



Nourishing
Excellence in
Food Service

فرزانه
Farzana

WHO WE ARE?

Pioneering Excellence in Food Industry Since 1966.

Farzana's inception in 1966 marked the beginning of a transformative journey with a clear vision – to enhance lifestyles via food accessibility on a global scale. Beginning as a modest fruits and vegetable shop, Farzana has evolved into a premier multinational importer and distributor of high-quality fresh and frozen produce.

Our unwavering commitment to excellence is substantiated by our strategic partnerships with industry-leading suppliers, ensuring a diverse and unparalleled product range all year round. From fresh and frozen varieties to dry foods, our trusted suppliers adhere to the stringent standards of the HACCP Food Safety Program.

At Farzana, we operate as a fully integrated food service distributor, prioritizing sales, distribution, logistics, processing, and marketing of food products. This is achieved with the help of our team of over 500 dedicated professionals, state-of-the-art logistics infrastructure and a fleet of more than 200 temperature-controlled vehicles seamlessly navigating the UAE.





Tailored Support, Made for Success.

Crafted for Successful Food Operations

At Farzana, we recognize that the success of restaurants and hotels hinges on more than just the ingredients they use. With more than 5 decades of industry experience, we've been committed to delivering excellence, expertise, and top-quality products that empower our clients to build and sustain successful food operations. Whether it's optimizing our streamlined logistics, providing invaluable culinary insights, or ensuring competitive pricing structures, Farzana emerges as a steadfast partner, deeply invested in the growth and prosperity of our B2B allies within the dynamic and fiercely competitive landscape of the hospitality industry.

OUR CAPABILITIES

Robust Logistics & Distribution System



>200

Temperature-Controlled,
Ambient Reefer Vehicles

>33,000^{MT}

Storage Capacity

- With our cutting-edge **Vehicle Management System**, your shipment is meticulously monitored and optimized for seamless transit, and safe delivery right into your hands.
- Our services extend across the **entirety of the UAE**, with **7-days-a-week delivery**. Order today, and you will get it the next morning.
- We are also the proud holders of **HACCP and ISO certification**, ensuring every process is of the highest standard.

OUR CAPABILITIES

Excellent Customer Services & Support



24/7

Customer Support

Dedicated Account Manager

- Our dedicated **account managers** stand ready to understand and answer your unique requirements through customized approach that goes beyond logistics.
- **24-Hour Support System** stands ready to provide you with uninterrupted assistance. Day or night, our support team is at your service, ready to address your queries, concerns, and unforeseen challenges with the swiftness that defines Farzana.

OUR CAPABILITIES

Great Product Quality & Diversity



300⁺

Global Brands

30k⁺

Stock Keeping Units

- From **sourcing the finest produce** to employing **rigorous quality control** measures, we ensure that every product meets the highest standards.
- We curate an **extensive choice of produce** in the Fresh and Frozen segments, ensuring a tapestry of choices that cater to the tastes of our clients, from everyday staples to the most exotic of produce.

OUR CAPABILITIES

Competitive Pricing



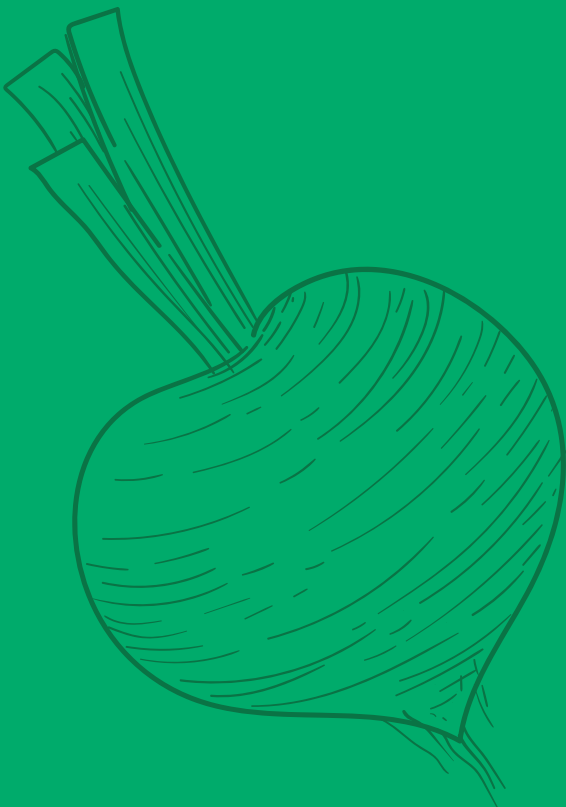
200⁺
Strategic Partners

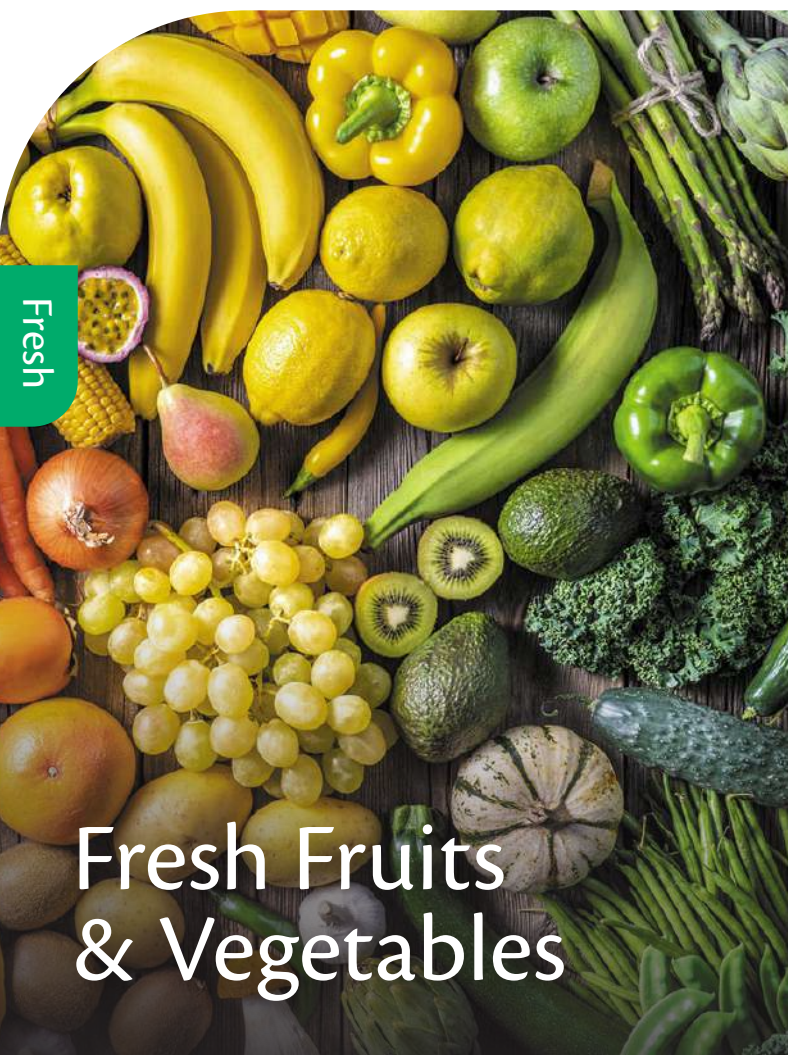
Direct Import of
6500⁺ Containers

- By leveraging our extensive network of strategic partners across the globe and our ability to buy in bulk, we are able to offer pricing that empowers our clients to boost their profit margins without sacrificing quality.
- With decades of experience in the industry, we are strongly equipped to provide market insights that are relevant to the industry.



OUR PRODUCTS & PARTNERS





Fresh

Fresh Fruits & Vegetables

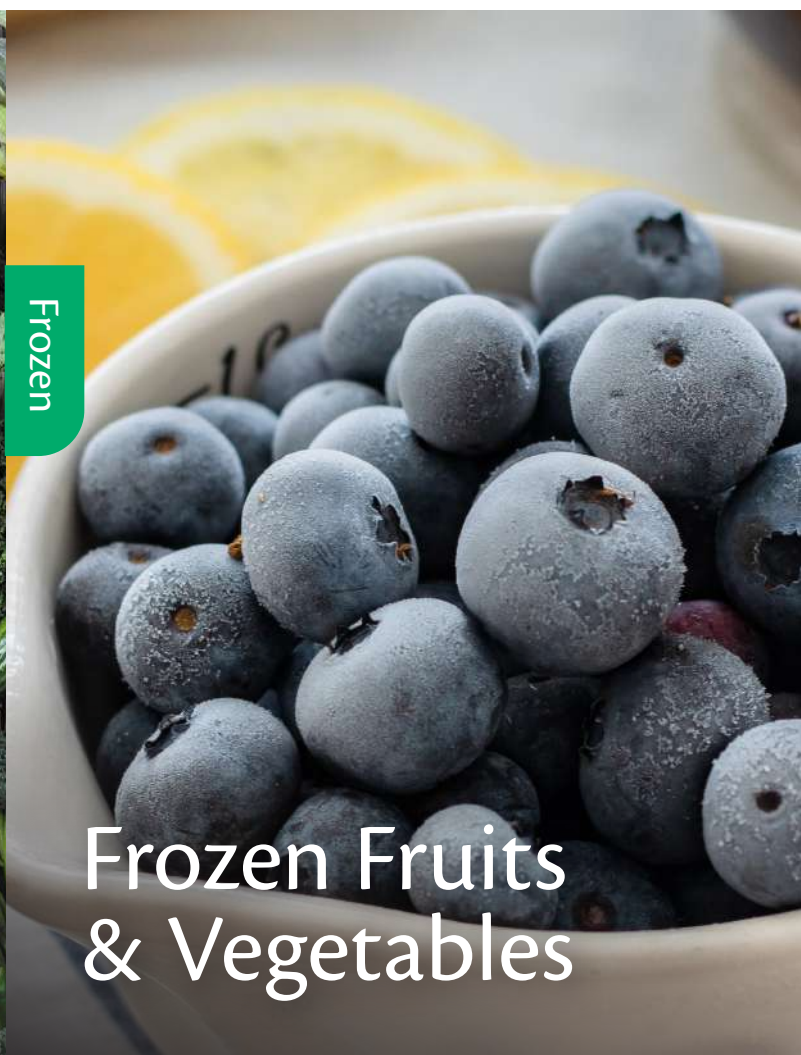
Sub-categories

Apples, Pears, Stone Fruits, Citrus, Berries, Bananas, Pineapples, Grapes, Exotic Fruits, and Various Vegetables.

Origin

South Africa, India, China, Europe, Egypt, Ecuador & Asia.

Brands



Frozen

Frozen Fruits & Vegetables

Sub-categories

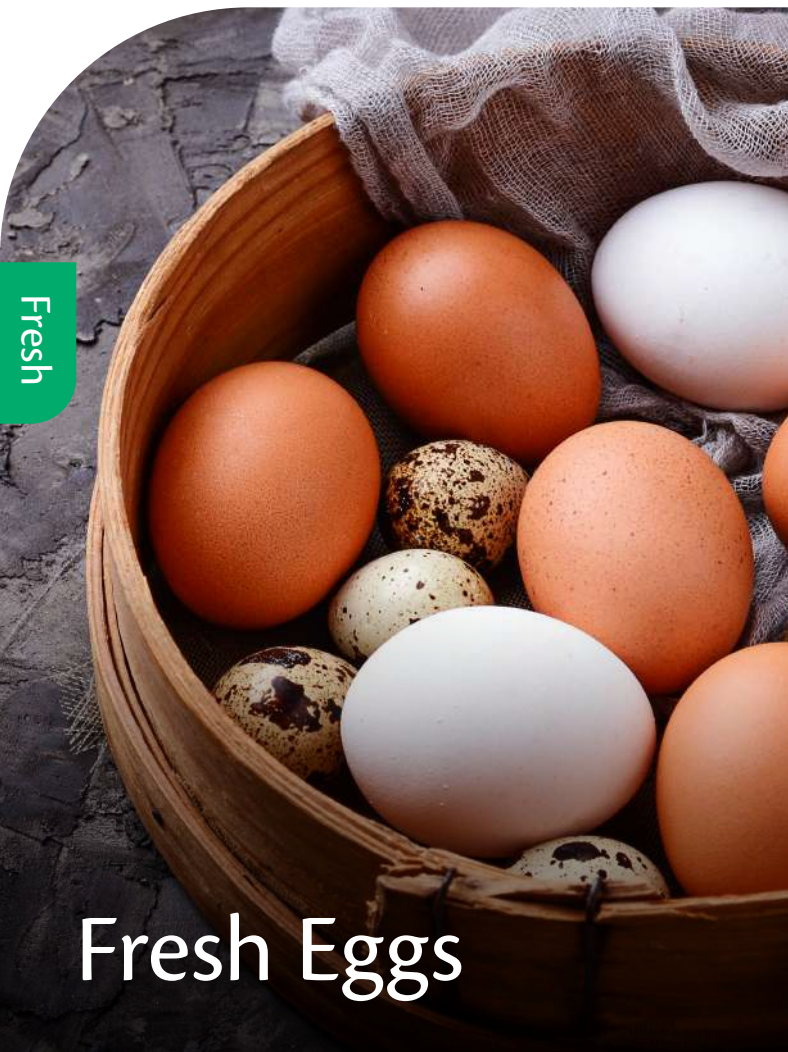
Green Peas, Mix Vegetable 3-Way, Spinach Chopped, Cut Green Beans, Mix Vegetable 4-Way, Cauliflower, Broccoli, Baby Carrot, Brussel Sprout, Broad Beans, Molokhia, Strawberry, Okra, Mango Pulp, Guava Pulp, Corn on the Cob, Sweet Corn, Tapioca.

Origin

Europe, Egypt & India.

Brands





Fresh

Fresh Eggs

Sub-categories

Hen Eggs, Quail Eggs, Turkey Eggs, Ostrich Eggs, Duck Eggs, Organic Eggs, Double Yolk Eggs, White & Brown Eggs.

Origin

Turkey, India, USA, Brazil & UAE.

Brands



Chilled

Pasteurized Liquid Eggs

Sub-categories

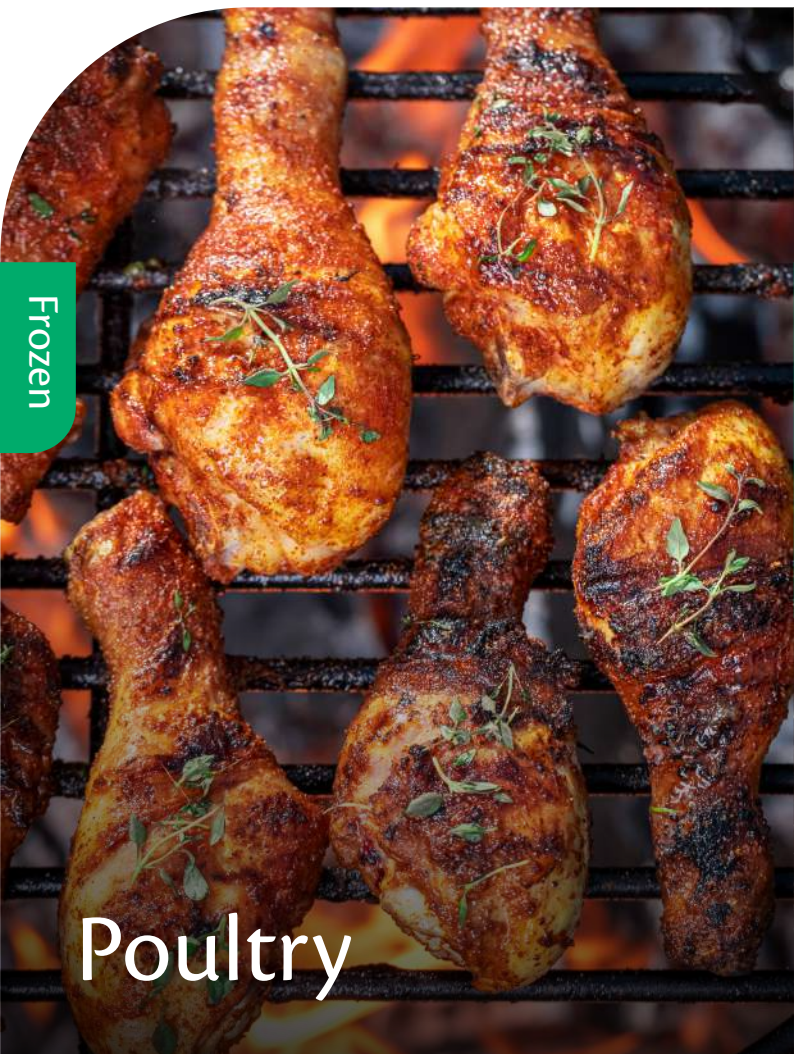
Liquid Whole Eggs, Liquid Egg Whites, Liquid Egg Yolk.

Origin

Turkey, India, USA, Brazil & UAE.

Brands





Frozen

Poultry

Sub-categories

Chicken Grillers, Chicken Breast, Leg Quarter, Shawarma, Wings, Gizzard, Liver, Drumstick, Thigh Quarter, Chicken Leg B/L S/Less, Chicken Thigh B/L S/L, Organic Chicken, Duck Griller, Turkey whole.

Origin

Brazil, Argentina & USA.

Brands



Frozen & Chilled

Lamb & Mutton

Sub-categories

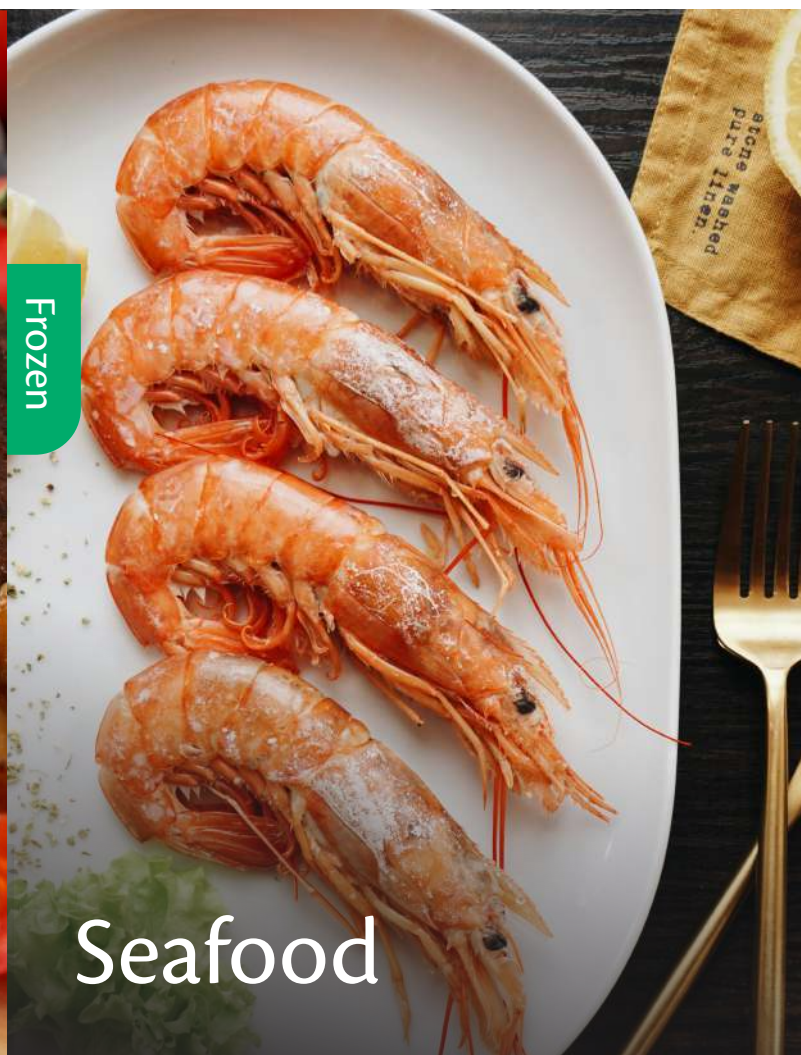
Lamb Whole Carcass, Lamb Leg B/In, Lamb Leg B/Less, Lamb Shoulder B/In, Lamb Forshank B/In, Lamb Shoulder B/Less, Mutton Leg B/In, Mutton Leg B/Less, Mutton Shoulder B/In, Mutton Rack B/In, Mutton Shank B/In, Mutton Forshank B/In, Mutton Carcass 6 Way Cut, Sheep Feet, Sheep Kidney, Sheep Liver, Sheep Tripe.

Origin

Australia, Brazil, South Africa & India.

Brands





Beef

Sub-categories

Beef Tenderloin, Striploin, Topside, Silverside, Chuck, Rump Steak, Brisket, Thick Flank / Knuckle, Tail, Cube Roll, Liver, Tripe, Short Ribs, Slice, Bobby Veal, Veal Leg.

Origin

Australia, Brazil, South Africa & India.

Brands

minerva
foods

Friboi

Frigerio

Seafood

Sub-categories

Shrimps, Squids, Whole round fish, Salmon, Fish Fillets.

Shrimps PD & PD Tail On, Head On Shell On Black Tiger, Breaded Shrimps Black Tiger, Shrimps H/Less, Breaded Shrimps, Baby Shrimps, Squid Tube, Squid Rings, Squid Whole, Squid Cleaned, Whole Round Milk Fish, King Fish, Tilapia, Mackerel, Salmon, Atlantic Cod Fillet, Sea Bream Fillet, Sea Bass Fillet, Barramundi Fillet, Tilapia Fillet, Mackerel Fillet & Pangasius Fillet, Salmon Fillet Skin On/Skin Less, Smoked Pre-Sliced Salmon fillet, Crab stick, Clams' Meat, Mussel Meat, Seafood Mix and Half Shell Mussel and More.

Origin

Vietnam, Russia, Taiwan, Turkey, India & China.

Brands

فาร์มيلا
FARMILA

Fatfish
FATIFISHCO

Galant

G
GLACIALIS



Ready to Cook

Sub-categories

Chicken Franks, Chicken Nuggets, Chicken Burger, Chicken Strips, Zing Chicken Fillet, Chicken Mince, Mutton Mince, Beef Mince, Beef Burger.

Origin

UAE & Saudi Arabia.

Brands



Sub-categories

French Fries, Potato Wedges, Hash Brown Triangle, Potato Croquettes.

Origin

Europe, UAE, Netherland, Belgium, Poland, Iran, Egypt & Lebanon.

Brands



Frozen

Dairy

Sub-categories

Paneer, Shredded Cheese, Block Cheese, Milk Powder, All-Purpose Cooking Cream

Origin

India, Europe, GCC

Brands



Dry Foods

Sub-categories

Rice, Lentils & Pulses, Oils, Tomato Paste, Base Gravy Mixes, Pasta.

1121 pure Basmati Steam & Sella Rice, 1508 Basmati Rice, Sona Masoori, PR-11, Sunwhite,

Jasmine Rice, Peas, Chickpeas, Lentils, Lupins, Peanuts, Broad Beans and other Beans, Palm Oil, Vegetable Oil, Sun Flower Oil & Corn Oil, Tomato Pastes, Base Garvy Mixes, Pasta.

Origin

India, Egypt, Philippines, Thailand, Malaysia, Europe, Iran, GCC

Brand



WHO WE SERVE



Hotels & Resorts



Fine Dining Restaurants



Quick Service Restaurants



Casual Dining Restaurants



Cafes and Clubs



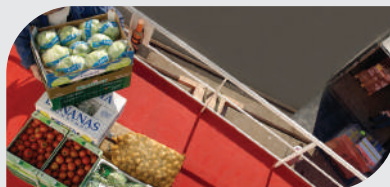
Institutional and Airline Caterers



Commercial Kitchens



Bakeries and Confectionaries



Ship Chandlers

LET'S DISCUSS!

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