



Partnering with nature

MARKET

Wadi Food was created with an ambitious vision to supply the world with high-quality, natural and 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.

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 USA, Canada, France, Greece, Italy, Japan, Kuwait, Libya, Malta, Oman, Saudi Arabia, Slovenia, Spain, South Africa, Sudan, United Arab Emirates, United Kingdom and Yemen.

ACHIEVEMENTS

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 1,500 acres of organic olive groves 50 km north of Cairo in 1999.

In September 2006 the company started the Wadi Organic product line which includes extra virgin olive oil, a variety of pickled olives and olive paste.

HISTORY

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. The 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 globally.

All these factors contributed to Wadi Food being awarded a number of significant prizes and certificates. They have a total of four 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, 2002 and 2008 International Competition for Extra Virgin Olive Oil for the Mario Solinas Quality Award, organised in France by the International Olive Oil Council.

As for certification, Wadi Food has been ISO 9001 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 use 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 Safety Certificate.

PRODUCT

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

Egypt's year-round sunny and dry, warm weather allows Wadi Food olives to mature slowly



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.

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.

RECENT DEVELOPMENTS

On the agriculture side, the total area planted with olives in Wadi El Natrun reached 900 hectares by the end of September 2008, leading the total number of olive trees to reach 600,000 in all of the Wadi farms. The company started to train the trees in the super-intensive olive plantation in Wadi El Natrun in order to shift to a mechanical harvesting for the oil olive production.

PROMOTION

Organic Basket Project

In early 2009 Wadi Food launched "Organic Basket" home delivery service to provide customers with organic fruits and vegetables. The vegetables are harvested in the morning from Wadi's pesticide-free farms and delivered right to the customer's door the very same day.

Located in Egypt's pristine desert, Wadi Food farms are certified organic by BCS OKO Garantie, Germany. Wadi Food owns and manages all its farms, ensuring all produce is grown in a clean, uncontaminated environment with only the purest water pumped from underground aquifers.

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



BRAND VALUES

The Vision

Wadi Food's Vision is to be an integral part of every major meal occasion in their consumers' daily lives.

The Mission

Wadi Food's Mission is to "Make life more wholesome by enjoying the goodness Wadi Food products bring into it."

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 programme 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 Centre". 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.

Superbrands

