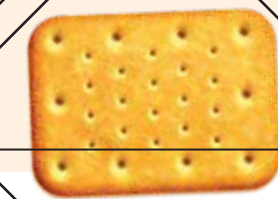




*The little joys of life* 

**www.mayfair.com.pk**







## ASIAN FOOD INDUSTRIES LIMITED

## About Us

**Asian Food Industries Limited (AFI) - Mayfair** is one of the oldest food companies in Pakistan that started their business operations in 1969, since then the company has been growing and expanding their horizons in multiple industries and businesses. The production facility of the company is located at Raiwand with the total land of approx. 70 acres. The food segment of the company has been divided in to 2 divisions that includes Confectionery and Biscuits.

**Confectionery Division** started its operation in 1969 as the first confectionery company in Pakistan. In 1972 the company became the leader of Bubble Gum category. Afterwards the successful journey has been continuous and the company ruled the Soft chews category from 1994 to 1997. Currently AFI offers wide range of Chew Toffees, Swirl Cream Candies, Eclairs and Center Filled Gums.

**Biscuit Division** started the biscuit category production in 2005 with the successive launch of Tea Biscuits, Café Biscuit that brought the new concept of Biscuits in Pakistani market. Afterwards the company expanded their product portfolio by launching some new categories in different brands like ChocDay, Special Egg & Milk Cookies, Zeera Biscuits, Cremo, Chip Xpress, A1 Egg & Milk Cookies, Wow Center Filled Biscuit and Hearts Puff Pastry.

Asian Food Industries Limited is currently exporting to over 35+ countries and had a vision to turn into a global food player by expanding their business operations, differentiated products, premium quality and innovative approach. The state of the art production facility is certified with International labs and authorities that includes; Halal, BRC Food Grade 8, ISO 9001, OSHAS 18001, Food Safety 22000 and others.

Today **MAYFAIR** products are the choice all over the world. Our motive is to provide premium quality products in which high standards permeate all aspects of the company.

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# VALUES

## PASSION

We are committed in heart and mind to deliver results and continuous growth.

## TRANSPARENCY

We believe that transparency helps us make partners for life. Being open in our dealings is integral to our work ethic.

## CONSUMER CENTRIC

We see the world through the eyes of our consumers. We exist because of them.

## TEAMWORK

We coach and support each other to ensure everyone wins. We believe in a We vs. I mindset.

## INTEGRITY

We practice ethical and responsible behavior in all our dealings. We have a zero tolerance policy towards violations of our codes and beliefs.

## INNOVATION

We believe in continuous innovation, which inspires us to discover and develop products that make life happier. It is the basis of our success.

## ACCOUNTABILITY / EMPOWERMENT

We believe that it's up to each of us to do what it takes to drive growth. If it is to be, it's up to me.



The little joys of life



Entered into Global Market

**1972**



**1979-89**

Launched Confectionery Range

Launched Biscuit Category

**2005**



Launched Tea Biscuit

**2012**



Got recognition

**2017**



Launched Center Filled Biscuit

**2018**



Launched Puff Pastry

**2020**



**1969**

Asian Food Industries Limited started its operations



**1976**

Pioneer of Bubblegum Category in Pakistan



**1994-97**

Pioneer of Chew Category in Pakistan

**2010**

SAP

Implemented in operations



wobbly

**2015**

Pioneer of Pectin Jelly in Pakistan

**2018**

Launched Aala Biscuit

Aala

Launched Center Filled Biscuit

**2019**

wow

Launched Tube Bubble Gum

**2021**

BUBBLE GUM



# Journey to Success



# Global Certifications



ISO 9001



ISO 14001



OHSAS 18001



BRC ISSUE 8



FSSC 22000



HALAL

Asian Food Industries Limited strongly believes to provide high quality and hygienic products to its worldwide customers, in order to maintain the quality standards the production facility is certified with various international labs and authorities that includes ISO 9001, ISO 14001, FSSC 22000, BRC Issue 8, OHSAS 18001 and Halal.

# Global Presence

Asian Food Industries Limited had a vision to Conquer the whole world through the penetration of its production and in order to achieve the milestone the company are more focusing on Exports Business and developing Long Term relationship with their International Partners, offering Novelty products, supporting them with after sales service and maintaining the International Quality standards in their product range.

Currently Asian Food Industries Limited is exporting various OEM manufactured products under the umbrella of international brands along with its own registered brand **Mayfair & Sweetway**.

The global presence of the company has reached to more than 35+ countries and is expanding after every passing year, the major international market for the company is Afghanistan followed by United States of America, Canada, Brazil, Australia, United Kingdom, Spain, Netherland, Czech Republic, France, Malaysia, Maldives, Taiwan, Vietnam, China, United Arab Emirates, Saudi Arabia, Oman, Kuwait, Qatar, Bahrain, Yemen, Iraq, Jordan, Palestine, Libya, Turkey, South Africa, Ghana, Nigeria, Senegal, Mauritius, Congo, Liberia and Mauritania.





**Café**  
KATAI STYLE BISCUIT

**A1**

**CHOCDAY**

**SPECIAL**  
Egg & Milk Cookies

**CHOCO  
ZOO**

**Hearts**  
Sweet and Crunchy

**WOW**

**KRAIKER2**

**Cremono**  
Sandwich Biscuit

**Energi**

**ZEERA**  
Royale  
A UNIQUE ZEERA BISCUIT



# BISCUITS

In 2005 Asian Food Industries Limited expands their product portfolio by entering in the Biscuit Category, with the successive launch of Tea Biscuit Café that brings the new concept of biscuits in Pakistani market. Afterwards the company expanded their product portfolio by launching some new categories in different brands like ChocDay, Special Egg & Milk Cookies, Cremono, Chip Xpress, A1 Egg & Milk Cookies, Wow Center Filled Biscuit and Hearts Puff Pastry:





# Café

Khatai Style Biscuit



KHATAI  
STYLE TEA  
BISCUITS



# WOW



CHOCOLATE FILLED BISCUITS



## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

CAFÉ BISCUITS TICKY PACK

2

11

24

18

750

1750

CAFÉ BISCUITS SNACK PACK

4

22

12

18

750

1750

CAFÉ BISCUITS HALF ROLL

10

55

06

24

675

1590

CAFÉ BISCUITS FAMILY PACK

20

110

01

96

525

1275

## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

WOW BISCUIT POUCH

06

9.6

48

12

425

1050

WOW BISCUIT TRAY

10

16

24

12

505

1210

WOW BISCUIT BOX

15

24

12

12

435

1090

WOW BISCUIT FAMILY PACK

22

70.4

01

96

525

1275



# SPECIAL



EGG & MILK  
COOKIES



# Hearts Puff Pastry



## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

SPECIAL BISCUITS TICKY PACK

02

10

24

18

600

1400

SPECIAL BISCUITS SNACK PACK

04

20

12

18

745

1750

SPECIAL BISCUITS HALF ROLL

09

45

06

24

700

1670

SPECIAL BISCUITS FAMILY PACK

16

80

01

96

525

1275

## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

HEARTS PUFF PASTRY SNACK PACK

02

18

24

12

525

1210

HEARTS PUFF PASTRY FAMILY PACK

12

108

02

48

1100

2500



# A1



## EGG & MILK BISCUITS



# Chocday



## CHOCOLATE COATED SANDWICH BISCUITS



### PACKAGING SKU



Pieces / Pack



Weight / Pack



Pack / Box



Boxes / Carton



20ft



40ft

A1 BISCUIT TICKY PACK

2

11

24

18

600

1400

A1 BISCUIT SNACK PACK

4

22

12

18

600

1400

A1 BISCUIT HALF ROLL

9

48.5

06

24

700

1670

A1 BISCUIT FAMILYPACK

14

77

01

96

525

1275

### PACKAGING SKU



Pieces / Pack



Weight / Pack



Pack / Box



Boxes / Carton



20ft



40ft

CHOCDAY TICKY PACK

1

8.0

24

18

900

2150

CHOCDAY SNACK PACK

1

13.0

24

18

1050

2550

CHOCDAY SMART PACK

3

24.0

24

12

550

1350



# Cremono

Sandwich Biscuit



SANDWICH CREAM  
BISCUITS



# Energi

GLUCOSE BISCUITS



## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

CREMO BISCUITS TICKY PACK

01

8

24

18

475

1175

CREMO BISCUITS SNACK PACK

02

16

12

18

550

1325

CREMO BISCUITS HALF ROLL

06

36

06

24

545

1280

CREMO BISCUITS FAMILY PACK

12

96

01

96

525

1275

## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

ENERGY BISCUITS BOX PACK

03

11.4

24

18

550

1350



# CHIP XPRESS



CHOCOLATE  
CHIP  
COOKIES



# KRAKERZ



SALTY CRACKERS



## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

CHIP EXPRESS SMART PACK

04

24.0

24

18

440

1050

CHIP EXPRESS FAMILY PACK

16

96.0

01

96

425

1075

## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

KRAKERZ BISCUITS SNACK PACK

06

24.0

24

12

450

1050

KRAKERZ BISCUITS FAMILY PACK

20

80.0

01

96

475

1100





## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

ZEERA ROYALE TICKY PACK

03

16.5

24

18

670

1575

ZEERA ROYALE SNACK PACK

06

33.0

12

18

680

1620

ZEERA ROYALE HALF ROLL

09

49.5

06

24

550

1350

ZEERA ROYALE FAMILY PACK

16

88.0

01

96

450

1075

# HIGH ENERGY BISCUITS



## PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

HIGH ENERGY BISCUIT (HEB 2.0)

08

50

200

--

635

1500

HIGH ENERGY BISCUIT (HEB 2.0)

09

75

134

--

635

1500

HIGH ENERGY BISCUIT (HEB 2.0)

12

100

100

--

635

1500

RUSF - FOOD SUPPLEMENT

--

100

150

-

650

1300





# SWEETS AND CANDIES

Asian Food Industries Limited started their business operations in 1969, as the pioneer of confectionery products in Pakistan and became the leader of Bubble Gum category in 1972, afterwards the success journey has been continued and the company become the market leader in the Soft chews category from 1994 to 1997.

Currently Asian Food Industries is offering wide range of Soft Chew Bars, Chew Toffees, Center Filled Candies, Hardboiled Candies, Swirl Candies, Pectin Jellies, Eclairs, Bazooka Bubble Gum, Sour Candies, Tube Bubble Gum and Center Filled Gums in various brands locally and Internationally.







**FRUITY LONG CHEW  
ROPE 25CM**



**FRUITY  
LOLLY**  
STICK CHEW LOLLY  
WITH TATTOO



Inside  
Tattoo



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
FRUIT GALA LONG ROPE	01	20	24	24	800	2150
FRUIT GALA LONG ROPE MILTI PACK	01	20	08	24	1600	3950

PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
FRUITY LOLLY BOX PACK	01	10	50	12	1000	2400
FRUITY LOLLY JAR PACK	01	10	100	12	725	1750





CREAM & FRUITY  
SWIRL CANDY



Coffee  
candy



Sensation's

CARAMEL CANDY  
WITH CENTER FILLING



PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

CREAMERS BOX

01

200

60

30

850

2000

CREAMERS ZIPPER POUCH

01

200

60

30

1675

1575

CREAMERS JUNIOR BOX

05

18

24

12

500

1210

PACKAGING SKU



Pieces /  
Pack



Weight /  
Pack



Pack /  
Box



Boxes /  
Carton



20ft



40ft

SENSATIONS TOFFEE BAG PACK

01

5.5

23

36

1250

3050

SENSATIONS CANDY BAG PACK

01

5.5

23

36

1250

3050

COFFEE CANDY JAR PACK

01

3.5

180

12

525







1280





PASTE BUBBLE  
GUM IN TUBE



PACKAGING SKU	 Pieces / Pack	 Weight / Pack	 Pack / Box	 Boxes / Carton	 20ft	 40ft
TUBE BUBBLE GUM	01	45	24	06	1000	2200
TUBE BUBBLE GUM	01	35	24	06	1000	2200