



**Since 1988**



**PRODUCT PORTFOLIO**

# About Us



Holw El Sham for Food Industries is one of the leading FMCG companies in Egypt and the Middle East works in the field of Mix Powder, paste, Biscuits, Juice, and Confectionery Supplies such as (Chocolate – Cream Chante- sponge cake, cherry-ICE Cream-etc.).

The company was incorporated in 1988 by **Mr. Abdel Moniem Bayoumy** the Chairman of the board and an old member of the Egypt Chamber of Food Industries, also a member of Investors Association, the Egyptian Businessmen Association and the Egyptian-Kenyan Business Council.



## Mission

Holw El sham is a destination for the good FMCG products, we exist in the market to add a better quality at every aspect: safer, more nutritious, healthier, tastier and be commercially available off-the-shelf. We commit to do our utmost to build a long-lasting relationship with our customers and partners.

## Vision

To be a leading competitive food production company in Egypt and the Middle East, offering high-quality products to our diverse consumers, while improving the welfare and working conditions of our employees, creating wealth for our shareholders, and always being guided by our responsibility to our society.

# Co-Manufacturing

# Quality Certificates

At Holw El Sham, we are proud to present a wide range of the confectionery and baking supplies, which gives you're a high quality product with a good price and amazing smell, taste, and texture. It's worth to mention that, we provide a 350 Ton/day (127,000 tons annually) of our production capacity and our fleet of 300 trucks helps us well to provide the biggest and famous names of the factories and bakery and patisserie shops. A partnership is long-term based on quality, reliability, transparency, and credibility, so over the years, we have succeeded to make "Holw El Sham" the equivalent of the "QUALITY" factors. The Cooperation with Nestlé (Caravan Foods) previously and, Mondelēz International (Cadbury Dairy Milk – Kraft) for many years has been considered a big success for Holw El Sham. In 2002 at Holw El Sham we put our experiences and abilities to provide a professional service to our customers and build a bridge of trust with them. Since then we produce huge quantities of powdered beverages (Cocoa and Tang) on behalf of Mondelēz International in more than 5 countries in Africa (Kenya, Uganda, Sudan, Ethiopia, Tunisia, Sudan, Morocco, Libya) We also service Bonjorno and Givaudan, and made a Joint Venture with Bisco Misr.

FDA



ISO 22000



ISO 9001



EOS



OHSAS 18001





طوبو الشام  
HOLW EL SHAM

Easy  
Cook

رايت شيف  
Right  
Chef

# POWDER PRODUCTS

POWDER

# Basbousa

بسبوسة



Basbousa with cream 445 gm/ Hazelnut 435 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20''	40''	40''
		Net	Gross	FC Load	FC Load	HC Load
24 Boxes	58.6 x 29 x 19.7cm	10.44 KG	11.95 KG	609	1260	1440



## with Coconut Basbousa

بسبوسة جوز الهند

425gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20''	40''	40''
		Net	Gross	FC Load	FC Load	HC Load
24 Jars	38 x 29 x 26 cm	10 KG	12 KG	840	1736	1932



## with Coconut Basbousa

بسبوسة جوز الهند

400 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20''	40''	40''
		Net	Gross	FC Load	FC Load	HC Load
24 Pouches	39.7 x 31.8 x 13.8 cm	9.6 KG	10.02 KG	1440	2960	3330



**POWDER**

# Om Ali

أم علي

# Moroccan Couscous

كسكسي مغربي



Om Ali Cream 145 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
24 Boxes	58.7 x 29.7 x 21.7 cm	3.48 KG	4.57 KG	567	1155	1320

Om Ali Nuts 135 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
24 Boxes	58.7 x 29.7 x 21.7 cm	3.24 KG	4.505 KG	567	1155	1320

Couscous 400 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
24 Boxes	47.3 x 29.8 x 28.2 cm	9.6 KG	10.02 KG	560	1176	1344

Couscous 1 Kg

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
12 Pouches	36 x 35 x 17.2 cm	12.1 KG	13 KG	1224	2484	2898

POWDER

# Cake

كيك



Cake chocolate / Vanilla / Orange 400 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
24 Boxes	58.7 x 29.7 x 21.7 cm	9.6 KG	11 KG	567	1155	1320

POWDER

# Creme Caramel

كريم كراميل



Cream Caramel 80 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
48 Boxes	39.7 x 31.8 x 13.8 cm	3.84 KG	4.69 KG	1440	2960	3330

# Custard

كاسترد



Custard Vanilla 165

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
48 Boxes	45.3 x 30.2 x 34 cm	7.824 KG	9.42 KG	546	1092	1170



Custard Vanilla / Chocolate 63 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
48 Boxes	41.3 x 33.8 x 14.8 cm	3.024 KG	4 KG	1170	2430	2835



POWDER

# Mehalabia

## مهلبية



Mehalabia 80 gm Milk/Orange/Strawberry/Apricot/Banana

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
48 Boxes	45.3 x 30.2 x 34 cm	3.84 KG	5.38 KG	546	1092	1170

POWDER

# Ice cream

آيس كريم

# JELLY

جيلي



Ice Cream 70 gm (Mango-Strawberry)

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
48 Boxes	41.2 x 33.6 x 12 cm	3.36 KG	4.36 KG	1470	3000	3500



Jelly 65 gm Strawberry / Apricot/ Mango

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
48 Boxes	39.7 x 31.8 x 13.8 cm	3.12 KG	4.13 KG	1440	2960	3330



Ice Cream 75 gm (Chocolate -Vanilla)

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
48 Boxes	41.2 x 33.6 x 12 cm	3.6 KG	4.6 KG	1470	3000	3500

POWDER



180 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
48 Boxes	45.3 x 30.2 x 34 cm	8.69 KG	10.06 KG	546	1292	1170

# Corn Flour

نشأ طعام



150 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
48 Boxes	45.3 x 30.2 x 34cm	7.2 KG	8.7 KG	546	1092	1170

POWDER

رايت شيف  
**Right  
Chef**



8 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
6 Boxes * 24 Sachet	28 x 18 x 23 cm	2.700 KG		2400	4992	5544



50 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
6 Boxes * 15 Sachet	39 x 34.7 x 16.8 cm	4.5 KG	5.595 KG	1040	2130	2485

# POWDER



## Breaded Crumb 50 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
48 Bags	42 x 22.5 x 9 cm	2.4 KG	2.79 KG	3250	6625	7315

## Breaded Crumb 200 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
20 Bags	42 x 22.5 x 9 cm	4 KG	4.36 KG	3250	6625	7315

## Breaded Crumb 400 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
12 Bags	41.5 x 24.5 x 13 cm	4.8 KG	5.05 KG	2025	4080	4600



## Yeast 8 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
12 Boxes*25 Sachets	30 x 24 x 19.5 cm	2.4 KG	3.2 KG	1848	3843	4270



POWDER

Easy Cook



75 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
4 Boxes*12Sachet	38.8 x 27.8 x 17.5cm	3.6 KG	4.24 KG	1320	2720	3010



Chicken&Kebda 45 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
4 Boxes*24 Sachet	41.8 x 25.2 x 13cm	4.32 KG	4.74 KG	1955	3995	4600

Kofta&Fish 40 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
4 Boxes*24 Sachet	41.8 x 25.2 x 13cm	3.84 KG	4.26 KG	1955	3995	4600

POWDER



**Glasco**  
COCOA POWDER

78 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20" FC Load	40" FC Load	40" HC Load
		Net	Gross			
48 Boxes	55 x 44.6 x 16.5 cm	3.744 KG	5.1 KG	780	1638	1728

# مشروب بطعم سحلب

Sahlab

125 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20" FC Load	40" FC Load	40" HC Load
		Net	Gross			
48 Boxes	56 x 28 x 19 cm	6 KG	7.32 KG	960	2016	2016

210 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20" FC Load	40" FC Load	40" HC Load
		Net	Gross			
15 Pouches	37.8 x 32.7 x 18.2 cm	3.3 KG	3.49 KG	1260	2592	2592

300 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20" FC Load	40" FC Load	40" HC Load
		Net	Gross			
24 Jars	38.5 x 29.5 x 24.8 cm	7.2 KG	8.43 KG	805	1680	1920



# JUICE

# Just

# أجینز Again



Guava 250 ml

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
12 Bottles	25.8 x 18.8 x 16.3cm	3.360 KG	5.130 KG	3456	7008	7560

Guava 1L

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
6 Bottles	28x18.5x27.5	6.720 KG	9.132 KG	1984	4032	4536

Mango 250 ml

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
12 Bottles	25.8 x 18.8 x 16.3cm	3.120 KG	4.890 KG	3456	7008	7560

Mango 1L

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
6 Bottles	28x18.5x27.5	6.252 KG	8.665 KG	1984	4032	4536



Juice powder orang 9 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
12 Boxes* 20 Sachet	47.5 x 24.6 x 11cm	2.16 KG	2.85 KG	1840	3840	4360

Juice powder Mango 11 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
12 Boxes* 20 Sachet	47.5 x 24.6 x 11cm	2.64 KG	3.38 KG	1840	3840	4360



JUICE

چوكا  
JUKA



Due Pack Mango/Cocktail 200 ml

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
40 Packs	25.5 x 26.7 x 16.9cm	8.200 KG	8.900 KG	1352	2840	3195

Due Pack Apple 200 ml

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
40 Packs	25.5 x 26.7 x 16.9cm	8.120 KG	8.820 KG	1352	2840	3195

HALAWA

حلاوة  
طحينية



Halawa 25gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
6 Boxes*20 Packs	35 x 20 x 19.5cm	2.760 KG	3.32 KG	1914	3960	4620

Halawa 40gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
6 Boxes*20 Packs	35 x 20 x 19.5cm	4.680 KG	5.415 KG	1914	3960	4620

Halawa 350gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
6 Boxes*20 Packs	38.5 x 30.5 x 18.5cm	6.48 KG	7.713 KG	1085	2240	2560

Halawa 650gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
6 Boxes*20 Packs	37 x 37 x 14.5cm	6.84 KG	7.65 KG	1350	2880	3264



# CHOCOLATE

# BISCUITS



Cooking Chocolate 300 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
12 Packs	26.5 x 26 x 6.8cm	3.6 KG	4.1 KG	5504	11264	12672



Kingo Biscuits

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
12 Boxes*12 Packs	49.5 x 26 x 22cm	4.752 KG	5.65 KG	832	1728	2024

Date Bisc. 30 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
6 Boxes*12 Packs	41.5 x 19.5 x 17.5cm	2.160 KG	3.042 KG	1815	3740	4270



Santrafesh Bisc. 49 gm

Unit / Carton	Dimensions L x W x H	Carton Weight		20"	40"	40"
		Net	Gross	FC Load	FC Load	HC Load
6 Boxes*12 Packs	43.5 x 20.5 x 20cm	3.528 KG	4.16 KG	1540	3190	3190



# حلو الشام HOLW EL SHAM



Since 1988



Holw El Sham for Food Industries & Agricultural Investment

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