



Hayat Industries (Pvt) Ltd, established 1971, is a family business. Our focus since inception has been on promoting Pakistan's delicious food and flavors across the globe.

We have two exceptional brands in our portfolio:



**Shahzada Foods**  
our flagship brand



**Meraki Organics**  
our USDA & EU Organic  
certified brand.



A gold, wavy banner with a subtle floral pattern. The word "Shahzada" is written in a large, elegant, black script font. Below it, the tagline "The Perfect Feast" is written in a smaller, black, sans-serif font.

*Shahzada*<sup>TM</sup>  
The Perfect Feast

# PRODUCT CATALOGUE

# AN OVERVIEW

Shahzada Foods is an heirloom brand that specializes in **premium quality Pakistani food** ingredients as well as food solutions. It has been a constant in your home for almost **three decades** and recently passed down to the **third generation** of individuals who care deeply about the brand and maintaining its excellence.

**Product quality** is of paramount importance to us and we go the extra mile to ensure that only the best reaches your plate. From procurement, to manufacturing, processing and packaging, our entire product range is handled under the care of our **skilled and diligent team** operating **world-class technology**.

Shahzada Foods' business model is very **customer-centric** where the satisfaction of our consumers is our top priority. We are continuously focused on ensuring that our consumers get the most **premium products** from us to serve their families and loved ones a **perfect feast** every time.

*Shahzada*  
The Perfect Feast

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# BASMATI RICE

## WHAT IS BASMATI?

The word Basmati literally means 'scent of the soil'. This variety of rice is native to the province of Punjab in the Asian Subcontinent and cannot be grown anywhere else. It is unique in its delicate flavour and delicious aroma and is widely popular amongst global consumers for the same.

## OUR PROCESS

Our premium Basmati rice is carefully procured from the most fertile regions of Punjab. It is milled, sorted and polished in a state of the art fully integrated rice milling plant from Buhler with a vast and efficient production capacity. Next the rice is packaged in an automated system before being shipped to Shahzada's international partners. Every step of the process is being monitored and checked by our experienced quality control team.

## OUR PROMISE

Basmati Rice is the first product launched by Shahzada Foods and it has consistently been offering the same premium quality to its consumers since the first day almost 30 years ago. For anyone who wants the best rice Pakistan has to offer, Shahzada Foods is the brand for them!

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# ABOUT THE RICE

All our rice is GLUTEN FREE



All our rice is NON-GMO



All our rice is VEGAN, HALAL & KOSHER



Our Health Range is USDA & EU Organic certified – no chemicals or pesticides are used in any part of the process from farm to fork.



It is also good for diabetics as it has a LOW GLYCEMIC INDEX value. The Brown Basmati Rice is HIGH IN FIBER, VITAMINS and MINERALS.



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# ORGANIC RICE

Shahzada Foods is one of the handful of companies in Pakistan to have organic certification for Basmati and non-Basmati varieties of rice.

Organic foods are completely natural - they are those that do not use chemicals or pesticides at any stage of the process. As a result such foods are more nutritious and even taste better than their conventionally farmed counterparts.

Organic foods have to be certified by an internationally accredited company to ensure that right from the farming to the production & packaging - all processes are compliant with organic standards.

We can offer the below organic rice varieties for private label or bulk sales:

## BASMATI RICE

White Rice  
Brown Rice  
Parboiled Rice

## LONG GRAIN RICE

White Rice  
Brown Rice  
Parboiled Rice

## BROKEN RICE





# SUPREME BASMATI RICE

EXTRA LONG GRAIN RICE FOR THE  
ULTIMATE DINING EXPERIENCE



- XXL Grain Length
- Slender, Fluffy and Non-Sticky Grains
- Aged
- Great for Special Occasions and Daily Use

## AVAILABLE IN:

2lbs/1 kg stand up pouch with zip-lock  
10lbs/5kg 3D pouch with top slider zipper  
40lbs/ 20kg bulk non-woven bag

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The Perfect Feast



# PREMIUM SUPER KERNEL BASMATI RICE

NATURALLY FLAVOURFUL AND  
AROMATIC RICE



- Very Aromatic & Flavorful
- Slender, Fluffy and Non-Sticky Grains
- Aged
- Great for Special Dishes and Daily Use

## AVAILABLE IN:

- 2lbs/1 kg stand up pouch with zip-lock
- 10lbs/5kg 3D pouch with top slider zipper
- 40lbs/ 20kg bulk laminated bag
- 40lbs/ 20kg bulk non-woven bag

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The Perfect Feast

# EXTRA LONG GRAIN BASMATI SELA RICE

EXTRA LONG GRAIN RICE FOR EFFORTLESS  
COOKING AND PERFECT PRESENTATION



- XXL Grain Length
- Slender and Sturdy Grains that Stay Fresh For Hours After Cooking
- Aged
- Great for Special Occasions

## AVAILABLE IN:

- 2lbs/1 kg stand up pouch with zip-lock
- 10lbs/5kg 3D pouch with top slider zipper
- 40lbs/ 20kg bulk laminated bag
- 40lbs/ 20kg bulk non-woven bag

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The Perfect Feast



# CLASSIC RICE

EVERYDAY RICE FOR ALL MEALS



- Aromatic & Flavorful
- Slender, Fluffy and Non-Sticky Grains
- Aged
- Great for Daily Use

## AVAILABLE IN:

2lbs/1 kg stand up pouch with zip-lock  
10lbs/5kg 3D pouch with top slider zipper  
40lbs/ 20kg bulk non-woven bag

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# HEALTH RANGE

## ORGANIC BROWN BASMATI RICE



- High In Fiber
- High In Vitamins & Minerals



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# HEALTH RANGE

## ORGANIC LOW GI BASMATI RICE



### IDEAL RICE FOR DIABETICS

Special processing ensures lower uptake of sugar in the bloodstream as compared to all other rice.



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# ONE POT SOLUTIONS

## Introduction

Turn plain boiled rice into a **quick, delicious and complete meal!** Cook the contents of our one-pot box – rice & spice blend – together in minutes, complement with your favourite vegetables, proteins, legumes or enjoy as a standalone meal.

**Each flavour has been thoughtfully crafted so you can enjoy a new and delicious meal every time!**

Our one-pot desserts range offers the same **convenience and ease** for when you are looking for the **perfect bite of sweetness** to end your meal. Each variant is a complete dessert on its own but fresh fruit, a dollop of cream or any other preferred accompaniment can be added to elevate the flavor.

Shahzada Foods is committed to providing it's consumers with **wholesome, delicious and convenient food solutions prepared in minutes from the comfort of their homes.**



# ONE POT SOLUTIONS

*Why its excellent*

## **Easy and Quick Preparation**

Entire meal for two ready in one pot in about 10 minutes.

## **Convenient**

Exact blend of flavors provided with measured amount of rice  
– no effort to put contents together required on the consumers' part.

## **Versatile**

Can turn it into a new dish every time to suit the occasion by pairing with different accompaniments, or be enjoyed as a stand-alone meal.

## **Exotic and Authentic Range of Flavors**

From savory to sweet and mild to spicy & strong, there is something for everyone in the Shahzada Foods One Pot range. Each flavor has been thoughtfully crafted to bring an authentic and wholesome experience to the consumer without having to leave the comfort of their home.

## **Healthy**

The meals are gluten free, gmo free, msg free, vegan and Halal. In addition, the brown rice variants are also high in fiber and low GI.

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# ONE POT SOLUTIONS

## Other details

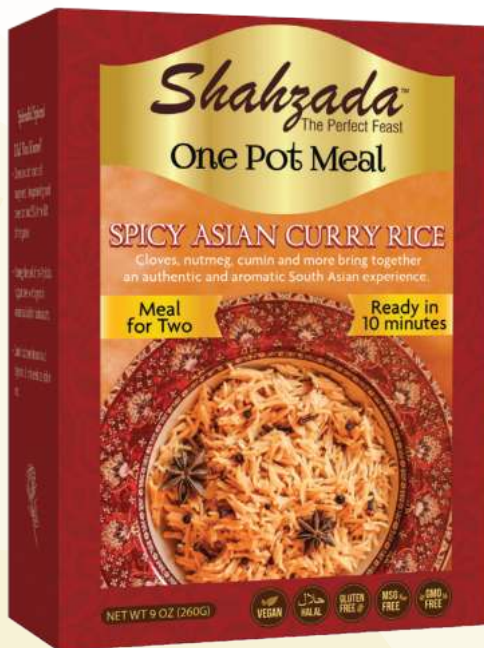
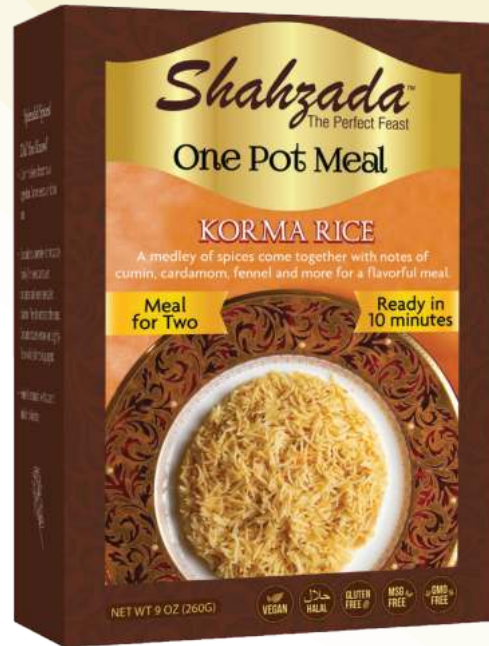
- Each box contains a **meal for two**. However the contents in the savory variants are individually packaged such that one meal can be cooked at a time as well if preferred.
- Each savory flavor box **weighs** 260g or 9oz. The two dessert variant boxes weigh 82g (3oz) and 280g (10oz) respectively.
- Each **case** contains 12 boxes. The cases have perforation such that they can be converted into **retail displays**.
- Each savory flavor is offered in **White Basmati Rice** as well as **Brown Basmati Rice**.



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## Korma Rice

A medley of spices come together with notes of cumin, cardamom, fennel and more for a flavorful meal.



## Spicy Asian Curry Rice

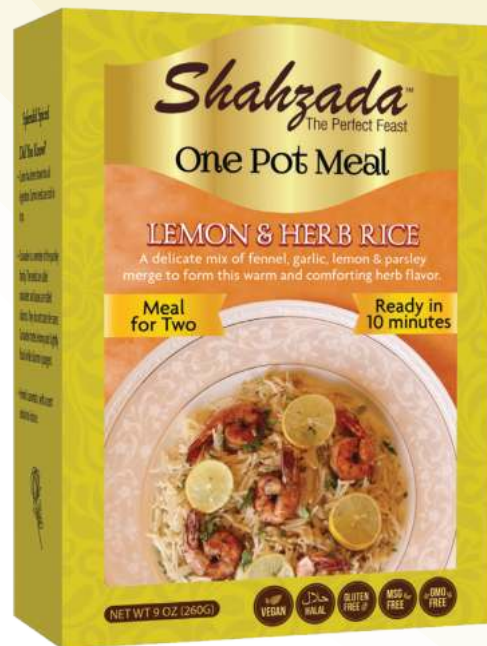
Cloves, nutmeg, cumin and more bring together an authentic and aromatic South Asian Experience.

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## Lemon & Herb Rice

A delicate mix of fennel, garlic, lemon & parsley merge to form this warm and comforting herb flavor.



## Yellow Lentil Rice

Light touches of turmeric, coriander, ginger and more bring together and earthy comfort meal.

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## Thai Curry Rice

The rich flavors of onion, pepper, ginger and more combine to bring together a tangy yet sweet Thai flavor.



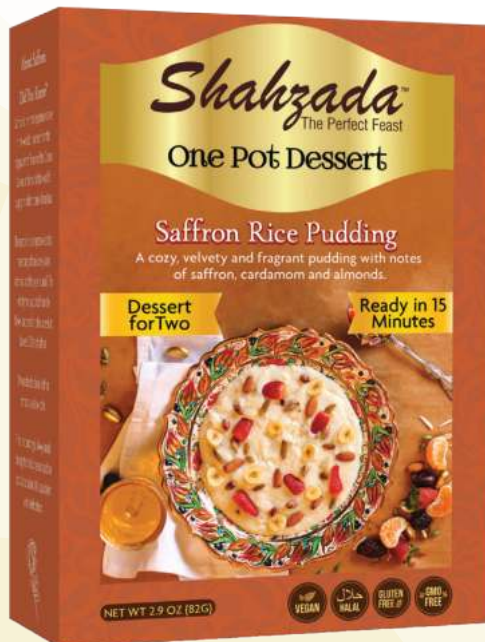
## Rice Pilaf

Bay leaf, cumin, caraway and more compliment a buttery base - a South Asian favorite.

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## Sweet Jaggery Rice

Jaggery, coconut and almonds come together for a decadent rice dessert - a South Asian delicacy.



## Saffron Rice Pudding

A cozy, velvety and fragrant pudding with notes of saffron, cardamom and almonds.

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# COOKING PASTES

Our range of cooking pastes are made using the finest fresh raw materials so as to ensure that the flavour is not compromised in your meals.  
We do not use powder or any artificial flavors.  
The paste bottles are fully reusable.



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# GARLIC PASTE



**AVAILABLE IN:**  
750 gms / 320gms

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# GINGER PASTE



**AVAILABLE IN:**  
750 gms / 320gms

**Shahzada™**  
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# GARLIC & GINGER PASTE



**AVAILABLE IN:**  
750 gms / 320gms

**Shahzada™**  
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# GREEN CHILLI PASTE



**AVAILABLE IN:**  
750 gms / 320gms

**Shahzada™**  
The Perfect Feast

# PAPAYA PASTE



**AVAILABLE IN:**  
750 gms / 320gms

**Shahzada™**  
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# RED CHILLI PASTE



**AVAILABLE IN:**  
750 gms / 320gms

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# TAMARIND PASTE



**AVAILABLE IN:**  
750 gms / 320gms

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# CRISPY FRIED ONION

MADE FROM PAKISTANI RED FRIED ONIONS



- Made with fresh onions
- Fried in pure vegetable oil
- No salt added
- Very lightly coated in flour
- Can be used as a snack, garnish or in cooking
- Zip-lock for convenience and lasting freshness

AVAILABLE IN 400gms/ 5KG bulk packaging

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# PITTED DATES

Our date varieties are hand pitted and easy to use as table fruit as well as in cooking. They are both high in fiber, potassium and calcium as well as energy and antioxidants. The tub is reusable.

Pitted Deglet  
Nour Dates

Pitted Aseel  
Dates

**AVAILABLE IN:**  
24 oz / 680 gms



# CONTACT US

## Shahzada Foods is a quality brand of Hayat Industries (Pvt) Ltd

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an ISO and HACCP certified company



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