



Sharing a healthy life

MARKET

Wadi Food was created with an ambitious vision to supply the Middle East with high-quality, natural healthy products. Growing at a remarkable rate, today it has more than 100 products packaged in a variety of containers according to consumers' needs. Wadi Food, under the umbrella of Wadi Holdings, was destined from the outset to become the market leader in providing consumers with high-quality natural products. From the first day of production to the present, the company has maintained the policy of providing a superior natural healthy product at a competitive price.

In addition to distributing products to customers in Egypt through "WADI FOOD CORNER" outlet stores, major supermarkets and retail stores, Wadi Food distributes its products across the globe. The company is also a proud supplier of olive oil and table olives to the majority of Egyptian five-star hotels and resorts. As a result of its high-quality and natural healthy products, Wadi Food has gained the trust of traders and consumers around the world and has become a leading exporter of olive products with exports going to Canada, France, Greece, Italy, Japan, Kuwait, Libya, Malta, Oman, Saudi Arabia, Slovenia, Spain, South Africa, Sudan, United Arab Emirates, United Kingdom, United States, and Yemen.

ACHIEVEMENTS

In no time at all, Wadi Food has made a significant impact on the Egyptian market and in the minds of Egyptian consumers. The company was the first local brand to introduce natural, healthy, high-end products to the consumer - available on supermarkets' shelves and at affordable prices. The massive growth resulting from the popularity of Wadi Food's products since the mid-1990s has catapulted the Wadi Food brand into a primary position in the market. The economies of scale, as well as sound marketing and distribution policies behind this massive growth, have led to the doubling of sales volumes over the past five years. The company is also active in introducing and maintaining the highest health and hygiene levels in the industry. Their factory in Sadat City is arguably the country's most modern facility of its kind and their dedication to developing and improving their products is clear through the excellent reputation that they enjoy among consumers.

All these factors contributed to Wadi Food being awarded a number of significant prizes and certificates. They have a total of three international prizes for their high-quality extra

virgin olive oil in competitions against the world's top olive oil producers.

The accolades earned are:-



Wadi Food's extra virgin olive oil was judged one of five of the world's best extra virgin olive oils at the SIO 2000 International Extra Virgin Olive Oil Competition at Fira de Reus, Spain, organised by the International Olive Oil Council.

Wadi Food was a finalist at the 2001 International Competition for Extra Virgin Olive Oil for the Mario Solinas Quality Award, organised in France by the International Olive Oil Council.

Wadi Food was also a finalist at the 2002 International Competition for Extra Virgin Olive Oil for the Mario Solinas Quality Award, organised in Spain by the International Olive Oil Council.

As for certification Wadi Food has been ISO certified since 1999. In 2004 it received the distinguished Organic Agriculture Certificate declaring all Wadi Food farms fully organic. This certifies that all Wadi Food products are grown on soil that is 100% free of synthetic fertilisers, pesticides and genetically modified organisms (GMOs). As the company expands it will continue to plant its produce using the organic production system to achieve optimal agro-ecosystems which are socially, ecologically and economically sustainable.

In the same year the company was also awarded the SGS Award of Excellence for its management's total commitment to continually

improve the company's performance and their efforts to serve the community.

The following year, 2005 Wadi Food's olive oil received the HACCP International Food Certificate.

HISTORY

Wadi Food's unwavering commitment to excellence has resulted in the company's phenomenal growth. The year 1986 marks the beginning of the story, when 30 hectares of olive groves were planted 85 km south of Alexandria and, in 1993, the company planted another 400 hectares of olive groves 50 km north of Cairo. In 1995 Wadi Food extra virgin olive oil was introduced to the Egyptian market with immediate impact and superb results. In 1996, the company built pickling and storage facilities for its table olives and, in the same year, it introduced table olives, pickles and olive pastes to the market whilst the following year Wadi Food installed a top-quality, Italian olive oil mill to further improve the quality of its olive oil. Due to spectacular sales of its products, the

company planted a further 150 hectares of organic olive groves 50 km north of Cairo in 1999. In 2002 the company launched a product line of Italian delicacies and, in 2003, launched a line of pasta sauces. Also in 2003 Wadi Food extended its product range with the introduction of high quality balsamic vinegar, capers and natural bee honey and in 2004 offered its consumers new French, Greek, Lebanese and Aperitif recipes of olive products. In September 2006 the company started the Wadi Organic product line which includes extra virgin olive oil, a variety of pickled olives, olive paste, as well as fresh produce and will start the Wadi Gourmet product line in November 2006 which will include a new olive oil, pestos, tapenades and some of the previously produced sauces as well as new ones.

PRODUCT

Wadi Food's product range is as diverse as it is impressive.

Egypt's year-round sun and dry, warm weather allows Wadi Food olives to mature slowly on the trees, which makes Wadi Food extra virgin olive oil fruitier and more full-bodied than other olive oils. The trees are watered from deep, pure aquifers with the sun enriching their fruit's nutritional value. The year-round care for the trees guarantees that only the finest, fresh-quality



olives are used in every bottle of Wadi Food Extra Virgin Olive Oil. The company's award-winning, extra virgin olive oil is considered one of the finest olive oils in the world today - made from freshly harvested olives it is cold-pressed and naturally processed in accordance with strict international standards.

Wadi Food pickles only the finest selection of olives, which are handpicked and then processed naturally by curing them slowly without any chemical additives or preservatives. Wadi Food olives' natural, rich taste is so good that they are exported across the globe to meet a growing international demand from discerning customers.

The company pickles a variety of vegetables including cucumbers, onions, carrots, lemons and grape leaves. The vegetables are picked fresh and pickled the all-natural way - they are so good they could almost be homemade.

Wadi Food has many years of experience in the restaurant and specialty food industries and professional chefs can rely on its ever-popular products such as sun-dried tomatoes, tapenades, capers and balsamic vinegar now being produced under Wadi Gourmet.

The recently added Wadi Organic product line includes olive oil, olives, olive paste and fresh and dried herbs, vegetables and fruits. This makes Wadi Food one of the leading organic food producers in Egypt.

Wadi Food also provides special packs of olives and olive oil in creative and attractive designs that can decorate any shelf, in addition to gift items for special events such as Christmas, and the New Year.

RECENT DEVELOPMENTS

Starting with just 7,000 olive trees planted on 30 hectares of desert land, Wadi Food now has 930



hectares on the Cairo- Alexandria Desert Road devoted to the production of organic food. In addition to that there are 680 hectares of land under plantation in Wadi Natrun.

PROMOTION

Wadi Food management places a great deal of emphasis on educating the consumer about the health benefits of olive oil and of natural products. That is why a large part of Wadi Food's promotional activities are focused on public relations, publishing educational articles, special event sponsorships, consumer promotion and offering



product tasting and sampling to consumers. Keen to promote the widespread use of olive oil, the company sponsors national competitions for cooking with olive oil, where Egyptian chefs cook their favorite recipes with Wadi Food olive oil. In 2003 Wadi Food, along with Egyptian Chefs Association, sent the winning chef of the year's national competition to represent

Egypt in the international olive oil live cooking competition, organised by the International Olive Oil Council in Italy. Helping to maintain the success story of the Wadi Food brand is a small but dedicated team of management professionals. A fully flexible team, they are committed to the proactive development of the brand and keen to spot and exploit business opportunities with the minimum of fuss and delay.

BRAND VALUES

At Wadi Food there is a deep-seated belief that quality, conscientious

personnel, versatility and an environmentally friendly product are just some of the keys to continued growth. In a highly competitive and challenging industry, the company is insistent upon one thing - to make the best quality, natural healthy products, while maintaining a commitment to excellence. Extensive research has shown that consumers believe in and actively seek out Wadi Food products as these products are natural and healthy and because they taste better.

The new product lines of Wadi Organic and Wadi Gourmet reveal Wadi Food's philosophy. Adding Wadi Organic culminates Wadi Food's commitment to healthy natural fresh products and implements its belief that people in Egypt deserve to be part of the global trend of healthy lifestyle and its benefits. Wadi Gourmet on the other hand is a reflection of the desire to provide the Egyptian market with food that satisfies the refined taste of gourmet food lovers.

Wadi Food believes it is in a privileged position and it is duty bound to attain the highest standards in the quality and consistency of its products. It is a trusted brand with a strong stress on its use of high quality natural healthy ingredients and flavours. It is a role the brand aims to maintain as it strives to cement its position as a "Brand of Choice" and a "Brand of Quality" and a "Brand of Trust".

www.wadifood.com

Things you didn't know about WADI FOOD

In order to help preserve the environment, Wadi Food has donated land and resources to actively sponsor and manage a captive breeding project for the endangered Egyptian tortoise. Today there are no longer any Egyptian tortoises in the wild in Egypt. This program hopes to one day re-introduce these animals into their natural habitat.

Wadi Food has supported the establishment of a science and environmental facility on one of its farms, the "Wadi Environment and Science Center". WESC is providing hands on training to students and teachers in environmentally sound practices and technologies in the facilities built on Wadi land. Starting off with students from private and international schools WESC is now approaching students from governmental schools and is working on establishing new premises in different locations in Egypt. During the academic year 2005-2006, the centre received over 40,000 students and teachers to train on sustainable energy, the environment, and industrial ecology, in meaningful and exciting ways to supplement traditional schooling.

