



Edita Frozen Food Industries S.A.E.

Company Profile



the 
sweet
side of
life. 



WHO WE ARE

Our History

In May 2023, Edita entered the underdeveloped frozen bakery segment in Egypt via its newly established subsidiary, Edita Frozen Food Industries.

The expansion allows Edita to explore new segments and leverage its knowledge in providing a diverse range of products that cater to the needs of a larger consumer base.

To begin its venture into this segment, Edita launched a series of frozen croissants and puff pastries in different fillings in October 2023. With its strong business model, widespread presence, and diverse portfolio, Edita is determined to lead growth in the untapped frozen food market, creating value for both its customers and shareholders.

Our Vision

“Together, spreading joy through trusted brands”

Our Mission

“Setting the benchmark of Frozen goods with our high quality, innovative products”



Penetrating the market of **frozen**  **bakeries** 

with 2 **delicious** variants:



&



Launched under edita's flagship brand



which guarantees a



Ensuring having a meal/snack



from



freezer

to



oven.



Frozen Croissant

Molto Forni croissant is ready to bake croissant. Bake croissant in 20 mins at 180 degrees.



Mini Plain Croissant
Family Pack



Mini Plain Croissant

Description	
	Packaging Per Carton
	Shelf Life
	Carton Dimensions
	Avg. weight per piece
	Avg. carton Weight (KG)
	Container Load

12 mini plain
croissants/ pouch

6 mini plain
croissants/ pouch

12 pouches/carton

12 Months

41.4 x 34.4 x 20.8

35.4 x 34.4 x 14.8

30g

Gross
1.3

Gross
2.196

40' ft
1,452

40' ft
2,112



Frozen Filled Puff Pastry

Molto Forni puff pastry is ready to bake puff pastry that comes in 5 flavors; roumy cheese, white cheese, white cheese & olives, minced beef and pastrami & cheese.



Mini Puff Pastry
Roumy Cheese
Family pack



Mini Puff Pastry
Roumy Cheese



Mini Puff Pastry
White Cheese
& Olives
Family pack



Mini Puff Pastry
White Cheese
& Olives



Mini Puff Pastry
White Cheese
Family pack



Mini Puff Pastry
White Cheese



Mini Puff Pastry
Minced Beef



Mini Puff Pastry
Pastrami & Cheese

Description	12 mini puff pastry / pouch	6 mini puff pastry / pouch	6 mini puff pastry / pouch
Packaging Per Carton	12 pouches/carton		12 pouches/carton
Shelf Life	12 Months		3 Months
Carton Dimensions	41.4 x 34.4 x 20.8	35.4 x 34.4 x 14.8	35.4 x 34.4 x 14.8
Avg. weight per piece	30g		30g/piece
Avg. carton Weight (KG)	Gross 2.196	Gross 1.3	Gross 1.3
Container Load	40' ft 1,452	40' ft 2,112	40' ft 2,112



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Factories: Industrial zone 3 and Polaris in 6th of October
city and industrial zone B2 in 10th of Ramadan city - Egypt.

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