

Gulfood Show Times

INVESTMENT INSIGHTS FOR THE FOOD AND BEVERAGE INDUSTRY

16 - 20 FEBRUARY 2020 | DUBAI WORLD TRADE CENTRE

Show Opening Times 11am - 7pm, 20 Feb 2020, 11am - 5pm

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Preparing the world's most powerful plates

Compelling discussions on cooking for world leaders and dish diplomacy

Four chefs who ensured some of the world's most powerful people were well fed along with visiting leaders recall their experiences today for Gulfood guests.

As the Innovation Summit moves through its final day, the kitchen chiefs gather to look

at the role of fine dining in the corridors, if not banqueting halls, of power.

A compelling session called "Integrating culture with food diplomacy" will consider how chefs can be cultural emissaries as much as artists and scientists when it comes to feeding

leaders and distinguished guests.

The Foreign Affairs Minister to French King Louis XVIII famously used to say: "There is no good diplomacy without good meals".

Given such access to high places, especially when cooking for world leaders, chefs take on an almost ambassador-like status.

It follows they are also brand ambassadors for their country and as such, are in the best position to promote and connect with other cultures.

The Innovation Summit will hear from former Russian presidential chef Jerome Rigaud, Che Chartrand, chef of the Prime Minister of Canada, and Montu Saini, who was chef to the President of India. Franck Panier, chef of His Highness the Grand Duke of Luxembourg, completes a fascinating line-up.

Together, from 3.10pm, they will delve into the challenges of researching and designing menus for diplomatic dinner menus, the history of gastro-diplomacy and institutional practices and the political uses of food cultures.

The presence of Heather Mills is also likely to draw much attention with her session "Tackling global crisis... with algae".

Although recognised by many as the former wife of Beatles legend Sir Paul McCartney, Mills has been making F&B waves as a leading pioneer of plant-based alternative food in the meat, fish and dairy industry for more than 26 years.

She is the founder and owner of award-winning vegan food company, VBites, which Mills has scaled into 600,000 Sq ft. of 100% plant-based manufacturing facilities.

Today she will speak about sustainability, innovation and solving the world environmental, ethical and food crisis with cost efficient algae.

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Innovating their way to awards glory

Accolades for Gulfood 2020 exhibitors setting new food trends across numerous categories

GULFOOD INNOVATION AWARDS



Vendome Tea DMCC were winners of the Best Packaging (Design) Impact <

If there were more cheers and applause than usual around the floors of Dubai World Trade Centre this week it's because the Gulfood Innovation Awards were presented to exhibitors.

Twelve awards in total were presented by Dubai World Trade Centre Executive Vice President Trixie LohMirmand and Group Director Sector Development, Gulsum Arslan.

An expert panel of revered chefs, industry insiders and marketing leaders had the task of sifting hundreds of entries to settle on honouring 12 stand-out products and new-to-market concepts.

With sustainability the buzzword among many exhibiting, visiting, speaking and cooking

under the "Rethinking Food" theme for Gulfood 2020, the awards again reflected some of the significant global consumer trends, with products touching on wellness, health and sustainability as the show again takes the pulse of the F&B industry and helps set the agenda for the next year and beyond.

Among the big winners this time were the UAE's own Healthy Farm - the Sharjah firm, part of the Abatha Group, won Most Innovative Halal Product' award for its Healthy Farm's Plant Protein Pea, Quinoa & Kale Burger, while it's Chicken Quinoa & Kale with Salicornia landed the Most Innovative Meat or Poultry Product category.

"These awards are a testament to the hard

work and dedication of our team who work tirelessly to provide innovation-led solutions that are designed to help consumers make smarter, informed and sustainable food choices," said Jacek Plewa, CEO, Healthy Farm.

New Country Healthcare were also double winners, landing Best New Product Development for their OM Foods Palmini range and Most Innovative Baked Product for their Made Good - Good To Go - Keto Certified Bar.

Bidfood Middle East landed the Most Innovative Frozen or Chilled Food award for their Haagen-Dazs Barista Line coffee flavoured ice-cream.

Here are those and the rest of the winners pictured during the presentations.



MOST INNOVATIVE FROZEN OR CHILLED FOOD

Bidfood Middle East



MOST INNOVATIVE HALAL PRODUCT & MOST INNOVATIVE MEAT OR POULTRY PRODUCT

Healthy Farm



BEST NEW PRODUCT DEVELOPMENT & MOST INNOVATIVE BAKED PRODUCT

New Country Healthcare



MOST INNOVATIVE SOFT BEVERAGE

Eclor, with 'Maison Bellot'



MOST INNOVATIVE HOT BEVERAGE

International Foodstuffs, with Karak Chai Camel Milk



MOST INNOVATIVE DAIRY PRODUCT

Savencia, with Smithfield Pourable Cream Cheese



MOST INNOVATIVE ORGANIC PRODUCT

Puljong Ltd, with Organic Vegetable Broth



MOST INNOVATIVE CONDIMENT OR SAUCE

Bunge Loders Croklaan, with Wawrzyniec Chilled Vegetable Pastes



MOST INNOVATIVE HEALTH & WELLNESS PRODUCT

Acetificio Andrea Milano, with Deto-x line

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HALL 2 | STAND - 275

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16 - 20 Feb 2020

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Feeding the debate and people

The final day of the Innovation Summit places an insightful gaze on some major issues



< Ryotaro Muramatsu



< Franck Panier



< Jerome Claude

Whatever your to-do list for Gulfood 2020 at the heart of this huge event lies an equally sizable equation - how best to feed the planet.

After some weighty speeches and discussions already, today's final Gulfood Innovation Summit doesn't dilute subject matter.

Among a mixed menu of subjects you can meet Harsh Kedia, 22-year-old entrepreneur, writer, and chef dedicated to providing sweets and desserts for diabetic patients.

The International Diabetes Federation projects the number of Indians with diabetes soaring to 123 million by 2040. In "When life gives you lemons", Kedia gives insights on the next generation's food hopes and aspirations.

Kerry's Head of Coffee, Simon Hague tackles consolidation in the beverage market, now being led by fewer big businesses.

"Raising the Bar In-store for Beverage Creation - making an impact to deliver real growth" examines how agile start-ups are impacting the market's direction

"It is more important than ever to lead the way in beverage creation and innovation... consumers are looking for more and more from the average cup or bottle," says the session brief.

There's a "Deep dive into the value chain of food, water, and waste management" - in a region where food waste is becoming critical, and water and rainfall scarce, a panel probes the big role the F&B industry has in managing

precious resources.

"Weaving art, sophistication and technology to elevate the dining experience" has Ryo Muramatsu, Naked CEO, actor, film director, artist, thinking about what we'll be eating tomorrow.

In "Bricks to clicks... to bricks: Keep up with your consumer", Lulu Group's Chief Information Officer Piyush Chowhan examines how digital is transforming 'brick and mortar' retailers.

Technologies like AI are being introduced to enhance the customer journey and remove friction during transactions beside a wave of convergence of online and offline.

FLAVOURED FRANKNESS

Ananya Narayan, MD of Hunter Foods' "What's the flavour today?" approaches the conundrum of cracking the localised flavour snack market with innovative ingredients to meet consumer needs; product formulas that promote good health ,and identifying and differentiating trends/fads.

"The end of big food? discusses challenges facing industry big-hitters seeking trust from consumers aspiring products more aligned with their values. Panelists debates how consumer trends will shape the industry and how global food giants can adapt and get ahead of the curve.

"Keeping food safe: How to move your organisation toward global recognition,



< Montu Saini

consistent operations, and a competitive advantage" debates how accreditation reduces barriers in world trade, and the importance of an accredited certificate to a facility.

The summit concludes with Madar Farms co-founder/CEO Abdulaziz AlMulla focusing on the scale and imminent nature of food and water security challenges, and how sustainable agriculture using AgTech can provide a solution.



SINCE 1965

BORDON AROUND THE WORLD

BORDON is recognized as one of most traditional canned meat brands being present in the market for over 70 years. With extended Halal portfolio BORDON is now present in over 100 countries being remembered for its High Quality Products and Constant Innovations within the prepared foods category.

Working for decades to meet specific market demands such as packaging innovation with the retort pouches, new categories and signature recipes BORDON has the know how and ability to offer a food solution for every need.



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HALL 4
STAND B4-2

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TO DISCOVER ALL NEW PRODUCTS IN OUR
PREPARED FOODS PORTFOLIO

The oven gloves are off...Culinary League

Delicious dishes set to light up day four as world class chefs battle for cooking crown



Culinary conjuring from cooking's elite is what you get with Tastes of the World - and today it shifts up a gear with the return of the Gulfood International Culinary League.

Turning a bright light onto talent, techniques and teamwork, get ready to experience a spectacular showdown of skills and smart ideas.

Visitors have already been entertained and informed by some of the most revered chefs on the planet and now this global-scale food celebration throws in an international competition to test the globe-trotting food professionals.

Four teams must craft world-class dishes from four continents with the most sustainable ingredients and innovative food preparation methods.

By the end of the day, just one team will walk away as league winner having wowed a star-studded jury panel.

Each will be given just one hour to prepare a three-course menu, across two legs of competition.

With the focus not just on regional cuisine, judges will be looking out for the innovation and sustainability put into the dishes - in fact, 30% of the judging criteria will be reserved for how sustainable the ingredients are and cooking techniques with a zero wastage policy.

New installations such as the hydroponic vertical kitchen and new generation ingredients such as plant-based 'meat' and crickets powder are available to the chefs for the first time in a real culinary competition.

With "Rethinking Food" the theme of Gulfood 2020, what better way to confirm how those ingredients now provide a real opportunity for the fine dining sector to adjust to a more sustainable food chain supply.

LEADING THE WAY

This year Team America is led by Chef Ernesto Cab Vera, CEO & Corporate chef of Maria Bonita Group; Team Europe is led by Marco Legittimo, Executive Chef of V Hotel Dubai, Curio Collection by Hilton; while Enrique Suarez, Corporate Chef with Landmark Group, leads Team Asia. Finally, Team Africa-Middle East has Cuneyt Asan, Founder of Günaydın Restaurant Group, leading.

The judging panel this year contains a broad, well-placed group of food aficionados. They are three Michelin star Chef Thomas Bühner, culinary book author Flavel Monteiro, Jean Yeow Winter, a chef and celebrities culinary consultant, and Greg Malouf, the celebrity chef and culinary book author.

The first leg of Gulfood International Culinary League commences at 12.10pm - after an

TAIWAN PAVILION

World Food

Sheikh Rashid Hall

Za'abeel Hall 5

Beverage

R-J4~R-J26 • R-K3~R-K25

Z5-B8~Z5-B16 • Z5-C7~Z5-C15

Come to Taste the Delicious and Joyful Halal Certified Food from Taiwan!!



R-J4
I LAN FOODS IND. CO., LTD.



Senbei, Ballcake



Bureau of Foreign Trade
Ministry of Economic Affairs



Taiwan External Trade
Development Council (TAITRA)



R-J12
T K FOOD CO., LTD.



Salted Egg Yolk Cookies, Black Sesame Cookies, Purple Sweet Potato Cookies, Peanut Butter Cookies, Taro Cookies



R-K15
ROYAL FAMILY FOOD CO., LTD.



Mochi, Mochi Ice cream, Fruit jelly, Biscuit, Marshmallow



Z5-B8
OU-DEAN FOODS FACTORY
CO., LTD.



Beverage, Aloe Vera Juice Drink, Ice Coffee, Juice Drink, Fungus Drink, Nutritional Drink



R-J8
TSAN-HO FOOD INDUSTRIAL
CO., LTD.



Panko Bread Crumbs, Tempura Batter Mix, Fried Chicken Mix



< Enrique Suarez



< Frederico Sanna



< Liao Fan Chan



< Cunyet Asan



< Jean Yeow Winter



< Thomas Bühner

11:40am unveiling of team member and their ingredients - with Asia taking on Europe with a menu that "best represents their countries".

The second leg happens from 3.30pm when Africa-Middle East give America a run for their hotplates. At 5.10pm we'll know the winner and the award will be handed over.

WHAT ELSE TO WATCH TODAY

In and around the competition you can still catch masterclasses, including off duty judge Chef Thomas Bühner.

The German three Michelin star chef of La Vie Osnabrück hosts 'A New Vision In Fine Dining', demonstrating modern and three-dimensional aromatic cuisine as the character of his culinary creations.

At the other side of the dining spectrum, Singapore's chef Liao Fan Chan is something of a phenomenon having become the first hawker - or street food cook - to earn a Michelin Star. He'll show the audience how with his Michelin-starred soya sauce chicken rice signature dish.

There's also another chance to see Team Europe's lead man in action when Chef Marco Legittimo shows his executive chef credentials with a showcase of the finest Italian products with live narration as he prepares a traditional Italian dish.

Full for details of timing and other sessions, visit www.gulfood.com/show-features/tastes-of-the-world/gulfood-international-culinary-league

TOMORROW'S TOP HOB HAPPENINGS

Having lured some of the greatest meal-making minds to Dubai World Trade Centre, Gulfood is putting them to work via some great foodie experiences tomorrow as well.

The final day warrants another busy agenda with an impressively international culinary cast.

From Kenya we have Chef Charity Gachuhi - pastry chef at Dubai's Lounge Cafe Italiano - giving the low-down on African modern pastry tailored to dairy free, gluten free, vegan and nut allergies palates.

Charismatic Mexican chef Ernesto Renan Cabvera is CEO of the Maria Bonita Group, which has branches around the UAE.

His masterclass homes in on the importance of sustainable ingredients in traditional Mexican food, cuisine recognised as an Intangible Cultural Heritage of Humanity.

Crossing over to healthy Indonesian cuisine, the Vertical Kitchen presents a session from the Address Sky View executive sous chef Eka Mochamad, which focuses on cultural heritage and local hydroponic produce.

With strong Mediterranean roots, Armani Hotel head chef Frederico Sanna presents his Italian cultural and culinary "mantra" by creating culinary masterpieces using only seasonal products.

Finally, food aficionados would be advised to look out for talented the young Turkish talent Niyazi Gulec as the Motorino head chef demonstrates his version of Turkish cuisine, inspired by both Levantine and Mediterranean influences.



AZAN GROUP

We built trust & relations

“Sheep / Mutton / Goat slaughter house is coming soon”



Mr. Mohammed Ather
(Managing Partner)

Established in the year 2011 at Delhi, India, "Azan Group" is the leading Manufacturer, Exporter, Importer and Supplier of Fresh and Frozen Halal Boneless Buffalo Meat and Meat Offals, Basmati Rice, Fresh Potatoes, Fresh Onions, Agro Base Products & Fresh Chilled Mutton / Sheep Carcasses / Meat. Offered product range is processed at state-of-the-art processing unit using hi-tech machines, pioneering production methodologies and high grade ingredients as per the international parameters. Raw ingredients used for the processing of these premium quality products are procured from the reliable and trusted vendors of the industry. Our product range is highly demanded by our clients due to the features like purity, high nutritional value, delicious flavour, nice aroma, freshness and longer shelf life & premium quality products. Professionals working with us are highly qualified, skilled and possess immense years of practical experience in their respective fields of operation. These professionals work round the clock with sincerity directing their efforts for the achievement of the specific goal of the organization. Our entire team is segregated into varied departments that include procurement agents, marketing & sales executive, quality controllers, skilled & semi-skilled staff, etc. to ensure the processes are carried out in an organized manner. Quality controllers of our team conduct stringent checks on every product using advanced testing tools to ensure that it is free from all kinds of adulterants. By maintaining a level of transparency and following fair business policies, we have been able to strengthen our relations with our associated vendors.

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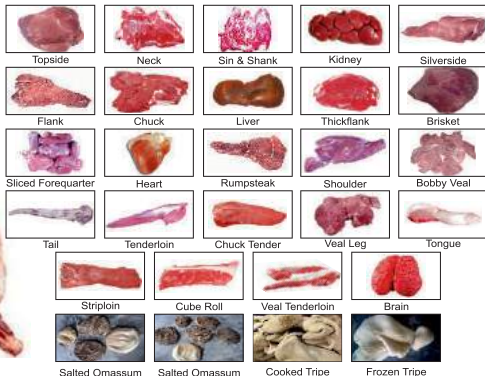
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EXHIBITION



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New products exhibitor showcase

A delve into the exhibition halls to discover what could be heading for shopping baskets soon



As the world's largest trade show of its kind it is no wonder many F&B producers choose Gulfood's latest edition to launch new brands and initiatives.

Some are entirely new lines, many more a fresh spin on an old favourite and a few others a totally unique idea set to take global markets by storm.

Then there are the products that are reinventing their traditional form for a more future-forward generation of consumers.

In this exhibitor showcase, we highlight some of the products taking our eye on the exhibition floors this edition.

For the name alone, Sweetbird Speculoos Syrup and Toffee Nut Syrup are worth investigating. This indulgent flavour continues to inspire innovation in categories such as syrup, here courtesy of UK company Beyond the Bean, over on stand **Z4-C37, Za'abeel 4**

Almost as catchy a name is Lotte Yolala, a new sparkling yogurt drink that promises a new sensory experience. Packaging features a smiling face and the product is being launched

by Lotte Chilsung Beverage Company of South Korea, initially founded in 1950. **The firm is at Za'abeel 5, Z5-F26.**

Monin is brand favored by bartenders and baristas worldwide and remains a family owned business more than 100 years after Georges

Monin founded it in France. It launches its on-trend floral Monin Bergamot Syrup and Peanut Cookie Syrup in **Za'abeel 5, Z5-F38.**

Breaded cheese is proving an interesting alternative to meat as a 'centre-of-plate' option, so French brand Eurial's Grand Fermage



Breaded St Marcellin Cheese should garner attention among show callers to its **F1-33 stand in Hall 1**.

The health benefits of honey have been held high for generations so Indian producer Apis has applied some common sense to its Apis Nature's Potions Infused Honey. 'Infusion' has become a key concept in food and drink innovation and on stand **Z6-G38, Za'abeel 6**, Apis reveals how it applied that in the honey category.

USA's Tyson Foods is one of several firms looking to tap into the boom in plant-based 'meat-alike' products - and with its Raised & Rooted Meat-Alternative Nuggets it offers a potentially tasty alternative for the healthy minded. Head to **E4-27, Hall 4** for samples.

Herbs are also inspiring a great deal of innovation in food and drink. Poland's ARGO has created a range of 'medicinal' sweets under its Pro Vita brand with salvia, aloe and lemon balm - on display at **Stand S1-J18, Shk Saeed 1**.



Singapore is a place known for fusion cooking. City firm DokiDoki has applied this notion by combining tamarind, pineapple and on-trend turmeric in its unusual new DokiDoki health drink, on show in **Za'abeel 4, Z4-D28**.

Lasagne Bolognese is the latest offering from Cooperativa Central Aurora Alimentos, one of Brazil's largest industrial complexes and a global reference in meat processing technology. With 11 affiliated cooperatives, plus 100,000 associate members and over 28,000 employees, its portfolio catering to family meal occasions is represented in **Hall 3, C3-42**

Edita Food Industries is one of the leading FMCG companies in Egypt and the Middle East, with more than 6,000 employees. In **Sheikh**



Maktoum Hall, M-C32 it is introduced the Edita Todo Max Cake, a new range of filled and coated cake bars bringing "new indulgence to the category".

Convenient snack bars continue to appeal as does Bombay mix - here the latter is reinvented as an on-the-go option courtesy of Cofresh Snack Foods. It's Eat Real is the top 'healthier snack' brand in the UK and Cofresh the leading Indian snack brand there, offering a wide range of spicier snacks for all consumer taste profiles. Street Food Indian Bombay Snack Bar takes a bow at **Sheikh Saeed 1, S1-B37**.

Spain's Damel Group is a roasted nuts and confectionery manufacturing company with presence in 60-plus countries, known for the Damel, Pectol, Palotes, CasaMayor and Kelia labels. Its new Damel Movie Mix blend of licorice and gummy sweets come in an eclectic mix of flavours, shapes and colours. **Za'abeel 2 Stand: Z2-C52**

Turkey's biggest pasta manufacturer, Makarnacilik Sanayi Ve Ticaret A.S, is expanding its Oba Makarna position in the convenience space with a range of flavoured noodles that cook in just three minutes. Wander to **Za'abeel 2, Z2-E3**.

Poland's Dr. Gerard knows peanut butter and on-trend salt caramel are fun new flavours for wafers. At **Sheikh Saeed 1, S1-J40**



representatives discuss their 200-plus types of cookies and salty snacks in a portfolio of wafers, biscuits, sandwiches, wafer rolls, crackers and breakfast biscuit, including new Peanut Butter and Salty Caramel Dr Gerard Rolls Rolls.

Founded in 1947, Agro Aceitunera is the biggest producer, packer, and exporter of table olives and extra virgin olive oil from Argentina and America. With Nucete Pasta De Aceitunas it presents a diverse range of savoury spreads offering a new way to enjoy olives. Find them at **Trade Centre Arena, S-D4**.

CLOSER TO HOME

Some smart ideas haven't had so far to travel to DWTC - including UAE brand Grand Mills promoting its All Purpose Flour Enriched with Vitamin D on the Aghthia Group **Stand, C7-20, Hall 7**. It's the first multipurpose fortified flour that contains 100% of the Total Daily Requirement of vitamin D to help address sunshine vitamin deficiency.

Sharjah firm Healthy Farm's Chicken, Quinoa and Kale with Salicornia Burger could be ideal for 'flexitarians' seeking a meat-plant protein blend. See this and many more innovative products on **C7-29, Hall 7**.

Red velvet cake has enjoyed a resurgence in popularity, with major brands like Oreo embracing the concept. UAE brand DoFreeze

has put red velvet into a novel, brightly-coloured cookie. See their Eurocake Red Velvet Cookie on **Z4-C37, Za'abeel 4**.

Founded in 1981 by the Father of the Nation, Sheikh Zayed, Al Ain Farms was the first dairy company in the UAE to provide fresh milk to the nation.

It has grown to be the country's largest integrated local dairy company, running four farms under its brand and now also providing *juice, camel milk, fresh chicken and eggs*.

At Gulfood it is delivering "healthy indulgence" in the form of its new Al Ain Greek Yoghurt. Take your spoon to **Hall 2, stand 200**.



Australian state thinks big

MENA means big business for Victoria with eyes on boosting healthy trade relations

The State of Victoria is Australia's largest food and fibre exporter - and with much of that produce heading to UAE shores its companies are back in show to share premium F&B offerings with discerning MENA region buyers.

Opening the Victorian Government Stand, Minister for Consumer Affairs and Suburban Development, Marlene Kairouz, said: "International events like Gulfood are critical to the success of our agriculture sector and we are working together with industry to reach our ambitious target of growing Victoria's food and fibre exports."

"The UAE is one of Victoria's most important food and fibre export markets, worth \$339 million in export value to our state in the last financial year."

A delegation of more than 40 leading Victorian-based suppliers are showcasing across dairy, meat and prepared food.

Agriculture dominates Victoria's trade with

the MENA region, with exports valued at more than A \$1 billion in 2018/19. Renowned for its halal offering, Victorian meat contributed significantly, comprising half of agricultural exports; lamb exports to Kuwait grew by A \$19m last year.

Victoria is a recognised world leader in food safety and animal traceability from paddock to plate; unwavering commitment to premium, transparent and quality produce has made state produce an increasingly attractive proposition in the MENA market.

The Victorian Government Stand hosts a combination of brands with a longstanding presence in the region, plus new businesses pioneering the latest in global food innovation.

In fact, State of Victoria contributes more than half of the total Australian exhibitors at Gulfood 2020 and Victorian Government Trade and Investment team representatives - it's had a UAE office since 1997 - are available on site throughout.

Leveraging Gulfood for a piece of KSA action

Saudi Arabia - the GCC's largest country - is expected to benefit from approximately \$59 billion of investment by 2021, according to the Saudi Arabian General Investment Authority (SAGIA).

And numerous food industry players are poised to benefit, including Gulf-based food industry heavyweight Truebell.

The leading importer, wholesaler, distributor and exporter with more than 60 global brands in its portfolio plans to expand its exclusive distribution of key products within the KSA, says Truebell's Bhushant J. Gandhi, Divisional Manager of Retail & Food Service.

"Trends have evolved over recent years in line with Saudi Arabia's changing demographics, increased disposable incomes and maturing food preferences with demand for varied food stuff, organic ingredients and healthy food products expanding well beyond the most popular and recognisable local brands," he says. Growing consumer preferences for healthy food products took the total consumption of organic, gourmet and health products within Saudi to \$27 billion in 2019, according to SAGIA. "With 29 million residents - 50% of which are under the age of 25 - Saudi Arabia has the largest population in the GCC and arguably the population most susceptible to Western consumer food trends," Gandhi continues.

"Saudi consumers are becoming more health conscious than ever and probiotics, whether in supplement format or in food and beverages, are becoming increasingly popular due to the health benefits linked to them.

"As a result, Truebell is working to align current and future supplies with this developing trend."



TASTES of the World



Get ready to experience a spectacular showdown of culinary talent at the 2nd Gulfood International Culinary League!

Tastes of the World is the most creative multi-sensory culinary experience, where the culinary world will come together once more, with Michelin Star Chefs and renowned celebrity food avant-gardists to experience the stand-out cuisines and flavours of four continents, over 20 countries during 5 days of demo's, tasting sessions and masterclasses.



CHEF ERNESTO CAB VERA
CEO & Corporate chef
Maria Bonita Group
Team America



ENRIQUE SUAREZ
Corporate chef
Landmark Group
Team Asia



CÜNEYT ASAN
Founder
Günaydın Restaurant Group
Team Africa-Middle East



MARCO LEGITTIMO
Executive Chef
V Hotel Dubai, Curio Collection by Hilton
Team Europe

Four teams of elite chefs will whip up iconic dishes from four continents to impress a star-studded jury panel. This year's focus is not just on regional cuisine. The chefs will be judged also on the innovation and sustainability of their dishes with 30% out of the judging criteria focusing on sustainable ingredients and cooking techniques along with a zero wastage policy.

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Tiny nation that feeds the world

Abundance combined with sustainable production have made New Zealand a food exporting powerhouse

New Zealand knows the impact of rising consumer consciousness in the region so has strengthened its presence at Gulfood 2020. As a leading sustainable F&B producer, the island nation is well placed to meet increasing demand for ethically and sustainably sourced products.

As one of the world's most progressive agricultural and aqua cultural nations, and acknowledging Gulfood 2020's 'Rethinking Food' theme, its F&B firms are highlighting how their sustainability measures play an important role in the global food offering.

The NZ food sector produces enough food to feed more than 20 million people, around five times its population - and its dairy products feed around 40 million people globally. Meat exports to the Middle East saw combined annual growth of 7% over the last five years, while fruit exports grew at nearly 9% - exports of fish and other seafood products have

doubled since 2018.

Temperate climate, high rainfall, clean waters, fertile soil and low population density offer ideal conditions, but it's NZ's environmental ethos of "kaitiakitanga" - a Māori word loosely translated as "guardianship and care for people and place" - that governs sustainable food production efforts.

"You know exactly what you're getting and how it's made," says Kevin McKenna, New Zealand's Consul General in Dubai.

"We're proud to be one of the world's most trusted suppliers. The superior quality of our foods, our stringent health and safety regulations as well as our pioneering sustainability polices earned us this position. "Gulfood is one of the biggest events for the NZ business community in the Middle East and a great opportunity to share our values."

This year New Zealand Trade and Enterprise has 10 leading F&B firms exhibiting; among



< Kevin McKenna



< Tony Martin

them seafood company Sanford Limited whose plastic reduction programme is developing innovative packaging solutions to phase out all plastic from retail operations.

Blossom Hill Farm is launching 'Hatuma' Pea Protein Vegan Milk product, containing five times the protein of most almond milks and the same calcium as dairy. It's a 'functional food' that offers benefits beyond basic nutrition - one of the fastest growing food segments.

Canary is presenting zero-waste butter products while NZ also has the likes of Profile Foods, Seriously Smoothies, GreenMount, Egmont Honey, seafood company Sanford Limited and apple grower Rockit present.

"Our ongoing efforts to become leaders in sustainability, food safety, traceability, and animal welfare have gained us international recognition," says Tony Martin, New Zealand Trade & Enterprise Regional Director for the Middle East, India & Africa.

"More important is our ability to always strive to contribute in the most ethical way to feeding the planet by continuing to push for improvements at home and abroad."

Officially opened/blessed by Ngāti Koroha, a UAE-based Māori cultural group, the NZ pavilion also has a cutting-edge Mixed Reality experience.

Find them at B2-26, Hall 2 and S-312, Sheikh Saeed Hall.



Italian tastes and tests

Producers putting on a show to maintain market momentum in the Middle East

With a firm eye on expansion in the MENA region leading Italian fruit and vegetable suppliers are at Gulfood 2020 via an initiative led by Italian fruit and vegetable cooperative CSO Italy and the European Union.

A top selection of Azzurri producers want to wow regional distributors by showcasing wares including fruit purees, oranges, lemons and mandarins as well as tomatoes.

Latest statistics from CSO Italy reveal UAE imports of Italian fruits and vegetables - kiwis, apples and oranges - increased by 55% to 36.165 tonnes in 2018 from 23.31 tonnes in 2017. "Thanks to unique climate and environmental conditions, Italy is one of the leading fruit and vegetable producing countries in Europe, with nearly 10 million tonnes of fruit and 14 million tonnes of fresh vegetables produced in 2018," says Elisa Macchi, CSO Italy.

"Thanks to the quality, taste and unique aesthetics, Italy exports over AED20 million worth of fruit and vegetable around the world,

a figure we are keen to increase with continued expansion into UAE."

Mazzoni - producer of semi-processed fruit purees used by pastry shops and ice cream parlours - uses the latest processing technology to remove need for artificial colourings and preservatives. It's showcasing frozen flavoured purees in Hall 6, A6-10.

Oranfrizer - the leader in the production and distribution of Sicilian citrus fruits, is in Sheikh Saeed Hall 1, B19. It's been exporting blood oranges and mandarins here for 10 years.

CEO Nello Alba says: "The blood orange is growing in popularity and one of our overarching goals is to communicate unique characteristics of the fruit which include it's exceptional taste, aesthetically very distinctive, rich in vitamin C and anthocyanins - and well known as the fruit of the Mediterranean diet."

Conserve Italia's Sheikh Saeed Hall 1, B23 stand has an opportunity to taste peeled plum tomatoes straight from the vine.

Export Marketing Manager Sandra Sangiulo says: "Cirio has been present in the Dubai market for several years, focusing on the hotel, restaurant and café industry, as well as optimising retail channels.

"The Dubai market is accustomed to high-end Italian fashion and luxurious cars. However, the understanding of quality Italian food products is not yet so deep rooted - we see a gap in the market to educate consumers and professional chefs."

Canapes with dressings by Oranfrizer, ragouts utilising tomatoes from Conserve Italia and ice creams, sorbets, cheesecakes and profiteroles using fresh fruit from Mazzoni, are also on show.

Nicola Borgatti, Mazzoni Export Manager, adds: "The Middle East is incredibly important from an expansion perspective. With a growing trend in this region for natural and healthy products, we are ideally positioned to match consumer demand with supply."



Maximising exposure

Martin Braun-Gruppe is in the Gulfood spotlight to showcase brands with expansion in mind

Brands under the Martin Braun-Gruppe portfolio occupy plenty of space at Gulfood 2020 - and rightly so.

Think large-scale consumer baking names like Braun, Agrano, Siebin and Cresco and the Oetker-Gruppe.

Today, Martin Braun-Gruppe has more than 2,700 employees at 24 locations and has products on sale across the world.

"Excellent product quality based on top unprocessed ingredients, advanced manufacturing technology, as well as high quality in service and consulting, have secured the group a leading position in the European market," says Riyadh Al Hakeem, Area Manager.

The Martin Braun-Gruppe produces and distributes a complete assortment of convenience products with a focus on sweet and hearty bakery products, bread/rolls, desserts and ice cream for large-scale consumers across all applicable sales channels worldwide.

The assortment includes pre-products and convenience products for further commercial processing as well as sweet and spicy frozen

dough pieces.

Braun has 85 years of experience, a high rate of innovation and brand recognition of over 90% in the baking craft.

"We are a leading company in the baking agents and aroma sector," continues Al Hakeem.

"For more than 16,000 customers from the area of bakery or confectionary handicraft as well as industrial baking plants in Germany and confectioners across 70 countries around the world, Braun products are the byword for quality baking agents.

"Martin Braun maintains its own subsidiaries in Poland, Hungary, Spain and Singapore. Thanks to on-site presence, the best requirements have been met for supplying bakers and confectioners with a wide array of quality products."

At Gulfood representatives can discuss new and established lines, such as the successful Schokobella range.

The Braun team can also talk about healthy products like vegan palm free and reduced sugar items.

"The quality of the product is determined by many factors," says Al Hakeem.

"Where in the past products only had to taste good, today sustainability, economy, convenience and health aspects are also important.

"With the aim of offering to the final consumers a proposition designed around their needs, we begin to develop also solutions such as reduced sugar concept or palm-free products that, even though, are not scientifically and directly linked to better health are often viewed as a part of a healthy lifestyle."

As well as showcasing products, Al Hakeem says his company views the show as important for expansion plans.

He adds: "Gulfood exhibition is the world's most important yearly food festival...the spot where the producers, exporters, importers and end-users meet under one roof.

"It is definitely the gate to our expansion into the middle east and African markets."

Find Martin Braun in Hall 8, C8-29 and Sieben in Halls, B5-9 & B5-10.

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Start-ups awarded for their bright ideas



You could be seeing a lot more of these people in coming years.

They are the five innovative start-ups recognised and awarded by Gulfood Startup Programme 2020.

Plucked from a range of bold and brilliant ideas aimed at taking our industry forward, it was Winnow, Agri10X, Essence Food, Red Sea

Farms and Munchbox who impressed judges the most. They received an accumulative prize of AED 50,000 for their initiative's contribution and potential power to shape the food industry's future.

Prizes were presented by Gulfood and supporting partner Dubai Chamber at a ceremony during this year's exhibition and

handed to winning entrepreneurs by Trixie LohMirmand, Executive Vice President at Dubai World Trade Centre.

"We look forward to hearing of your achievements in the food and beverage industry," said a spokesman, thanking sponsors and supporting partners, the Ministry of Economy and the UAE National Programme for SMEs.

A giant of plant-based output

Upfield's historic expertise has it in poll position to benefit from huge sector growth

As the world's largest producer of plant-based products Upfield is something of a global authority on an evolving market.

And by leveraging its 150-year history of innovation, with an "exhaustive range of healthy solutions", it's set to continue taking a large chunk of a sector poised to top US\$7 billion in value by 2025.

Upfield is underlining these messages at Gulfood 2020, alongside a Fortune Business Insights prediction that the value of the global plant-based F&B market is primed to almost double in the next five years.

The Netherlands-headquartered firm is utilising its DWTC tenure to showcase an impressive product line - and strengthen its presence in the MENA market where demand is on the rise, driven by a growing health-conscious population.

Reinier Weerman, General Manager - North Africa & Middle East, Upfield, says the firm has been "rethinking food for decades".

"Upfield's command of the global plant-based F&B market and our history of innovation in this sector have earned our organisation a reputation

as the authority on plant-based F&B," he says.

"The Middle East is a vitally important market for us and it is extremely pleasing to see a trade show with the stature of Gulfood calling on the world's F&B industry to rethink the approach to food as we all strive to provide enough safe, secure and sustainable food for a growing population that is becoming increasingly aware of the need to protect the planet."

Upfield is renowned for popular brands such as Flora, Rama, Stork, I Can't Believe It's Not Butter, Country Crock, Becel, and Blue Band, among others.

It returns to Gulfood after a successful 2019 debut which instant impact and attracted a range of MENA clients with a strong focus on foodservice business.

Upfield this time has the objective of engaging industry professionals including chefs, and foodservice operators, on the benefits of plant-based F&B solutions.

"Gulfood will give us the platform to engage with our target audience in the region's foodservice industry and continue raising awareness of the health and nutritional benefits

of plant-based F&B, without compromising on taste," adds Weerman.

Showcased products include familiar brand of dairy cream alternatives, oils, and spreads, beside a new line of butter beater, cream cheese alternatives, beverage cream spray, chocolate sprinkles, and 100% dairy-free plant-based Flora Plant Cream and Flora Plant Butter.

Find Upfield at C7-39, Hall 7



Gulfood

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• Covering 8 Product Sectors

• Tour Dates: 16, 17, 18 & 19 February

• Timings: 12 PM & 3 PM



Chef's Tour Registration & Meeting Point
Outside Hall 3, Concourse 1

Meet us at the dedicated Chef's Tour Desk

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Top Italian chefs convene at Gulfood to promote sustainability

The ITALian Food Lab brings together some of Italy's most celebrated culinary minds

As part of its participation at Gulfood 2020, the Italian Trade Agency (ITA) has brought together some of the country's top chefs to promote cooking with sustainably-sourced ingredients.

The ITALian Food Lab this year showcases the benefits of a traditional Mediterranean diet. Chefs involved include Giorgio Minnone, Andrea Brugnetti, Giacomo Gallina, Alfredo Albergatore, Francesco Bucca, Salvo Sardo, Davide Gardini and Matteo Mirandola.

Over the course of the exhibition, the chefs have been preparing dishes such as cappellacci with truffles, red pumpkin risotto, paccheri eggplants, basil and buffalo mozzarella, turbot fish in topinambur raw olive oil, gluten

free pasta with zucchini, pine nuts and cheese.

Italy is a leading force in F&B exportation, as ITA noted, the country exports close to US\$50 billion worth of food products each year.

According to Italian Trade Commissioner to the UAE and Director of the ITA Dubai Office Amedeo Scarpa: "In the first nine months of 2019, Italian F&B export grew by 5.3% worldwide (from 30 billion euro to 31.7 billion euro), the export increase to UAE was almost five times higher at +24%. Besides that, the margins are still there, considering that the total value of Italian export to the UAE was 220 million euros. In our view there is an increasing demand of gourmet Italian

food and high-quality Italian food ingredients and beverages in the UAE and GCC, since consumers are more and more oriented towards healthy, quality and safe choices."

Amedeo added: "We are excited to be in Gulfood, Italy's food production eco-system mostly consists of SMEs and family owned businesses, and events such as Gulfood give them a platform to meet importers, suppliers and distributors from across the region. Italian food exports to the UAE and GCC have grown steadily over the past few years. There is also a growing Italian restaurant food scene here, which shows the popularity of Italian cuisine in this region."

EXHIBITOR NEWS



Lavazza presents premium organic blend

The Italian company reaffirms its drive to sustainable innovation with a new product launch

For the fifth year in a row, Lavazza is present at Gulfood to showcase its various products for the café, restaurant and hotel sectors.

Lavazza currently holds first position in the GCC market in the R&G sector with a 15% market share in the specific segment, and a 2.1% on a total market level. The Food & Service sector has grown as well with new and exciting activations in cafes, restaurants and hotels all over the Gulf, thanks also to its great network of hospitality and tourism facilities.

In 2020, Lavazza aims to consolidate the great results achieved so far, offering consumers the real taste of exceptional true Italian coffee anywhere and anytime.

“Lavazza has been delivering authentic coffee experiences worldwide since 1895, never compromising with high quality and premium Italian taste. We are pleased to be part of Gulfood 2020, offering visitors an exclusive journey made of varied coffee experiences, natural passion and unrivalled expertise” - Riccardo Codognola, Head of WEMEA Marketing department of LAVAZZA said. “GCC represents a strategic Market for the company, with a dynamic economy and lifestyle, further showing a constant interest toward high quality products and experiences. We are extremely proud to confirm that our brand recognition keeps on increasing and we are therefore eager to consolidate our positioning, while meeting customers’ expectations in the Gulf”.

Lavazza is launching its professional organic blend at the show. The Lavazza Alteco Organic Premium Blend is a blend of selected top Arabica from the high regions of Central America combined with quality Robusta variety grown in uncontaminated areas. The coffee is synonymous with sustainable development in local communities and originates from plantations practising organic agriculture and where the principles of ecological sustainability are complied with as per the UTZ Standard.

Alteco represents an extension of the Lavazza product portfolio for sophisticated gastronomy and hotels. It is a double-certified product in sustainable premium organic quality, made to an original Italian recipe. Only the best coffees are selected for the Alteco mixture and are combined into an elegant Espresso with velvety cream. Its enduring aroma reveals touches of honey, nuts and dried fruit. The finale is rounded off by touches of chocolate and a fine-spicy aroma of dark-bitter cocoa. The excellent in-cup quality is the result of slow and gentle roasting

of the beans for uniformity. The blend is a concrete example of Lavazza’s commitment to sustainability and its painstaking search for the best coffee selections.

Alongside Lavazza Alteco Organic Premium Blend, Lavazza is showcasing its Classic Collection, a pillar of the Lavazza offering for lovers of traditional Italian espresso coffee with a contemporary twist, created for perfect extraction in professional settings. The Lavazza ¡Tierra! Range (¡Tierra! Brasile, ¡Tierra! Colombia and ¡Tierra! Selection) is on display as well: the collection of sustainable quality blends dedicated to professional baristas, synonym

with excellence and sustainability throughout the whole supply chain.

Next to its presence at Gulfood and to further strengthen its natural bond with sustainability, Lavazza will also partner with the first Annual Organic Festival in the UAE (20th-22nd February), organized at Emirates Bio Farm. The 3-day event offers local community educational, fun and immersive experiences to celebrate what it means to be organic and sustainable in the Region. Lavazza will be present with a dedicated stand, offering samples of Tierra Bio Organic and displaying the latest news in the Market, Alteco.



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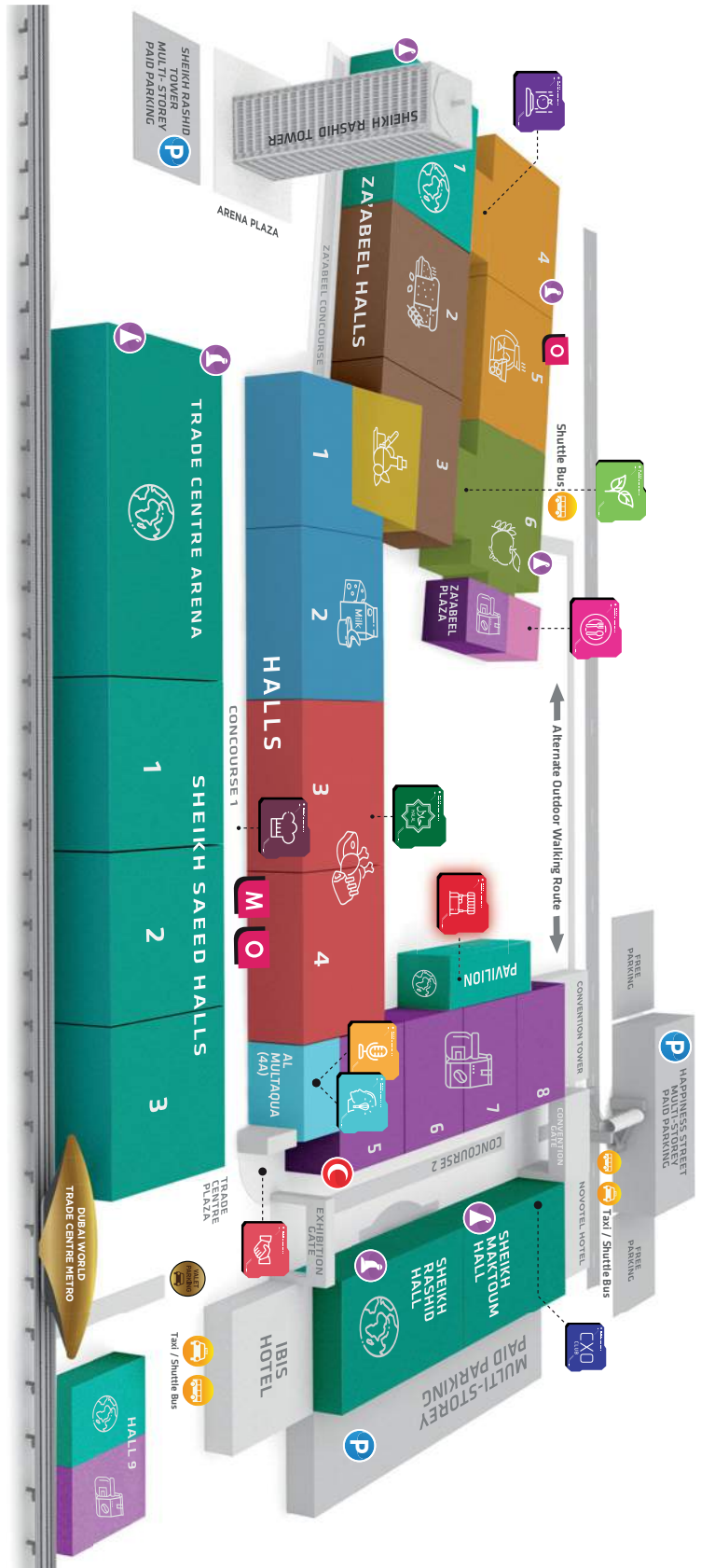
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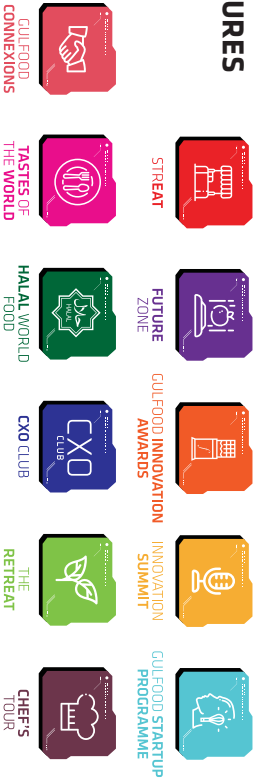
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SHOW TIMING

Sun 16 – Wed 19 February
11am – 7pm
Thu 20 February
11am – 5pm



FEATURES



POINTS OF INTEREST

- First Aid
- Organisers Office Room 4.2 (Outside Hall 4) Room Jebel Ali D (Outside Za'abeel Hall 5)
- Media Centre (Al Ain F, above Hall 4)
- Female Prayer Room
- Male Prayer Room

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