



FOOD INDUSTRIES

# **THE ORIGINAL CANDY MAKER SINCE 1966**

Head Office: 114, Josef Tito St., El Nozha El Gdeeda, Cairo.  
Factory: 10th of Ramadan City -2nd Industrial Zone B2- Egypt.



# Who We Are?

Horreia food industries, founded in 1966 by the Fendi family, with the desire to create high quality candies & chocolates in the Egyptian market. Beginning with hard candies segment, soon it became a market leader resulting in expansion of its segments lines to include soft candies, chocolate and wafer. The ongoing commitment to provide high quality, natural ingredients, and carefully selected products have led Horreia to Currently hold a leading market share in its 4 segments, in addition to being the No. 1 market leader in hard candies and the 4th market share in coated wafers.

## Our Mission

To provide high quality confectionery that suits everyone's taste.

## Our Vision

To be one of the world's leading confectionery manufacturers and providers.

# Company History and Milestones Timeline

#1

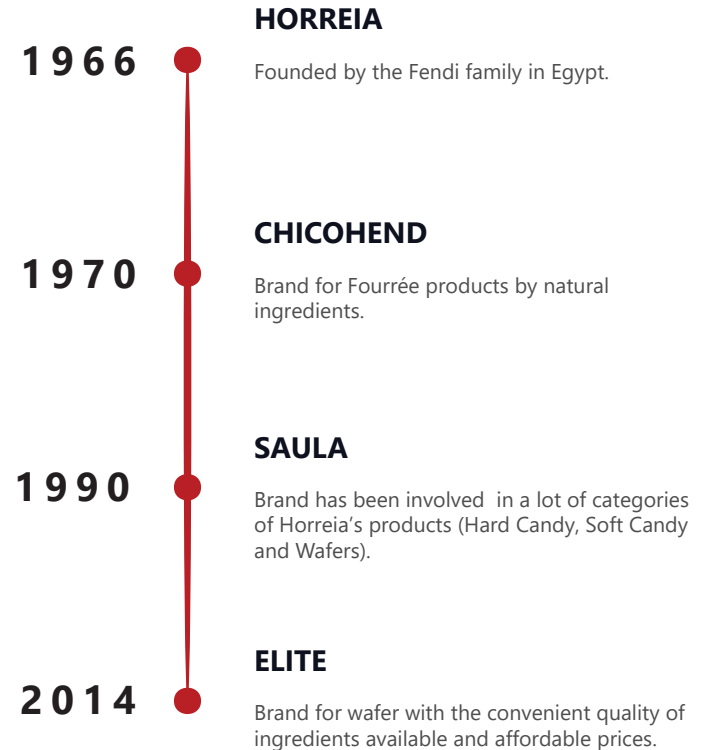
## HARD AND SOFT CANDIES

Horreia is the main key player in hard and soft candies dominating the Egyptian Market with the highest market share.

#4

## WAFERS

Horreia is considered as a fourth key player in coated and uncoated wafers in the Egyptian market.





# KEY FACTS



## **2 Plants**

Hard Candies, Eclairs, Toffee,  
Wafer and Chocolate.

## **250 Distribution Vehicles**

With wide coverage across  
the regions.

## **+1.5K Employee**

Sales force, Planning, HR,  
Marketing, Finance....etc

## **Exports to 18 Countries**

In Africa and MENA region.

## **26 Distributor**

Across the Egyptian regions.



**THE ORIGINAL  
CANDY MAKER  
SINCE 1990**

You can customize it.

**HARD  
CANDY**





## Coffee Candy

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 bags x 90 pcs	38 x 31 x 16.5	1300	3200
2 bags x 2.5 kg	32 x 24 x 15	1300	3200
2 bags x 5 kg	40 x 32 x 21	1300	3200
12 boxes x 200 pcs	41 x 38 x 23.5	1300	3200
12 pcs x 30 bags	32.5 x 22.5 x 11	1300	3200
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200





## Butterscotch Candy

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 bags x 90 pcs	38 x 31 x16.5	1300	3200
30 bags x 25 pcs	38.5 x 30.5 x16	1300	3200
30 bags x 12 pcs	32.5 x 22.5 x 11	1300	3200
12 boxes x 200 pcs	41 x 38 x 23.5	1300	3200
2 bags x 2.5 kg	32 x 24 x 15	1300	3200
2 bags x 5 kg	40 x 32 x 21	1300	3200
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200





## Mint Candy

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 bags x 50 pcs	36.5 x 31 x 12	1300	3200
12 boxes x 200 pcs	41 x 38 x 23.5	1300	3200
2 bags x 2.5 kg	32 x 24 x 15	1300	3200
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200







## Assorted Candy Fruits

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 bags x 50 pcs	36.5 x 31 x 12	1300	3200
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200
2 bags x 2.5 kg	32 x 24 x 15	1300	3200
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200



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**SOFT  
CANDY**





## Eclairs

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 bags x 72 pcs	38.5 x 30.5 x 16	1300	3200
30 bags x 20 pcs	39.9 x 32.4 x 20.5	1300	3200
30 bags x 12 pcs	32.5 x 22.5 x 11	1300	3200
12 boxes x 160 pcs	41 x 38 x 23.5	1300	3200
2 bags x 2.5 kg	32 x 24 x 15	1300	3200
2 bags x 5 kg	40 x 32 x 21	1300	3200
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200





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**TOFFEE**





## Paradise

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 bags x 90 pcs	39.9 x 32.4 x 20.5	1300	3200
30 bags x 25 pcs	38.5 x 30.5 x 16	1300	3200
30 bags x 12 pcs	32.5 x 22.5 x 11	1300	3200
2 bags x 2.5 kg	32 x 24 x 15	1300	3200
12 boxes x 200 pcs	41 x 38 x 23.5	1300	3200
2 bags x 5 kg	40 x 32 x 21	1300	3200
20 bags x 150 gm	38.5 x 30.5 x 12.5	1300	3200
20 bags x 300 gm	38.5 x 32.5 x 19	1300	3200





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SINCE 1990**

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**Assaleya**







## Assaleya

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 boxes x 200 pcs	41 x 38 x 23.5	1300	3200
2 bags x 2.5 kg	32 x 24 x 15	1300	3200





**CONVENIENT  
QUALITY WAFER  
SINCE 2014**

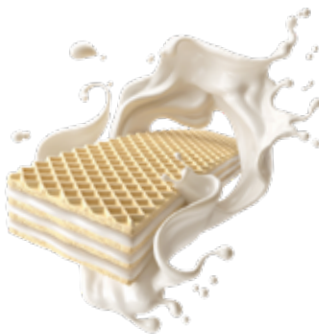
You can customize it.

**UNCOATED  
WAFER**





**Uncoated Chocolate Wafer**



**Uncoated Vanilla Wafer**

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 bags x 12 boxes	21 x 29 x 46	800	1500





**Double Chocolate Wafer**



**Vanilla Wafer**



**Chocolate Wafer**

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 bags x 12 boxes	22 x 36.5 x 47	800	1500



**CONVENIENT  
QUALITY WAFER  
SINCE 2014**

**COATED  
WAFER**





**White Chocolate Wafer  
Inside Out**



**Chocolate Wafer Filled  
With Chocolate Cream**



**White Chocolate Wafer  
Filled With Strawberry**

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
Carton x 3 kg	16 x 26 x 35	800	1500
4 bags x 1 kg	18.5 x 29 x 41	800	1500







**Chocolate Wafer Filled  
With Chocolate Cream**

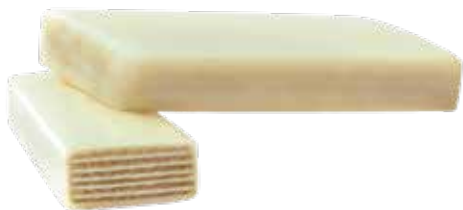


**White Chocolate Wafer  
Inside Out**



**24  
pcs**

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 bags x 12 boxes	20.5 x 27 x 29	800	1500
24 pcs x 6 boxes	13 x 26 x 34.5	800	1500



**White Chocolate Wafer  
Inside Out**



**Chocolate Wafer  
Inside out**



**Chocolate Wafer  
filled With Peanut Butter**

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 boxes x 12 pcs	21.5 x 27 x 40.5	800	1500



*Chicohend*

**CONVENIENT  
QUALITY FOURREE  
SINCE 1970**

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**Fourrée**





## Chicohend



Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
20 bags x 50 pcs	38 x 32 x 19	1300	3200



## Soft Chicohend

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
2 bags x 2.5 kg	32 x 24 x 15	1300	3200

# SPLASH

**CONVENIENT  
QUALITY Lollipop  
SINCE 2021**

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**ASSORTED  
LOLLIPOP**







**Assorted Lollipop  
(Pineapple, Strawberry, Apple, Mango)**



*Boutique*

**CONVENIENT  
QUALITY  
CHOCOLATE  
SINCE 2021**

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**CHOCOLATE  
FILLED**





**Chocolate  
Filled Milk Cream**



**Chocolate  
Filled Hazelnut Cream**



**Chocolate  
Filled Caramel Cream**

Product codes :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
16 boxes x 50 pcs	20.5 x 37 x 46	800	1500
6 boxes x 83 pcs	26 x 29.5 x 34.5	800	1500
carton x 4 kg	15 x 23 x 26.5	800	1500



**ACTION**

**CONVENIENT  
QUALITY VEGAN  
WAFER**

**SINCE 2021**

You can customize it.

**COATED  
WAFER**





**Vegan Chocolate Wafer  
Inside out**



**Vegan White Chocolate  
Wafer Inside Out**

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 boxes x 12 pcs	20.5 x 27 x 29	800	1500



**ACTION**

**CONVENIENT  
QUALITY BISCUITS  
SINCE 2021**

**PLAIN  
BISCUITS**

You can customize it.







**Action Plain Biscuits**

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 bags x 6 boxes	15.5 x 20.5 x 51.5	800	1500



# Bites

**CONVENIENT  
QUALITY WAFFER  
SINCE 2024**

**BITES  
WAFFER**



You can customize it.



**wafer covered and filled with  
white chocolate**



**wafer covered and filled with  
chocolate cream**

Packaging description :	Carton dimensions ( cm ) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
3 kilo	16 x 26 x 35	800	1500
50 pcs x 6 boxes	22 x 33 x 49.5	800	1500





**THANK YOU**



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