



Farzana

THE BEST NATURE HAS TO OFFER

WHO WE ARE



A LEADING FOOD DISTRIBUTION
COMPANY SINCE 1966

Farzana is a leading multinational wholesaler and distributor, committed to delivering exceptional products sourced from the finest producers around the globe. With a robust network spanning the GCC, Africa, Asia, Europe, and North America, we specialize in crafting tailored supply chain solutions that cater to the unique demands of the wholesale, retail, foodservice, and e-commerce industries.

Our extensive product portfolio features fresh fruits, vegetables, and eggs, alongside high-quality frozen and chilled products, seafood, meat, and dry foods—ensuring your business has everything it needs to succeed.

At **Farzana**, our unwavering mission is to partner with leading food producers and service operators, large and small, to deliver unparalleled quality and value to customers worldwide.

FOUNDER'S MESSAGE



“

At Farzana, we believe that quality food is the cornerstone of a healthy and sustainable world. That's why we are committed to ensuring that our customers are satisfied with every purchase, our employees are inspired by their work, and our environmental impact is always a top priority.

We hold an ethical responsibility to you, our people, and our planet to provide food that is safe, of the highest quality, and accessible to everyone. Our goal is to be a company that consistently lives up to these values every single day.

”

MOHAMMED AL-SHARIF
FOUNDER & CHAIRMAN, FARZANA TRADING L.L.C.

KEY MILESTONES



1966

Began with a small shop in Dubai, started by a family team of four people.



1971

Expanded operations to MENA, supporting restaurants and businesses in the region.



1978

Acquired the first UAE cold storage (7000 M.T. capacity) with advanced refrigeration for easy import.



1992

Established a second UAE branch with specialized training, expanded operations to Egypt and China.



1996

Acquired second UAE cold storage (6000 M.T. capacity) for integrated food logistics development.



2004

Moved HQ to Dubai's large fresh food market, selling diverse vegetables, fruits, and meat.



2008

Added another UAE cold storage facility, increasing capacity by 6000 M.T.



2010

Launched Foodservice Division offering fresh, dry, and innovative meal solutions.



2013

Expanded portfolio with frozen and dry food products, becoming a preferred food supplier.



2022

Farzana rebranded its corporate identity featuring a sleek new logo and a refreshed visual identity!



2023

Expanded operations to India and Saudi Arabia, alongside broadening the range of our fresh category brand, Lavida.



2024

Rebranded in-house frozen brand – Farmila – for relaunch in foodservice and retail segments.

OUR VISION & MISSION

Our vision is to become the global leader in delivering the freshest and most diverse range of flavors to every table, driven by unparalleled logistics excellence and continuous innovation.

Our mission is to discover and source new flavors and fresh produce from around the world while providing exceptional logistics services for fresh and refrigerated foods.



OUR VALUES



QUALITY

Freshness and quality are our hallmarks.



CHOICE

An extensive range of products selected with our customers in mind.



VALUE

Our quality produce is always offered at a fair price.



SERVICE

In everything we do, we put our customers first.



TRUST

We are reliable partners to our international network of suppliers and associates.

OUR STRENGTH AND CAPABILITIES

58

YEARS OF
EXPERIENCE

33,000+

M.T. STORAGE
CAPACITY

200,000+

TONS OF FOOD
IMPORTED
ANNUALLY

200+

REEFER TRUCKS

350+

FRESH PRODUCE
SKUS

32K

STOCK KEEPING
UNITS

350+

BRANDS

600+

EMPLOYEES

6000+

CLIENTS
WORLDWIDE

200+

STRATEGIC
PARTNERS

30+

COUNTRIES
RE-EXPORT

6500+

DIRECT IMPORT OF
CONTAINERS

OUR GLOBAL SOURCING NETWORK

We Are Importing From

500+
INTERNATIONAL
SUPPLIERS

45+
IMPORTING
COUNTRIES

200K
M.T. OF
IMPORT

Europe	South America	Australia
Africa	North America	Asia



OUR DISTRIBUTION NETWORK

Our International Markets

30+
RE-EXPORTING
COUNTRIES

300+
OVERSEAS
CUSTOMERS

5000+
LOCAL
CUSTOMERS

GCC

Eastern
Africa

MENA

Asia



Home delivery



Wholesale

Foodservice

- Catering
- Hotels
- Restaurants
- Food Processors

Retail

- Hypermarkets
- Supermarkets
- Groceries
- Van sales

Re-export

E-commerce

Download the app

Android



iOS



OUR FRESH PRODUCE

APPLES & PEARS



STONE FRUITS



CITRUS FRUITS



EXOTIC FRUITS



BERRIES



TROPICAL FRUITS



VEGETABLES



HERBS



OUR FROZEN PRODUCTS

COMPANY PROFILE

FROZEN FRUITS & VEGETABLES



FROZEN POULTRY



FROZEN/CHILLED MEATS & BEEF



FROZEN SEAFOOD



EGGS



READY TO COOK



FROZEN/CHILLED DAIRY



DRY FOODS



OUR BRANDS

At Farzana, we are proud to introduce our in-house brands, each crafted with a commitment to quality and innovation. Our brands reflect our passion for delivering the finest fresh produce and frozen products, ensuring that our customers enjoy the best in every bite



OUR INTERNATIONAL PARTNER BRANDS



QUALITY AND SAFETY



How Do We Guarantee Quality Throughout The Supply Chain?

Annual Audits By 3rd Parties

Consumer safety and health have always been our priorities when it comes to providing food with the greatest nutritional quality. To ensure food safety and hygiene, we have our products and processes checked by 3rd party specialists every year. Farzana has also been certified under HACCP and ISO 22000:2018



Around-The-Clock Internal Audits

We do our best to leave no room for error and increase precision. To do this, we have hired food safety specialists and managers to execute food safety programs at our distribution centers and production facilities. Our team provides essential training to employees, ensures consistent execution of the food safety programs, and works to improve accountability at every step of the supply chain.

Keeping Track of our Suppliers

We only source our product from growers who meet our exact standards in order to maintain its hygiene, production quota, employee responsibility, quality management, consistency, and traceability.



CSR INITIATIVES



“ At Farzana, our commitment to corporate social responsibility (CSR) is deeply rooted in our mission to fight against world hunger. For over 55 years, we have partnered with food banks to provide healthy meals and financial support, ensuring that food reaches the homeless, refugees, and other hungry families across the globe.

We believe in sourcing from suppliers who share our values—those who prioritize sustainable practices, social responsibility, and community engagement. Our partners are dedicated to fostering strong relationships with their communities, caring for their employees, and operating with environmental consciousness. ”

Sustainable Sourcing

“ We source from **SUPPLIERS WHO USE SUSTAINABLE PRACTICES**, are socially aware and responsible, consistently care about forming strong relationships with their community, employees, and are environmentally conscious. ”

1 million Apples donated

To the UAE’s “10 Million Meals Initiative,” a program that provided vital food assistance to families and individuals impacted by the COVID-19 pandemic.



OUR WAREHOUSES & COLD STORES

UAE

Headquarter

Al Aweer Fruits & Vegetables
Market, Building E20,
P.O. Box: 5188
Tel: +971 (4) 320 0101

Al Aweer Central

Fruit and Vegetable Market
Building no. 3, Shop No: 89 – 90,
P.O. Box: 5188
Tel: +971 (4) 333 0733

Food Service Distribution

Al Aweer Fruits & Vegetables
Market, Building C42,
P.O. Box: 5188
Tel: +971 (4) 333 1168

Al Quoz Cold Store

Al Quoz Industrial Area
P.O. Box: 5188
Tel: +971 (4) 347 2629

Sharjah Cold store

Al Nadha, Industrial Area 1
P.O. Box: 22892
Tel: +971 (6) 533 1696

Abu Dhabi

Al Meena Fruit and Vegetable
Market, Shop No: 9,
P.O. Box: 28919
Tel: +971 (2) 673 2394

India

Alwasl Foods Pvt. Ltd.

Office No. 706, 7th Floor, Ellora Fiesta,
Sanpada, Navi Mumbai – 400703.
Tel: +91 22 4826 0079

Saudi Arabia

Sayda, Ad Duraihimiyah, 7783
Riyadh – 12796
Tel: +966 50 855 5758

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www.farzana.com