



IFFCO OILS & FATS ARABIA

INVESTING IN THE FUTURE





# We are...



Established in 1975, IFFCO is a United Arab Emirates based business house that manufactures and markets a well-integrated range of consumer products. Born out of a deep commitment to manufacture the finest quality edible oils and fats, Emirates Refining Company (ERCO) was established in 1989 as an integral part of the IFFCO Group. Strategically located in the UAE, it has one of the largest and most diversified facilities in the Middle East. Then, in 2012, in order to cater to the burgeoning demand for our products in the Middle East, Delmon Products Limited was set up in Saudi Arabia as a second manufacturing facility to serve the GCC and Levant regions. Both facilities manufacture and distribute products of the highest quality under the IFFCO Oils & Fats Arabia umbrella, catering to highly diversified markets stretching from Europe to Asia, Africa and the Middle East.



Following stringent quality control measures, we at IFFCO Oils & Fats Arabia are committed towards providing products of the highest quality that deliver outstanding taste, nutrition and value for our customers and consumers. We have met and exceeded international quality standards, attaining industry standard certifications, and have an integrated supply chain that begins from the harvest, all the way to manufacturing, warehousing, freight-forwarding and distribution services.

## Committed to QUALITY

The biggest challenge in today's dynamic and competitive market is to know what the consumer wants, and delivering it. IFFCO Oils & Fats Arabia studies the needs, wants and habits of consumers across the region and their buying habits. These studies form the basis for a dedicated team of Research & Development professionals who work towards providing new value-added products that match the needs of the consumers.

## Committed to INNOVATION



# Our range of PRODUCTS

Our commitment to superior quality and customer satisfaction has paved the way for product development initiatives like Trans Fat Free cooking oils. The company boasts a range of healthy oils and margarines comprising of Sunflower Oils, Canola Oils, Olive Oils, Corn Oils and various healthy blends that provide benefits, ranging from

being low in saturated fats and high in monounsaturated fats, to rich in Omega 3 and fortified with vitamins.

IFFCO's expertise and experience in edible oils and fats provides a ready platform for developing and marketing a range of tailor made specialty fats, shortenings and margarines for institutional and

food service applications. Each of our IFFCO brands features attractive and prominent packaging, which makes it stand out on crowded retail shelves. Supported by well-planned marketing strategy, based on building brand equity in all our markets, all our brands reach out to their target audience and enjoy good market share.





# NOOR Family



Noor, the flagship brand in the IFFCO portfolio, is a super brand in the edible oil segment in the GCC. Our genuine concern for health and fitness of adults and children in the region has helped us educate consumers on the benefits of Noor trans-fat free Sunflower Oil through our advertising, not only helping them to prepare delicious meals but to stay in shape by encouraging an active lifestyle.

Noor introduced Frylite Oil, the region's first specialty Frying Oil, for the ultimate 'lite' frying experience that helps make food deliciously crunchy and light on the stomach.

Noor has also innovated the category with SunOlive Oil, a combination of Sunflower Oil, which is light in nature, with the rich goodness of Olive Oil. It has a comparatively healthier composition of fats, a high heat resistance, and rich antioxidant properties, all of which lends extra health and taste to dishes.

Completing the line-up is Noor Canola oil, which is rich in Omega 3 and has 50% less saturated fat than corn oil. It makes a valuable contribution by addressing the needs of consumers who are concerned about their heart health.

The Noor range of edible oils is available in a distinctly recognizable shape across different pack sizes as well as formats.





# SUNFLOWER OIL



## Ideal for Healthier Cooking

Sunflower oil is light in consistency and odourless, which helps it preserve the natural aroma and taste of food cooked in it. Rich in vitamin E and low in saturated fats, sunflower oil also helps to retain moisture in the skin, preserving its youthfulness and acting as a barrier against infection.

### Characteristics:

Twice purified and enriched with vitamins A, D & E.





# BLENDED OIL

## Perfect Blends for Health and Taste

Blended oils combine the health and taste of various oils, a concept that has found consumer acceptance worldwide. Our brands of blended oils have incorporated the health-giving benefits of sunflower oil with other vegetable oils, offering the consumer cooking oils that are low in cholesterol and saturated fats. Another advantage of our blended oils is their rich Omega 3 fatty acid content and vitamins.

### Characteristics:

Light. No cholesterol, low in monosaturates and rich in Omega 3.





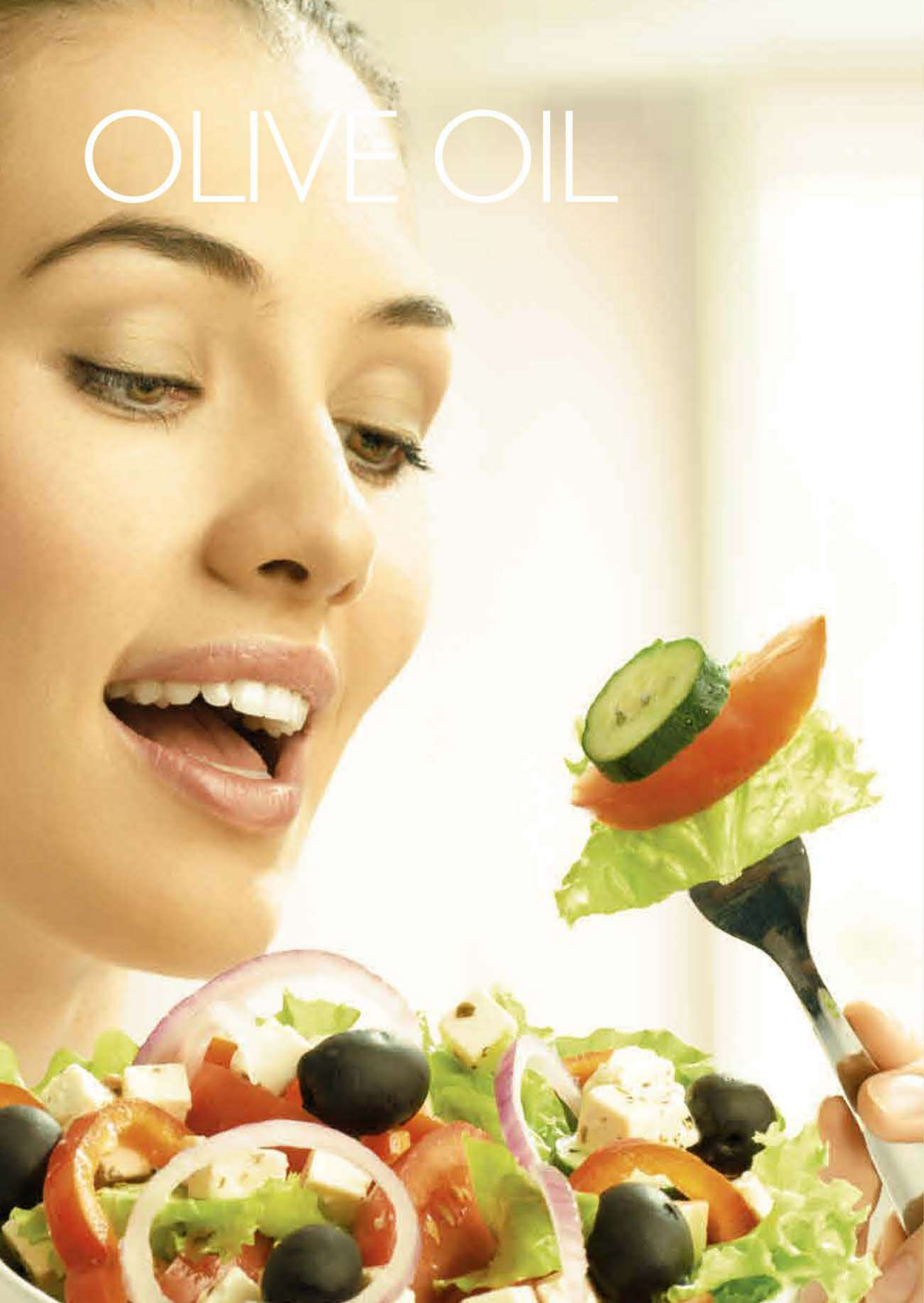
# OLIVE OIL

## The Goodness of Mediterranean Olive Oil

Celebrated as the greatest source of monounsaturated fat, olive oil preserves the natural taste, aroma and health benefits of the olive fruit. Olive oil contains a high level of antioxidants, particularly vitamin E and phenols. International studies have shown that olive oil offers protection against heart disease by controlling LDL (bad) cholesterol levels while raising HDL (good) cholesterol in the body.

### Characteristics:

Extra Virgin, first cold pressed from selected Mediterranean olives.





# CORN OIL

## The Wholesome Goodness of Corn

Corn oil has long been the favourite of homemakers the world over. Its robust flavour and taste has especially been cherished. Extracted from maize, corn oil is rich in vitamin E, making it a tasty and healthy cooking choice. Corn oil has no cholesterol and is easily digested. Retaining the natural goodness of corn, the oil provides essential fatty acids necessary for an active life.

### Characteristics:

Specially refined 100% pure corn oil. No cholesterol and low in saturated fats.





# PURE BUTTER GHEE

## Irresistible Aroma & Rich Indulgent Taste

Looking for a cooking medium that's healthy, and helps you make dishes with irresistible aroma and rich, indulgent taste? Consider FERN Pure Butter Ghee, which is the cornerstone of authentic Arabic sweets, desserts and savory dishes. The secret of FERN Pure butter Ghee rests in the meadows of New Zealand because our Ghee is made from the premium milk of New Zealand cows, who feed on the fresh grass of the lush green meadows. And that's why they give the best quality milk that is highly nutritious and FERN Pure Butter Ghee is loaded with the same natural goodness.

### Characteristics:

100% Pure Cow's Milk, No Chemical Additives, No Preservatives,  
No Artificial Flavors.





# VEGETABLE GHEE

## Imparting Traditional Aroma and Taste

Cooking with ghee is a cherished practice in many cultures. Helping the consumer enjoy traditional taste at affordable prices is our range of vegetable ghees. Imparting the rich taste of ghee while at the same time being healthier, vegetable ghee is a boon to the busy homemaker.

### Characteristics:

No cholesterol, rich aroma and long shelf life.





# VEGETABLE OIL

## Ideal for Tastier Cooking

Tremendously popular for frying, palm oil is extracted from the palm fruit. Palm olein is a well-balanced oil containing essential fatty acids. In addition, it is also rich in beta-carotene and vitamin E. The oil helps in preserving the freshness and crispness of fried food and snacks.

### Characteristics:

No cholesterol, refined and deodorised.





# MARGARINE

## Spread some Taste and Goodness around

Over the years, margarine was used as spreads as well as for cooking purposes. Spreadable, long shelf life, lower saturated fats have made margarine a popular and considered choice of homemakers all over the world. Made from a blend of vegetable fats, milk and emulsifiers, margarine is rich in vitamins and has the recognised health advantages of sunflower oil and a well-loved butter flavour.

### Characteristics:

Zero cholesterol. Rich in vitamins, easily spreadable and butter flavoured.





# PACKAGING DETAIL

| OIL TYPE         | BRAND               | PACKING                    | TYPE   | LENGTH | WIDTH | HEIGHT | TOTAL CTNS OR PCS IN 20 FT CONTAINER |
|------------------|---------------------|----------------------------|--------|--------|-------|--------|--------------------------------------|
| Portfolio        | Noor                | 12x750 ml PET              | Bottle | 302    | 207   | 274    | 1,408                                |
|                  |                     | 6x1.8 ltr PET              | Bottle | 274    | 253   | 320    | 1,232                                |
|                  |                     | 4x3 ltr PET                | Bottle | 333    | 207   | 360    | 1,176                                |
|                  |                     | 2x9 ltr HDPE               | Jar    | 293    | 308   | 357    | 912                                  |
| Blended Oil      | Sunny Hayat Sunlite | 12x750 ml PET              | Bottle | 269    | 202   | 282    | 2,027                                |
|                  |                     | 6x1.8 ltr PET              | Bottle | 390    | 260   | 308    | 1,232                                |
|                  |                     | 4x3 ltr PET                | Bottle | 333    | 207   | 360    | 1,176                                |
|                  |                     | 4x4 ltr PET                | Bottle | 285    | 285   | 332    | 832                                  |
| Pure Butter Ghee | Fern                | 12x400g                    | Tin    | 417    | 320   | 103    | 1120                                 |
|                  |                     | 6x700g                     | Tin    | 320    | 210   | 160    | 1280                                 |
| Corn Oil         | Alfa Golden Maize   | 12x750 ml PET              | Bottle | 267    | 230   | 282    | 1,427                                |
|                  |                     | 6x1.8 ltr PET Handle       | Bottle | 290    | 260   | 308    | 1,232                                |
|                  |                     | 6x1.8 ltr HDPE             | Jar    | 309    | 240   | 292    | 1,367                                |
|                  |                     | 6x3 ltr HDPE               | Jar    | 33     | 303   | 300    | 931                                  |
|                  |                     | 4x5 ltr HDPE               | Jar    | 357    | 270   | 355    | 768                                  |
|                  |                     | 2x10 ltr HDPE              | Jar    | 298    | 293   | 329    | 1,064                                |
|                  |                     | 1x20 ltr HDPE              | Jar    | 305    | 235   | 375    | 1,140                                |
|                  |                     | 1x18 ltr Metal             | Jar    | 242    | 242   | 355    | 1,242                                |
|                  |                     | 1x190 kg Metal (bung hole) | Barrel | 582    | 585   | 878    | 98                                   |
| Margarine        | Amber               | 20x250 gms                 | Tub    | 493    | 301   | 93     | 1,950 (Reefers)                      |
|                  | Hayat               | 10x500 gms                 | Tub    | 493    | 301   | 75     | 2,418 (Reefers)                      |
|                  | Noor                | 20x200 gms                 | Foil   | 353    | 243   | 60     | 4,560 (Reefers)                      |

| OIL TYPE       | BRAND                             | PACKING                    | TYPE   | LENGTH | WIDTH | HEIGHT | TOTAL CTNS OR PCS IN 20 FT CONTAINER |
|----------------|-----------------------------------|----------------------------|--------|--------|-------|--------|--------------------------------------|
| Olive Oil      | Allegro Rahma                     | 12x175 ml                  | Tin    | 227    | 155   | 102    | 9,000                                |
|                |                                   | 12x250 ml                  | Glass  | 212    | 163   | 230    | 3,550                                |
|                |                                   | 12x500 ml                  | Glass  | 250    | 190   | 275    | 2,032                                |
|                |                                   | 8x750 ml                   | Glass  | 290    | 148   | 292    | 2,323                                |
|                |                                   | 4x3 ltr                    | Tin    | 337    | 173   | 272    | 1,300                                |
|                |                                   | 4x5 ltr                    | Tin    | 300    | 250   | 322    | 1,200                                |
| Sunflower Oil  | Sunflow                           | 12x750 ml PET              | Bottle | 269    | 202   | 279    | 1,936                                |
|                |                                   | 6x1.8 ltr PET              | Bottle | 290    | 260   | 308    | 1,232                                |
|                |                                   | 4x4 ltr PET                | Bottle | 313    | 304   | 332    | 882                                  |
| Vegetable Ghee | Hayat                             | 16x1 kg Metal              | Tin    | 443    | 225   | 307    | 910                                  |
|                |                                   | 4x5 kg Metal               | Tin    | 365    | 365   | 265    | 864                                  |
|                |                                   | 1x15 kg Metal              | Tin    | 242    | 242   | 355    | 1,242                                |
|                |                                   | 1x16 kg Metal              | Tin    | 241    | 241   | 355    | 1,242                                |
| Vegetable Oil  | Baladi Hayat Jawaher Maha Tristar | 6x1.8 ltr HDPE             | Jar    | 309    | 240   | 292    | 1,376                                |
|                |                                   | 6x2.15 ltr Metal           | Tin    | 335    | 255   | 199    | 1,415                                |
|                |                                   | 6x3 ltr HDPE               | Jar    | 333    | 303   | 300    | 931                                  |
|                |                                   | 4x5 ltr HDPE               | Jar    | 357    | 270   | 355    | 768                                  |
|                |                                   | 1x9 ltr Box                | BIB    | 350    | 210   | 230    | 1,760                                |
|                |                                   | 1x17 ltr Metal             | Sq.Tin | 242    | 242   | 355    | 1,242                                |
|                |                                   | 1x18 ltr Metal             | Tin    | 242    | 242   | 355    | 1,242                                |
|                |                                   | 1x20 ltr HDPE              | Jar    | 305    | 235   | 375    | 1,140                                |
|                |                                   | 1x190 kg Metal (bung hole) | Barrel | 582    | 585   | 878    | 98                                   |



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This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper. There are no margins, text, or other markings on the page.





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