



# Juhayna

CARING EVERYDAY since 1983

# JUHAYNA'S

## COMMITMENT

Juhayna Food Industries is a leading Egypt-based manufacturer specialized in the production, processing and packaging of milk, yoghurt, juice, and juice concentrate. Since its founding in 1983, it has secured a frontrunner position in the dairy and juice industries in Egypt and the Middle East, a feat made possible through its firm commitment to delivering a wide range of high-quality, healthy, and safe products that have become trusted household names.

Founded by Mr. Safwan Thabet, Juhayna Food Industries was built on a vision to introduce the market to a new business model for food production that at its core. Today, with 4 fully operational facilities, 29 distribution centers, over 65,000 retail outlets, and 5,000 European Holstein heifers held at its disposal on its fully-owned dairy

farm, Juhayna continues to raise the benchmark for premium quality Egyptian manufactured products. In its 35 years of operations, Juhayna's dairy segment has cultivated an ever-increasing number of customers loyal to its brands, affording it a comfortable lead above all its dairy competitors and a significant market share that currently stands at 58% in 2019. It is also the sole supplier of dairy for McDonalds Egypt alongside many other leading fast-food restaurants, hotels, airlines, and educational institutions.

Our use of quality ingredients, internally manufactured concentrates, and state-of-the-art technologies for processing and packaging, alongside heavy investments in R&D to enhance our product offerings, aid in fulfilling our vision of bringing quality and healthy

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since 1983!*

products to Juhayna's consumers. To this effect, having achieved notable success in our Egyptian and Middle East markets, we're committed to expanding our footprint across Africa, Asia and Europe as an extension of our core belief and social responsibility towards bettering the lives of the community at large.

**Juhayna is a market pioneer with the largest product mix available in Egypt.**



# JUHAYNA'S

## JOURNEY

Juhayna Food Industries began production in 1983 with a total capacity of 35 tons per day and total sales of USD 4 million. Today, the company owns 4 plants in addition to 28 sales and distribution centers, a fleet size of over 1,000 vans and trucks, and boosts a net income of 450 Million USD (FY18).

Our success is a testament to the strategic investments we've made in innovation and technology, and our continued dedication towards enhancing our production standards.



### 1983

Operations begin with a state-of-the-art manufacturing facility in the Sixth of October City, a suburb west of Cairo. Juhayna becomes the first company to partner with the global packaging giant, Tetra Pak (Alfa-Laval at the time), becoming a pioneer in the packed milk, yoghurt, and juice industry.



### 2000

Building on its strategy of innovation, Juhayna introduces a new whipping cream product to the Egyptian market; the first of its kind.



### 1991

Juhayna becomes the exclusive supplier of dairy to McDonald's Egypt and enters into supply agreements with a number of leading global fast-food chains (Burger King, KFC, and Pizza Hut), hotels, airlines (Lufthansa & Egypt Air), educational institutions, and the Egyptian Ministry of Education.



### 2005

Juhayna launches its vertical integration expansion plans & the development of its manufacturing facilities in addition to establishing new facilities. The Group acquired El Masreya Company for Dairy and Juice Products. The new manufacturing facility significantly boosts production capacity from 100 tons per day to 600 tons per day.



## 2012

Despite political and economic volatility, Juhayna maintains its market leadership position by remaining committed to its investment and expansion plans to support the Egyptian economy.

New Technology (TBA-Edge): Juhayna group introduces a new technology in May 2012, TBA-Edge, which is considered a bi-product of ongoing commitment towards innovation and a USD 20 million investment that the group made in order to differentiate itself and set its products apart from its competitors. Manufactured through a new, high capacity production line, the new package guarantees the highest levels of sterilization, uniqueness and a modern appeal.



## 2015

Juhayna establishes a new dairy farm, decreasing reliance on external suppliers —a move that ensures quality while simultaneously securing supply quantities. The company also inaugurates three new distribution centers taking the tally up to 30 DCs, with three additional centers commissioned for 2016.



## 2018

In 2018, Juhayna joined the United Nations Industrial Development Organization's (UNIDO) MED TEST II initiative, which aims to encourage sustainable consumption and production patterns in the Mediterranean region



## 2010

Juhayna's shares first traded on the Egyptian Exchange Market (EGX), in addition to being named the "Best African IPO" by a leading international investment and communications group "Africa Investor"; in a joint summit with the New York Stock Exchange to promote investment on the continent.



## 2014

Launch of Operations at Egyfood Yogurt Plant in Sixth of October City



## 2017

Juhayna started the production of Arla Cheese in Juhayna's factories. This is an acknowledgement of competence and a proof that Juhayna's factories are in accordance with the highest global standards.

# JUHAYNA'S

## PRODUCTS

From affordable packaged milk and traditional family-packs of spoonable yoghurt to premium juices and flavored yoghurt drinks, Juhayna's diverse range of products is a key aspect of its success.

Our business operations are divided into four segments; Dairy, Yoghurt, Juice, and Concentrates.



### DAIRY

Juhayna's dairy segment focuses on the production of plain and flavored milk, cream, and white cheese, as well as speciality products for global manufacturers, retail outlets, and leading restaurant chains. Currently Juhayna's Egyptian marketshare of plain milk stands at 58% and its share of flavored milk at 51%.



### YOGHURT

Juhayna's yoghurt segment includes spoonable as well as drinkable yoghurts, and is comprised of over six successful and highly recognizable brands in the Egyptian market — such as Rayeb and Zabado — ranging in size from single serving to restaurant bulk use. Currently, Juhayna holds a 30% market share in the spoonable yoghurts market and a 59% market share of drinkable yoghurt.



## JUICE

Juhayna's juice segment holds a leadership position in the highly competitive juice market in Egypt by developing the flavorful and healthy beverages that have become iconic in the region and a staple in Egyptian households. The fruit pulps and concentrates used to make our juices are manufactured from the highest-quality fresh fruits, squeezed and distilled using the most up-to-date technology in accordance with global standards. Juhayna holds a 25% share of the total juice market in Egypt.



## CONCENTRATES & OTHERS

Juhayna's position as the largest juice manufacturer in Egypt could not have been achieved without a Concentrates production and distribution segment. Not only is Juhayna's Concentrates line of business a key strategic component of Juhayna's value chain — with 75% of its concentrates production used in juice manufacturing by the company — its operations are sophisticated enough to sustain itself as an independent business unit. The concentrates LOB supplies a wide variety of customers ranging from private consumers to multinational corporations.

# KEY FACTS

## & FIGURES



04

MANUFACTURING  
FACILITIES



+250

STOCK KEEPING  
UNITS



29

DISTRIBUTION  
CENTERS





 **+5K**  
EXPERT  
EMPLOYEES



 **5K**  
EUROPEAN HOLSTEIN  
HEIFERS

 **6M**  
CONSUMERS  
SERVED DAILY



# AWARDS

## & CERTIFICATES

Juhayna's Research & Development department is one of the company's major assets and one of the most significant differentiating factors between us and our competitors.





# BUSINESS

## SEGMENTS AND LEGAL STRUCTURE



### DAIRY SEGMENT

- EL MASREYA

### JUICE SEGMENT

- INTERNATIONAL CO. FOR  
MODERN FOOD INDUSTRIES  
(EL DAWLEYA)



### YOGHURT SEGMENT

- EGYPTIAN FOOD INDUSTRIES  
(EGYFOOD)



## **CONCENTRATES SEGMENT**

- **EL MARWA FOR MODERN  
CONCENTRATES**

## **AGRICULTURE SEGMENT**

- **EL ENMAA FOR AGRICULTURE  
DEVELOPMENT & LIVESTOCK**
- **ENMAA FOR RECLAMATION &  
AGRICULTURE**
- **ENMAA FOR LIVESTOCK**



## **COMMERCIAL ARM**

- **TIBA FOR TRADE AND  
DISTRIBUTION**

# OUR GLOBAL PRESENCE



# JUHAYNA CLASSICS



Enjoy a burst of flavor with Juhayna Classics line of juices, products that always have a seat at the table.

Available in seven single flavors Mango, Guava, Cocktail, Apple, Orange, Pineapple, Red Grapes, in addition to the Blends flavors Mixed Berries, Apple Pear and Tangerine Mandarin. Each juice is made for any occasion, the fruit pulps and concentrates used to make our juices are manufactured from the highest-quality fresh fruits, squeezed and distilled using the most up-to-date technology in accordance with global standards.

## Nutrition Facts / 100 ml

Energy	Fat	Protein	Carbohydrates
48.64 Kcal	0 g	Less than 1 g	12.16 g

1 Liter - 12 Packs (12 months), 235 ml - 27 Packs (12 months)





## Container Capacity

Size	Container 40 F.T		Container 20 F.T	
	On pallets	Without pallets	On pallets	Without pallets
1 Liter	2000 Cartons	2000 Cartons	900 Cartons	1500 Cartons
235 ML	3600 Cartons	3600 Cartons	1620 Cartons	2880 Cartons

## Pallet Capacity

Size	Pallet Capacity
1 Liter	100 Cartons
235 ML	115 Cartons

## Flavors

Mango Guava Cocktail Apple Orange Pineapple Red Grapes



## Blends

Apple Pear

Mixed Berries

Tangerine Mandarin



# JUHAYNA PURE

100%  
NATURAL



Juhayna's line of Pure juices, launched in 2001 are made from 100% natural juice with no added sugar to promote a healthy lifestyle. A flavourful blend of quality and taste. Pure juices are available in Orange & Carrot, Orange, Mango & Peach, Apple, Pineapple, Red Grapes, Tomato, Guava Cocktail, Cocktail and Pomgerante. Available in 1L and 235 ml packaging with a validity period of 9 months, all pure juices are enriched with ingredients that benefit consumers by meeting their vitamin intake requirements and by aiding in the prevention of varying ailments.

## Nutrition Facts / 100 ml

Energy	Fat	Protein	Carbohydrates
20.63 Kcal	9 g	Less than 1 g	5.16 g

1 Liter - 12 Packs (9 months), 235 ml - 27 Packs (9 months)



## ingrIdients

100% natural juice, natural fruit concentrate, total soluble solids min. 10%, no sugar added, no preservatives, pasteurized.

## Container Capacity

Size	Container 40 F.T		Container 20 F.T	
	On pallets	Without pallets	On pallets	Without pallets
1 Liter	2000 Cartons	2000 Cartons	900 Cartons	1500 Cartons
235 ML	3600 Cartons	3600 Cartons	1620 Cartons	2880 Cartons

## Pallet Capacity

Size	Pallet Capacity
1 Liter	100 Cartons
235 ML	115 Cartons

## Varieties

Mango    Guava - Cocktail    Cocktail    Apple    Orange    Pineapple    Orange - Carrot    Red Grapes    Tomato    Pomegranate



# BEKHERO JUICE



PACKAGING SIZES:  
1L - 200ML COMBI  
BLOC PACKAGING

## Container Capacity

Size	Container 40 F.T		Container 20 F.T	
	On pallets	Without pallets	On pallets	Without pallets
1 Liter	2000 Cartons	2000 Cartons	900 Cartons	1500 Cartons
200 ML	3600 Cartons	4800 Cartons	1620 Cartons	3465 Cartons

**12 MONTH**  
SHELF - LIFE

## Flavors

Mango      Guava      Cocktail      Apple



# HAPPY KITCHEN PRODUCTS



## Container Capacity

Size	Container 40 F.T		Container 20 F.T	
	On pallets	Without pallets	On pallets	Without pallets
500 gr	1800 Cartons	2496 Cartons	810 Cartons	1248 Cartons
250 gr	2700 Cartons	3744 Cartons	1215 Cartons	1872 Cartons

## Pallet Capacity

Size	Pallet Capacity
500 gr	90 Cartons
250 gr	135 Cartons

## Nutrition Facts / 100 ml

Calories	Fat	Carbohydrates	Protein	Salt
40.9 Kcal	0.1 g	9 g	1 g	0.6 g

Keep in cool, dry place. Shelf-life 6 months. Keep refrigerated after opening to be consumed within 4 days from opening.

# JUHAYNA MILK

FARM-FRESH  
STANDARDS  
HEALTHY LIVING



Since its founding as a dairy company in 1983, Juhayna continues to inspire consumer confidence in the excellence its dairy products, a fact represented in the business segment’s outstanding performance over its 32-year history. Having worked diligently to encourage a transition from loose milk consumption to packaged milk in order to deter the health risks of the former, Juhayna’s dairy milk products have become a household name in the markets in which it operates.

## Nutrition Facts / 100 ml

Energy	Fat	Carbohydrates	Protein	Vitamin B1	Vitamin B2	Calcium	Phosphorus
114 Kcal	6 g	9 g	6 g	0.08 mg	0.32 mg	230 mg	184 mg

1.5 Liter - 8 Packs (6 months), 1 Liter - 12 Packs, ½ Liter - 12 Packs (6 months),  
125 ml - 24 Packs, 200 ml - 27 Packs (6 months)



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SINCE 1983



# ingrIdiEnts

U.H.T Cow Milk, 3% Fat,  
8.25% S.N.F, Fresh Cow Milk.

## Container Capacity

Size	Container 40 F.T		Container 20 F.T	
	On pallets	Without pallets	On pallets	Without pallets
1.5 Liter	2000 Cartons	2000 Cartons	900 Cartons	1550 Cartons
1 Liter	2000 Cartons	2000 Cartons	900 Cartons	1550 Cartons
½ Liter	2400 Cartons	3800 Cartons	1080 Cartons	1550 Cartons
200 ML	3800 Cartons	4300 Cartons	1710 Cartons	3465 Cartons
125 ML	4600 Cartons	7000 Cartons	2070 Cartons	5265 Cartons

## Pallet Capacity

Size	Pallet Capacity
1.5 Liter	100 Cartons
1 Liter	100 Cartons
½ Liter	120 Cartons
200 ML	190 Cartons
125 ML	230 Cartons

## Varieties

Full Cream	Half Cream	Skimmed Milk	Zero% Milk	Lactose Free	Lactose free skimmed milk
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# JUHAYNA FLAVORED MILK

Juhayna's Mix line offers innovative flavored milk products for adults and children. Our flavored milk is enriched with a range of ingredients that come together in a premium blend of delicious taste and well- being. Juhayna Mix products come in three flavors including, Chocolate, Strawberry, Banana.

The Juhayna Mix line has a validity period six months and is made from the finest ingredients that culminate in a rich burst of flavorful delight.



## Nutrition Facts / 100 ml

Energy	Fat	Carbohydrates	Protein	Vitamin B1	Vitamin B2	Calcium	Phosphorus
143 Kcal	3 g	23 g	6 g	0.08 mg	0.34 mg	230 mg	186 mg

Juhayna Mix: 200 ml - 27 packs & 12 packs (6 months)





# ingrIdients

Natural Standardized Sterilized  
 flavored sweetened cow's milk; sugar,  
 milk powder, emulsifier (E471), food  
 stabilizer (E407), food color (E120),  
 (Milk) flavor, 1.5% fat, 15% total solids.

## Container Capacity

Size	Container 40 F.T		Container 20 F.T	
	On pallets	Without pallets	On pallets	Without pallets
200 ML	3800 Cartons	4300 Cartons	1710 Cartons	3465 Cartons

## Pallet Capacity

Size	Pallet Capacity
200 ML	190 Cartons

## Flavors

Chocolate	Strawberry	Banana	Vanilla	Caramel
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# HAPPY KITCHEN PRODUCTS

COOKING & WHIPPING  
CREAM INDULGE IN  
EXCELLENCE



Juhayna's cream products, cooking cream, whipping cream, and Soft Serve Ice Cream, are made from quality ingredients that culminate in a rich, fluffy and cool taste that has garnered a notable and loyal consumer base across the company's extensive markets. Keeping its commitment to healthy-living at the fore, Juhayna's dairy products are processed and packaged to deliver farm-fresh, tasty, and pure foods to its customers. We pride ourselves on the certified standards that have maintained our position as a market leader of the dairy industry in Egypt and the region, and continue to enhance our offerings through rigorous R&D investments to further growth in both qualitative and quantitative terms.

## Nutrition Facts / 100 ml

Type	Energy	Fat	Carbohydrates	Protein	Calcium
Cooking	259.4 Kcal	27 g	3 g	1.1 g	-
Whipping	316.6 Kcal	33 g	3 g	1.9 g	69 mg

1 Litre - 12 packs, ½ Litre - 12 Packs, 200 ml - 27 packs (6 months)



# ingriDients

Fresh Cow Milk, Fat 35%,  
T.S. 40%, Stabilizer E407.

## Container Capacity

Size	Container 40 F.T		Container 20 F.T	
	On pallets	Without pallets	On pallets	Without pallets
1 Liter	2000 Cartons	2000 Cartons	900 Cartons	1550 Cartons
½ Liter	2400 Cartons	3800 Cartons	1080 Cartons	1550 Cartons
200 ML	3800 Cartons	4300 Cartons	1710 Cartons	3465 Cartons

## Pallet Capacity

Size	Pallet Capacity
1 Liter	100 Cartons
½ Liter	120 Cartons
200 ML	190 Cartons

## Varieties

Whipping Cream

Cooking Cream



# N&G PRODUCTS





# ORIENTAL DRINKS PRODUCTS



# ORIENTAL DRINKS PRODUCTS



# CHILLED PRODUCTS



## notes

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