's everyday lives. As a much loved favourite, it has touched hearts, shared experiences, connected with the community – and above all, inspired genuine moments of joy.

As we step towards our future, we look to harness the multi-cultural influences we've learned so much from with a renewed global outlook that represents our open-minded and future focused approach.



Two simple ingredients; egg and milk meet in this delicious cookie that melts in your mouth.

Sooper Original

SKU	Packet	Half Roll	Snack Pack	Ticky Pack
Weight / Pack	112 gms	66 gms	39.6 gms	20 gms
Packs / Dispenser	-	6	12	24
Dispenser / Carton	-	24	18	18
Packs / Carton	24	144	216	432
Master carton per 20 ft container	1900	600	700	550
Master carton per 40 ft container	4400	1550	1650	1300

Sooper Elaichi

SKU	Packet	Half Roll	Snack Pack	Ticky Pack
Weight / Pack	112 gms	-	-	-
Packs / Dispenser	-	-	-	-
Dispenser / Carton	-	-	-	-
Packs / Carton	24	-	-	-
Master carton per 20 ft container	1900	-	-	-
Master carton per 40 ft container	4400	-	-	-



**Sooper Cookies
Super Taste!**

A perfect balance of classic ingredients with real chocolate indulgence that melts in your mouth, giving you a moment of pure, uninterrupted joy.

Sooper Classic Chocolate

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	107.2 gms	-	-
Packs / Dispenser	-	-	-
Dispenser / Carton	-	-	-
Packs / Carton	24	-	-
Master carton per 20 ft container	1900	-	-
Master carton per 40 ft container	4400	-	-



Delicious Strawberry and Vanilla cream, filled inside a crunchy biscuit sandwich.

Rio Strawberry & Vanilla

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	105 gms	65 gms	28.8 gms
Packs / Dispenser	-	6	16
Dispenser / Carton	-	24	18
Packs / Carton	24	144	288
Master carton per 20 ft container	1750	672	931
Master carton per 40 ft container	3750	1344	1862

Rio Double Chocolate

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	105 gms	65 gms	28.8 gms
Packs / Dispenser	-	6	16
Dispenser / Carton	-	24	18
Packs / Carton	24	144	288
Master carton per 20 ft container	1750	672	931
Master carton per 40 ft container	3750	1344	1862



Tasty Glucose biscuit with the power of Milk, Butter and Wheat.

Gluco

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	165 gms	72.8 gms	30 gms
Packs / Dispenser	-	6	16
Dispenser / Carton	-	24	18
Packs / Carton	24	144	288
Master carton per 20 ft container	1750	800	860
Master carton per 40 ft container	3850	1650	1710



A crunchy bite made with the finest peanuts.

Peanut Pik

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	142 gms	54.9 gms	-
Packs / Dispenser	-	6	-
Dispenser / Carton	-	24	-
Packs / Carton	24	144	-
Master carton per 20 ft container	1800	650	-
Master carton per 40 ft container	4200	1400	-

Pista Pik

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	118.3 gms	35.5 gms	-
Packs / Dispenser	-	6	-
Dispenser / Carton	-	24	-
Packs / Carton	24	144	-
Master carton per 20 ft container	1900	780	-
Master carton per 40 ft container	4400	1620	-



A distinctive flavorful biscuit full of chewy raisins and crunchy peanuts.

Party Pik

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	135 gms	54 gms	-
Packs / Dispenser	-	6	-
Dispenser / Carton	-	24	-
Packs / Carton	24	144	-
Master carton per 20 ft container	1900	780	-
Master carton per 40 ft container	4400	1620	-



Richness of vanilla and goodness of chocolate chips amalgamated into delicious cookies.

Chocolicious Vanilla Chocolate Chip Cookies

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	101.9 gms	-	18.9 gms
Packs / Dispenser	-	-	16
Dispenser / Carton	-	-	18
Packs / Carton	24	-	288
Master carton per 20 ft container	1900	-	990
Master carton per 40 ft container	4400	-	1980

Chocolicious Double Chocolate Chip Cookies

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	101.9 gms	-	18.9 gms
Packs / Dispenser	-	-	16
Dispenser / Carton	-	-	18
Packs / Carton	24	-	288
Master carton per 20 ft container	1900	-	990
Master carton per 40 ft container	4400	-	1980



Crisp chocolate cookies loaded with choco chips and a creamy choco centre.

Choco Lava

SKU	Packet	Munch Pack
Weight / Pack	135 gms	30
Packs / Dispenser	-	8
Dispenser / Carton	-	18
Packs / Carton	24	144
Master carton per 20 ft container	1150	750
Master carton per 40 ft container	2350	2500



Original Lemon Sandwich with 100% lemon flavor inside out.

Lemon Sandwich

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	128 gms	72 gms	24 gms
Packs / Dispenser	-	6	16
Dispenser / Carton	-	24	18
Packs / Carton	24	144	288
Master carton per 20 ft container	1900	792	1134
Master carton per 40 ft container	4400	1656	2331

Chocolate Sandwich

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	128 gms	72 gms	24 gms
Packs / Dispenser	-	6	16
Dispenser / Carton	-	24	18
Packs / Carton	24	144	288
Master carton per 20 ft container	1900	792	1134
Master carton per 40 ft container	4400	1656	2331



Crisp, light yet savory cracker glazed with butter.

Butter Puff Original Crackers

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	104.8 gms	52.4 gms	17.5 gms
Packs / Dispenser	-	6	16
Dispenser / Carton	-	24	18
Packs / Carton	24	144	288
Master carton per 20 ft container	1700	504	798
Master carton per 40 ft container	3300	1035	1666



The perfect buttery soft classic cookies.

Farm House Cookies Short Bread

SKU	Packet	Half Pack
Weight / Pack	127.8 gms	71
Packs / Dispenser	-	-
Dispenser / Carton	-	-
Packs / Carton	24	48
Master carton per 20 ft container	800	1600
Master carton per 40 ft container	1900	3700



Farm House Cookies Coconut Crunch

SKU	Packet	Half Pack
Weight / Pack	123.3 gms	68.5
Packs / Dispenser	-	-
Dispenser / Carton	-	-
Packs / Carton	24	48
Master carton per 20 ft container	800	1600
Master carton per 40 ft container	1900	3700

Farm House Cookies Chocolate Chips

SKU	Packet	Half Pack
Weight / Pack	126 gms	71
Packs / Dispenser	-	-
Dispenser / Carton	-	-
Packs / Carton	24	48
Master carton per 20 ft container	800	1600
Master carton per 40 ft container	1900	3700



Flavorful mix of a sweet and savory biscuit with a kick of cumin.

Click

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	142 gms	71.2 gms	35.5 gms
Packs / Dispenser	-	6	16
Dispenser / Carton	-	24	18
Packs / Carton	24	144	288
Master carton per 20 ft container	1800	726	912
Master carton per 40 ft container	3850	1584	1872



Inspired by the legacy created by local bakeries, Peek Freans Jam Delight is a sweet vanilla cookie, topped with authentic strawberry fruit jam.

Jam Delight

SKU	Packet
Weight / Pack	88.3 gms
Packs / Dispenser	-
Dispenser / Carton	-
Packs / Carton	24
Master carton per 20 ft container	1300
Master carton per 40 ft container	3300



Marie comes with a classic blend of butter and milk, making tea time really delicious.

Marie

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	157.5 gms	65.2 gms	21.7
Packs / Dispenser	-	6	16
Dispenser / Carton	-	24	18
Packs / Carton	24	144	288
Master carton per 20 ft container	1700	600	800
Master carton per 40 ft container	3700	1200	1670



A bite of this airy cookie dipped in milk tea is bound to charm your taste buds.

Nan Khatai Classic

SKU	Packet
Weight / Pack	116.2 gms
Packs / Dispenser	-
Dispenser / Carton	-
Packs / Carton	24
Master carton per 20 ft container	1300
Master carton per 40 ft container	3300



Bite sized, savory delight.

Saltish

SKU	Packet	Half Roll
Weight / Pack	112 gms	48 gms
Packs / Dispenser	-	6
Dispenser / Carton	-	24
Packs / Carton	24	144
Master carton per 20 ft container	1250	432
Master carton per 40 ft container	2800	864



Whole Wheat Slices are delicious, light and crunchy biscuits with the lowest calorie count and high fibre content.

Whole Wheat Slices

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	168 gms	-	31.4 gms
Packs / Dispenser	-	-	12
Dispenser / Carton	-	-	18
Packs / Carton	24	-	216
Master carton per 20 ft container	1300	-	1280
Master carton per 40 ft container	3300	-	2640

Whole Wheat Slices (Sugar Free)

SKU	Packet	Half Roll	Snack Pack
Weight / Pack	168 gms	-	31.4 gms
Packs / Dispenser	-	-	12
Dispenser / Carton	-	-	18
Packs / Carton	24	-	216
Master carton per 20 ft container	1350	-	1280
Master carton per 40 ft container	3500	-	2640



THE SIMPLE
PERFECTLY BALANCED
FLAVORS OF
EGG & MILK
THAT YOU LOVE,
NOW IN A
LIGHT & DELICIOUS
PLAIN CAKE



The simple perfectly balanced flavors of egg & milk that you love, now in a light & delicious plain cake.

Sooper Soft Bakes

SKU

Medallion Cake

Weight / Pack

32

Packs / Dispenser

8

Dispenser / Carton

18

Packs / Carton

144

Master carton per 20 ft container

600

Master carton per 40 ft container

1450



Cupcake with a luscious melted caramel centre-filling.

CakeUp Strawberry

SKU	Cup Cake	Cup Cake Mini
Weight / Pack	23 gms	23 gms
Packs / Dispenser	12	12
Dispenser / Carton	24	12
Packs / Carton	288	144
Master carton per 20 ft container	400	700
Master carton per 40 ft container	800	1600

CakeUp Double Chocolate

SKU	Cup Cake	Cup Cake Mini
Weight / Pack	23 gms	23 gms
Packs / Dispenser	12	12
Dispenser / Carton	24	12
Packs / Carton	288	144
Master carton per 20 ft container	400	700
Master carton per 40 ft container	800	1600



A moist cupcake with a luscious & melted centre-filling.

CakeUp Chocolate

SKU	Cup Cake	Cup Cake Mini
Weight / Pack	23 gms	23 gms
Packs / Dispenser	12	12
Dispenser / Carton	24	12
Packs / Carton	288	144
Master carton per 20 ft container	400	700
Master carton per 40 ft container	800	1600

CakeUp Caramel

SKU	Cup Cake	Cup Cake Mini
Weight / Pack	23 gms	23 gms
Packs / Dispenser	12	12
Dispenser / Carton	24	12
Packs / Carton	288	144
Master carton per 20 ft container	400	700
Master carton per 40 ft container	800	1600



A delicious chocolate cupcake filled and covered with rich chocolate.

CakeUp Triple Chocolate

SKU	Cup Cake
Weight / Pack	27.5 gms
Packs / Dispenser	6
Dispenser / Carton	24
Packs / Carton	144
Master carton per 20 ft container	500
Master carton per 40 ft container	1250



Our New **BRANDS**

We are original. And our originality stems from our out-of-the-ordinary thinking that continuously drives our people to have fun, experiment and create the most memorable

and joyous tastes. Being innovative is part of who we are, and of what we represent - the avant-garde philosophy of creating greatness.



Sugar Sprinkled Crunchy Biscuit Bites

Heartbeats

SKU	Family Pack	Share Pack	Munch Pack
Weight / Pack	95 gms	47.5 gms	25 gms
Packs / Dispenser	2	8	12
Dispenser / Carton	24	18	18
Packs / Carton	48	144	216
Master carton per 20 ft container	1200	300	300
Master carton per 40 ft container	2400	600	600



Sweet and crunchy cake rusk baked to perfection. A traditional treat, just for you!

Tiffin Traditions

SKU	Value Pack	Family Pack	Share Pack	Snack Pack	Ticky Pack
Weight / Pack	528 gms	352 gms	220 gms	88 gms	36 gms
Pieces / Dispenser	24	16	10	4	12
Dispenser / Carton	12	18	24	48	12
Master carton per 20 ft container	1700	504	630	798	990
Master carton per 40 ft container	3300	1035	1295	1666	2050



دو فلیورز مل جائے گی
SOOPER سوپر سادی خوشی ہے

The simple perfectly balanced flavors of egg & milk that you love, now in a light & delicious plain cake.

Sooper Soft Bakes Chocolate

SKU

Medallion Cake

Weight / Pack

32

Packs / Dispenser

8

Dispenser / Carton

18

Packs / Carton

144

Master carton per 20 ft container

600

Master carton per 40 ft container

1450



ICING COATED.
SPRINKLE COVERED.
CREAM-FILLED
DONUT CAKES!



A delicious round fluffy donut cake which is coated with chocolate & strawberry, covered with sprinkles & filled with cream.

Smile Chocolate Donut Cake

SKU	Donuts
Weight / Pack	40 gms
Packs / Dispenser	12
Dispenser / Carton	12
Packs / Carton	144
Master carton per 20 ft container	1100
Master carton per 40 ft container	2200

Smile Strawberry Donut Cake

SKU	Donuts
Weight / Pack	40 gms
Packs / Dispenser	12
Dispenser / Carton	12
Packs / Carton	144
Master carton per 20 ft container	1100
Master carton per 40 ft container	2200

Thank
YOU

English Biscuit Manufacturers (Pvt.) Limited.
1-4, Sector 23, Korangi Industrial Area,
Karachi-74900, Pakistan.

92 21 111 326 326
92 21 3506 0825
corporate@ebm.com.pk
ebm.com.pk