**Juhayna Launches Its New Product ‘ Juhayna Pudding’ in the Egyptian Market**

**Cairo, XXX November 2024:** Juhayna Food Industries has announced the launch of its new product, ‘Juhayna Pudding,’ as part of its ongoing strategy of innovation and expansion to meet diverse consumer needs.

Juhayna introduces its new product in three flavors—chocolate, vanilla, and caramel—available in 60-gram and 100-gram sizes. This product provides 12% of a child’s daily protein needs and 13% of their calcium intake, with no added preservatives.

The product is not limited to children; it targets all age groups, including young people and mothers, offering nutritional value that aligns with global trends and the growing market demand for more innovative products.

Passant Fouad, External Communications Director at Juhayna Food Industries, expressed her enthusiasm about the new product launch, stating, "This step reaffirms Juhayna’s strong commitment to investing in innovation to deliver pioneering products, which is an integral part of the company's development and growth strategy that has upheld its leadership in the Egyptian food industry for years."

Juhayna proudly exports its high-quality products to over 62 markets worldwide, showcasing its commitment to regional and global expansion. As an Egyptian company with over 40 years of leadership in the food industry, Juhayna offers a diverse portfolio of more than 200 products. These are efficiently distributed through an extensive network of 38 distribution centers, serving over 136,000 outlets across the country.

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