



Nourishing
Lives, Hearts
and Communities



About EBM

Nourishing lives, hearts and communities.

As Pakistan's #1 FMCG company, EBM has delighted and nourished generations of consumers for over 50 years. Our brands are loved by people of all ages and regions.

Our master brand – Peek Freans – is renowned, respected, and recognized by millions who instantly identify the iconic Pied Piper associated with our name. Catering to every taste with our range of 18 brands, EBM promotes wholesome, nutritious good quality “Food Between Meals” with the 5 best loved and largest biscuit brands in Pakistan.

With innovation at our core, we offer a wide variety of baked, nutritious, and affordable products that deliver happiness to our consumers. We keep investing in research to understand changing consumer preferences.



With a global presence in 32 countries, we have the largest production capacity in Pakistan today.

over
30
billion cakes and biscuits
baked annually

Our products are found in shops worldwide - from the smallest street kiosk to the largest trade stores, rows and aisles of goodness are on display. With a prolific global presence in over 32 countries across 5 continents. We have the largest production capacity in Pakistan today and contribute significantly towards the economic growth of the country. We aim to further our global impact with our ever-growing international footprint.

Our commitment to quality is evident in how we care for our products. All exports are packed in sea-worthy packaging that ensures complete retention of freshness, quality, and taste. All our products are in accordance with international standards of quality and hygiene to ensure that only the highest quality of nourishment reaches our consumers, wherever they might be.

At EBM, we bake excellence, and our mission of nourishing lives, hearts, and communities is the driving force behind our growth. We aim to keep our consumers at the heart of everything we do.

Our international footprint



NORTH AMERICA
Canada
USA
Panama

EUROPE
UK
Ireland
Germany
Italy

AFRICA
Somalia
Mauritius
South Africa
Mozambique
Djibouti
Kenya
Libya

MIDDLE EAST
UAE
Bahrain
Kuwait
Qatar
Oman
Saudi Arabia

ASIA & OTHERS
Afghanistan
Hong Kong
Malaysia
Indonesia
Japan
China
South Korea
Maldives

New Zealand
Australia



CEO's MESSAGE

Providing high quality nutrition to millions around the world.

At EBM, our mission is to nourish lives, hearts, and communities. We strive to do this through our brands that provide high quality nutrition to millions around the world. We continuously innovate to create and serve products to meet the demands of an evolving consumer palate. From crispy, crunchy, savoury to sweet and creamy delights, we have something for everyone.

With a legacy of 50 years, EBM continues to command the biscuits industry with more than 55% market share. As the largest national food company in Pakistan, our biscuits are some of the best-loved and most widely enjoyed across the nation.

Annual production capacity of 257,856 tonnes.

Our vision for the future is clear. We will innovate in all areas of business - from research and development to diversification into new categories in response to the evolving tastes of our consumers. We will invest in the future by developing innovative products, entering new export markets, and utilizing technologies for smarter and eco-friendly operations.

We have an annual production capacity of 257,856 tonnes - the largest in Pakistan and one of the largest in the region. As we step forward into a new era, we recognize more than ever the need to pursue a strategy that not only doubles the growth of our business, it also doubles the growth of our most important value - our people.

We look forward to making our business into a truly sustainable enterprise as we focus on the economic, environmental,

and social consequences of our operations and processes. We operate on a 'quality first' philosophy, which means that our manufacturing plants, as well as our processes across the production lifecycle, are met with the highest standards of international quality.

At EBM, we pride ourselves on being trusted by our partners, our vendors, our suppliers and distributors, our employees, and the millions of consumers who love our brands year after year.



Dr. Zeelaf Munir
Managing Director & CEO

55%
Market Share





OVER
50 YEARS
of BAKING
ARTISTRY





Spread the JOY

Simple and succinct, Spread The Joy encapsulates happiness, togetherness and good will. It urges the reader to take action, to engage in the moment and to pass on the emotion.

“From real captured moments of joy, heartfelt smiles spread across their faces. From joyous heritage, through spirited generations, a bright future unfolds. Joy is special, joy is treasure, pay it forward... Spread the joy.”

ABOUT PEEK FREANS

Each product is enriched with natural ingredients that provide a truly wholesome experience.

Over the last five decades, the success of Peek Freans has only been possible due to the efforts in keeping the needs of the consumers at the heart of everything we do. In each bite of our product lies the rich tradition of true grit and hard work, which has been essential in our journey to reach the epitome of baking excellence. Each product is enriched with natural ingredients that provide a truly wholesome experience.



OUR PRODUCTS

We continuously innovate to create and serve products to meet the demands of an evolving consumer palate.

Over the past 50 years, the Peek Freans name has become an integral part of people's everyday lives. As a much loved favourite, it has touched hearts, shared experiences, connected with the community – and above all, inspired genuine moments of joy.

As we step towards our future, we look to harness the multi-cultural influences we've learned so much from with a renewed global outlook that represents our open-minded and future focused approach.





Two simple ingredients; egg and milk meet in this delicious cookie that melts in your mouth.

Sooper Original

| SKU | Packet | Half Roll | Snack Pack | Ticky Pack |
|-----------------------------------|---------|-----------|------------|------------|
| Weight / Pack | 112 gms | 66 gms | 39.6 gms | 20 gms |
| Packs / Dispenser | 1 | 6 | 12 | 24 |
| Dispenser / Carton | 24 | 24 | 18 | 18 |
| Packs / Carton | 24 | 144 | 216 | 432 |
| Master carton per 20 ft container | 1900 | 600 | 700 | 550 |
| Master carton per 40 ft container | 4400 | 1550 | 1650 | 1300 |

Sooper Elaichi

| SKU | Packet | Half Roll | Snack Pack | Ticky Pack |
|-----------------------------------|---------|-----------|------------|------------|
| Weight / Pack | 112 gms | - | - | - |
| Packs / Dispenser | 1 | - | - | - |
| Dispenser / Carton | 24 | - | - | - |
| Packs / Carton | 24 | - | - | - |
| Master carton per 20 ft container | 1900 | - | - | - |
| Master carton per 40 ft container | 4400 | - | - | - |



**Sooper Cookies
Super Taste!**

A perfect balance of classic ingredients with real chocolate indulgence that melts in your mouth, giving you a moment of pure, uninterrupted joy.

Sooper Classic Chocolate

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|-----------|-----------|------------|
| Weight / Pack | 107.2 gms | - | - |
| Packs / Dispenser | 1 | - | - |
| Dispenser / Carton | 24 | - | - |
| Packs / Carton | 24 | - | - |
| Master carton per 20 ft container | 1900 | - | - |
| Master carton per 40 ft container | 4400 | - | - |



Delicious Strawberry and Vanilla cream, filled inside a crunchy biscuit sandwich.

Rio Strawberry & Vanilla

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|---------|-----------|------------|
| Weight / Pack | 105 gms | 65 gms | 42 gms |
| Packs / Dispenser | 1 | 6 | 12 |
| Dispenser / Carton | 24 | 24 | 18 |
| Packs / Carton | 24 | 144 | 288 |
| Master carton per 20 ft container | 1750 | 672 | 931 |
| Master carton per 40 ft container | 3750 | 1344 | 1862 |

Rio Double Chocolate

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|---------|-----------|------------|
| Weight / Pack | 105 gms | 65 gms | 42 gms |
| Packs / Dispenser | 1 | 6 | 12 |
| Dispenser / Carton | 24 | 24 | 18 |
| Packs / Carton | 24 | 144 | 288 |
| Master carton per 20 ft container | 1750 | 672 | 931 |
| Master carton per 40 ft container | 3750 | 1344 | 1862 |



Tasty Glucose biscuit with the power of Milk, Butter and Wheat.

Gluco

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|-----------|-----------|------------|
| Weight / Pack | 165.3 gms | 72.8 gms | 30 gms |
| Packs / Dispenser | 1 | 6 | 16 |
| Dispenser / Carton | 24 | 24 | 18 |
| Packs / Carton | 24 | 144 | 288 |
| Master carton per 20 ft container | 1750 | 800 | 860 |
| Master carton per 40 ft container | 3850 | 1650 | 1710 |



A crunchy bite made with the finest peanuts.

Peanut Pik

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|---------------|------------------|-------------------|
| Weight / Pack | 142 gms | 54.9 gms | - |
| Packs / Dispenser | 1 | 6 | - |
| Dispenser / Carton | 24 | 24 | - |
| Packs / Carton | 24 | 144 | - |
| Master carton per 20 ft container | 1800 | 650 | - |
| Master carton per 40 ft container | 4200 | 1400 | - |

Pista Pik

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|---------------|------------------|-------------------|
| Weight / Pack | 118.3 gms | 35.5 gms | - |
| Packs / Dispenser | 1 | 6 | - |
| Dispenser / Carton | 24 | 24 | - |
| Packs / Carton | 24 | 144 | - |
| Master carton per 20 ft container | 1900 | 780 | - |
| Master carton per 40 ft container | 4400 | 1620 | - |



A distinctive flavorful biscuit full of chewy raisins and crunchy peanuts.

Party Pik

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|-----------|-----------|------------|
| Weight / Pack | 135.8 gms | 54 gms | - |
| Packs / Dispenser | 1 | 6 | - |
| Dispenser / Carton | 24 | 24 | - |
| Packs / Carton | 24 | 144 | - |
| Master carton per 20 ft container | 1900 | 780 | - |
| Master carton per 40 ft container | 4400 | 1620 | - |



Richness of vanilla and goodness of chocolate chips amalgamated into delicious cookies.

Chocolicious Chocolate Chip Cookies

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|-----------|-----------|------------|
| Weight / Pack | 101.9 gms | - | 18.9 gms |
| Packs / Dispenser | 1 | - | 16 |
| Dispenser / Carton | 24 | - | 18 |
| Packs / Carton | 24 | - | 288 |
| Master carton per 20 ft container | 1900 | - | 990 |
| Master carton per 40 ft container | 4400 | - | 1980 |

Chocolicious Double Chocolate Chip Cookies

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|-----------|-----------|------------|
| Weight / Pack | 101.9 gms | - | 18.9 gms |
| Packs / Dispenser | 1 | - | 16 |
| Dispenser / Carton | 24 | - | 18 |
| Packs / Carton | 24 | - | 288 |
| Master carton per 20 ft container | 1900 | - | 990 |
| Master carton per 40 ft container | 4400 | - | 1980 |



Crisp chocolate cookies loaded with choco chips and a creamy choco centre.

Choco Lava

| SKU | Packet | Mini Half Roll |
|-----------------------------------|---------|----------------|
| Weight / Pack | 135 gms | 30 |
| Packs / Dispenser | - | 8 |
| Dispenser / Carton | - | 18 |
| Packs / Carton | 24 | 144 |
| Master carton per 20 ft container | 1150 | 750 |
| Master carton per 40 ft container | 2350 | 2500 |



Original Lemon Sandwich with 100% lemon flavor inside out.

Lemon Sandwich

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|---------|-----------|------------|
| Weight / Pack | 128 gms | 72 gms | 48 gms |
| Packs / Dispenser | 1 | 6 | 12 |
| Dispenser / Carton | 24 | 24 | 18 |
| Packs / Carton | 24 | 144 | 288 |
| Master carton per 20 ft container | 1900 | 792 | 1134 |
| Master carton per 40 ft container | 4400 | 1656 | 2331 |

Chocolate Sandwich

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|---------|-----------|------------|
| Weight / Pack | 128 gms | 72 gms | 48 gms |
| Packs / Dispenser | 1 | 6 | 12 |
| Dispenser / Carton | 24 | 24 | 18 |
| Packs / Carton | 24 | 144 | 288 |
| Master carton per 20 ft container | 1900 | 792 | 1134 |
| Master carton per 40 ft container | 4400 | 1656 | 2331 |



Crisp, light yet savory cracker glazed with butter.

Butter Puff Original Crackers

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|-----------|-----------|------------|
| Weight / Pack | 100.4 gms | 52.4 gms | 17.5 gms |
| Packs / Dispenser | 1 | 6 | 16 |
| Dispenser / Carton | 24 | 24 | 18 |
| Packs / Carton | 24 | 144 | 288 |
| Master carton per 20 ft container | 1700 | 504 | 798 |
| Master carton per 40 ft container | 3300 | 1035 | 1666 |



Flavorful mix of a sweet and savory biscuit with a kick of cumin.

Click

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|---------|-----------|------------|
| Weight / Pack | 142 gms | 59 gms | 35.5 gms |
| Packs / Dispenser | 1 | 12 | 16 |
| Dispenser / Carton | 24 | 12 | 18 |
| Packs / Carton | 24 | 144 | 288 |
| Master carton per 20 ft container | 1800 | 726 | 912 |
| Master carton per 40 ft container | 3850 | 1584 | 1872 |



Inspired by the legacy created by local bakeries, Peek Freans Jam Delight is a sweet vanilla cookie, topped with authentic strawberry fruit jam.

Jam Delight

| SKU | Packet |
|-----------------------------------|----------|
| Weight / Pack | 88.3 gms |
| Packs / Dispenser | - |
| Dispenser / Carton | - |
| Packs / Carton | 24 |
| Master carton per 20 ft container | 1300 |
| Master carton per 40 ft container | 3300 |



Marie comes with a classic blend of butter and milk, making tea time really delicious.

Marie

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|---------------|------------------|-------------------|
| Weight / Pack | 125 gms | 65.2 gms | 21.7 |
| Packs / Dispenser | 1 | 6 | 16 |
| Dispenser / Carton | 24 | 24 | 18 |
| Packs / Carton | 24 | 144 | 288 |
| Master carton per 20 ft container | 1700 | 600 | 800 |
| Master carton per 40 ft container | 3700 | 1200 | 1670 |



A bite of this airy cookie dipped in milk tea is bound to charm your taste buds.

Nan Khatai Classic

SKU

Packet

Weight / Pack

116.2 gms

Packs / Dispenser

1

Dispenser / Carton

24

Packs / Carton

24

Master carton per 20 ft container

1280

Master carton per 40 ft container

3000



Bite sized, savory delight.

Saltish

| SKU | Packet | Half Roll |
|-----------------------------------|---------------|------------------|
| Weight / Pack | 106 gms | 48 gms |
| Packs / Dispenser | 1 | 6 |
| Dispenser / Carton | 24 | 24 |
| Packs / Carton | 24 | 144 |
| Master carton per 20 ft container | 1300 | 432 |
| Master carton per 40 ft container | 2400 | 864 |



Whole Wheat Slices are delicious, light and crunchy biscuits with the lowest calorie count and high fibre content.

Whole Wheat Slices

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|--------|-----------|------------|
| Weight / Pack | 168 | - | 31.4 gms |
| Packs / Dispenser | 1 | - | 12 |
| Dispenser / Carton | 24 | - | 18 |
| Packs / Carton | 24 | - | 216 |
| Master carton per 20 ft container | 1200 | - | 1280 |
| Master carton per 40 ft container | 3000 | - | 2640 |

Whole Wheat Slices (Sugar Free)

| SKU | Packet | Half Roll | Snack Pack |
|-----------------------------------|--------|-----------|------------|
| Weight / Pack | 168 | - | 31.4 gms |
| Packs / Dispenser | 1 | - | 12 |
| Dispenser / Carton | 24 | - | 18 |
| Packs / Carton | 24 | - | 216 |
| Master carton per 20 ft container | 1200 | - | 1280 |
| Master carton per 40 ft container | 3000 | - | 2640 |



THE **SIMPLE**
PERFECTLY BALANCED
FLAVORS OF
EGG & MILK
THAT YOU LOVE,
NOW IN A
LIGHT & DELICIOUS
PLAIN CAKE



The simple perfectly balanced flavors of egg & milk that you love, now in a light & delicious plain cake.

Sooper Soft Bakes

| SKU | Medallion Cake |
|-----------------------------------|----------------|
| Weight / Pack | 32 |
| Packs / Dispenser | 8 |
| Dispenser / Carton | 18 |
| Packs / Carton | 18 |
| Master carton per 20 ft container | 700 |
| Master carton per 40 ft container | 1500 |



WHEN **CLASSIC**
MEETS **CHOCOLATE**

The simple perfectly balanced flavors of egg & milk that you love, now in a light & delicious plain cake.

Sooper Soft Bakes Chocolate

| SKU | Medallion Cake |
|-----------------------------------|----------------|
| Weight / Pack | 32 |
| Packs / Dispenser | 8 |
| Dispenser / Carton | 18 |
| Packs / Carton | 18 |
| Master carton per 20 ft container | 700 |
| Master carton per 40 ft container | 1500 |



Cupcake with a luscious melted caramel centre-filling.

CakeUp Strawberry

| SKU | Cup Cake | Cup Cake Mini |
|-----------------------------------|----------|---------------|
| Weight / Pack | 23 gms | 23 gms |
| Packs / Dispenser | 12 | 12 |
| Dispenser / Carton | 24 | 12 |
| Packs / Carton | 288 | 144 |
| Master carton per 20 ft container | 400 | 700 |
| Master carton per 40 ft container | 800 | 1600 |

CakeUp Double Chocolate

| SKU | Cup Cake | Cup Cake Mini |
|-----------------------------------|----------|---------------|
| Weight / Pack | 23 gms | 23 gms |
| Packs / Dispenser | 12 | 12 |
| Dispenser / Carton | 24 | 12 |
| Packs / Carton | 288 | 144 |
| Master carton per 20 ft container | 400 | 700 |
| Master carton per 40 ft container | 800 | 1600 |



A moist cupcake with a luscious & melted centre-filling.

CakeUp Chocolate

| SKU | Cup Cake | Cup Cake Mini |
|-----------------------------------|----------|---------------|
| Weight / Pack | 23 gms | 23 gms |
| Packs / Dispenser | 12 | 12 |
| Dispenser / Carton | 24 | 12 |
| Packs / Carton | 288 | 144 |
| Master carton per 20 ft container | 400 | 700 |
| Master carton per 40 ft container | 800 | 1600 |

CakeUp Caramel

| SKU | Cup Cake | Cup Cake Mini |
|-----------------------------------|----------|---------------|
| Weight / Pack | 23 gms | 23 gms |
| Packs / Dispenser | 12 | 12 |
| Dispenser / Carton | 24 | 12 |
| Packs / Carton | 288 | 144 |
| Master carton per 20 ft container | 400 | 700 |
| Master carton per 40 ft container | 800 | 1600 |



A delicious chocolate cupcake filled and covered with rich chocolate.

CakeUp Triple Chocolate

| SKU | Cup Cake |
|-----------------------------------|----------|
| Weight / Pack | 27.5 gms |
| Packs / Dispenser | 6 |
| Dispenser / Carton | 24 |
| Packs / Carton | 144 |
| Master carton per 20 ft container | 500 |
| Master carton per 40 ft container | 1250 |

So Crunchy
So Light



Sugar Sprinkled Crunchy Biscuit Bites

Heartbeats

| SKU | Family Pack | Share Pack | Munch Pack |
|-----------------------------------|-------------|------------|------------|
| Weight / Pack | 95 gms | 47.5 gms | 25 gms |
| Packs / Dispenser | 2 | 6 | 12 |
| Dispenser / Carton | 24 | 16 | 18 |
| Packs / Carton | 48 | 144 | 216 |
| Master carton per 20 ft container | 1200 | 300 | 300 |
| Master carton per 40 ft container | 2400 | 600 | 600 |



Sweet and crunchy cake rusk baked to perfection. A traditional treat, just for you!

Tiffin Traditions

| SKU | Value Pack | Family Pack | Share Pack | Snack Pack | Ticky Pack |
|-----------------------------------|------------|-------------|------------|------------|------------|
| Weight / Pack | 528 gms | 352 gms | 220 gms | 88 gms | 36 gms |
| Packs / Dispenser | 24 | 16 | 1 | 1 | 12 |
| Dispenser / Carton | 12 | 18 | 24 | 48 | 12 |
| Master carton per 20 ft container | 1700 | 504 | 630 | 798 | 990 |
| Master carton per 40 ft container | 3300 | 1035 | 1295 | 1666 | 2050 |



Smile



ICING COATED, SPRINKLE COVERED, CREAM-FILLED DONUT CAKES!



A delicious round fluffy donut cake which is coated with chocolate & strawberry, covered with sprinkles & filled with cream.

Smile Chocolate Donut Cake

| SKU | Donuts |
|-----------------------------------|--------|
| Weight / Pack | 40 |
| Packs / Dispenser | 6 |
| Dispenser / Carton | 12 |
| Packs / Carton | 72 |
| Master carton per 20 ft container | 850 |
| Master carton per 40 ft container | 1800 |

Smile Strawberry Donut Cake

| SKU | Donuts |
|-----------------------------------|--------|
| Weight / Pack | 40 |
| Packs / Dispenser | 6 |
| Dispenser / Carton | 12 |
| Packs / Carton | 72 |
| Master carton per 20 ft container | 850 |
| Master carton per 40 ft container | 1800 |

Our New
**GLOBAL
BRANDS**

DONUTS THAT MAKE YOU

Smile



Icing-coated, drizzle-covered, cream-filled rings of delight—freshly crafted to melt in your mouth with every bite.



A soft, rolled swirl cake that offers a Double Treat of two delightful flavors in every bite, making it a fun snack for any playful occasion.



A classic, home-style sliced cake that is soft, simple, and delicious. TIFFIN brings everyday comfort with a rich taste.



Choco Lava offers an intense chocolate experience with a soft bite and a gooey center, satisfying deep chocolate cravings.

Our New
**LUXURY
RANGE**

INTRODUCING



PIPER'S
GOLD



INTRODUCING



PIPER'S
GOLD

*Since 1970, the Pied Piper has stood as a symbol of
Peek Freans' rich legacy - one of exceptional quality and masterful baking.*

*Blending this mastery with the selection of the finest ingredients
we bring you a collection so rich and refined, we call it Piper's Gold.*

INDULGENCE RANGE

INTRODUCING

PIPER'S GOLD



CHOCOLATE
CUP COOKIE



*Velvety hazelnut chocolate,
nestled in a crisp biscuit cup*

thoughtfully yours ♥

CHOCOLATE CUP COOKIE

*Introducing perfectly crafted
velvet hazelnut chocolate
indulgence, one bite at a time.*

INDULGENCE RANGE

INTRODUCING

PIPER'S GOLD



MOLTEN CHOCOLATE
CHIP COOKIE



*Decadent chocolate chip cookie
filled with molten chocolate bliss*

thoughtfully yours ♥

MOLTEN CHOCOLATE CHIP COOKIE

*A timeless favourite, made
richer with a molten
chocolate heart.*

CLASSIC RANGE

INTRODUCING

PIPER'S GOLD



CARAMEL
DELIGHT COOKIE



*Crunchy caramel cookie, with
a hint of cinnamon warmth*

thoughtfully yours ♥

CARAMEL DELIGHT COOKIE

*Luxuriously crafted golden flavours
of caramel and cinnamon.*

Just for you.

CLASSIC RANGE

INTRODUCING

PIPER'S GOLD



CLASSIC
SHORTBREAD COOKIE



*Rich, butter cookie that
crumbles in every bite*

thoughtfully yours ♥

CLASSIC SHORTBREAD COOKIE

*Buttery velvet classic to elevate
your everyday tea time
experience.*

CLASSIC RANGE

INTRODUCING

PIPER'S GOLD



COCONUT
CRUNCH COOKIE



*Toasted coconut flakes in
a crispy golden cookie*

thoughtfully yours ♥

COCONUT CRUNCH COOKIE

*A thoughtfully toasted
coconut crunch perfect for your
heartfelt gesture.*

Thank

YOU

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