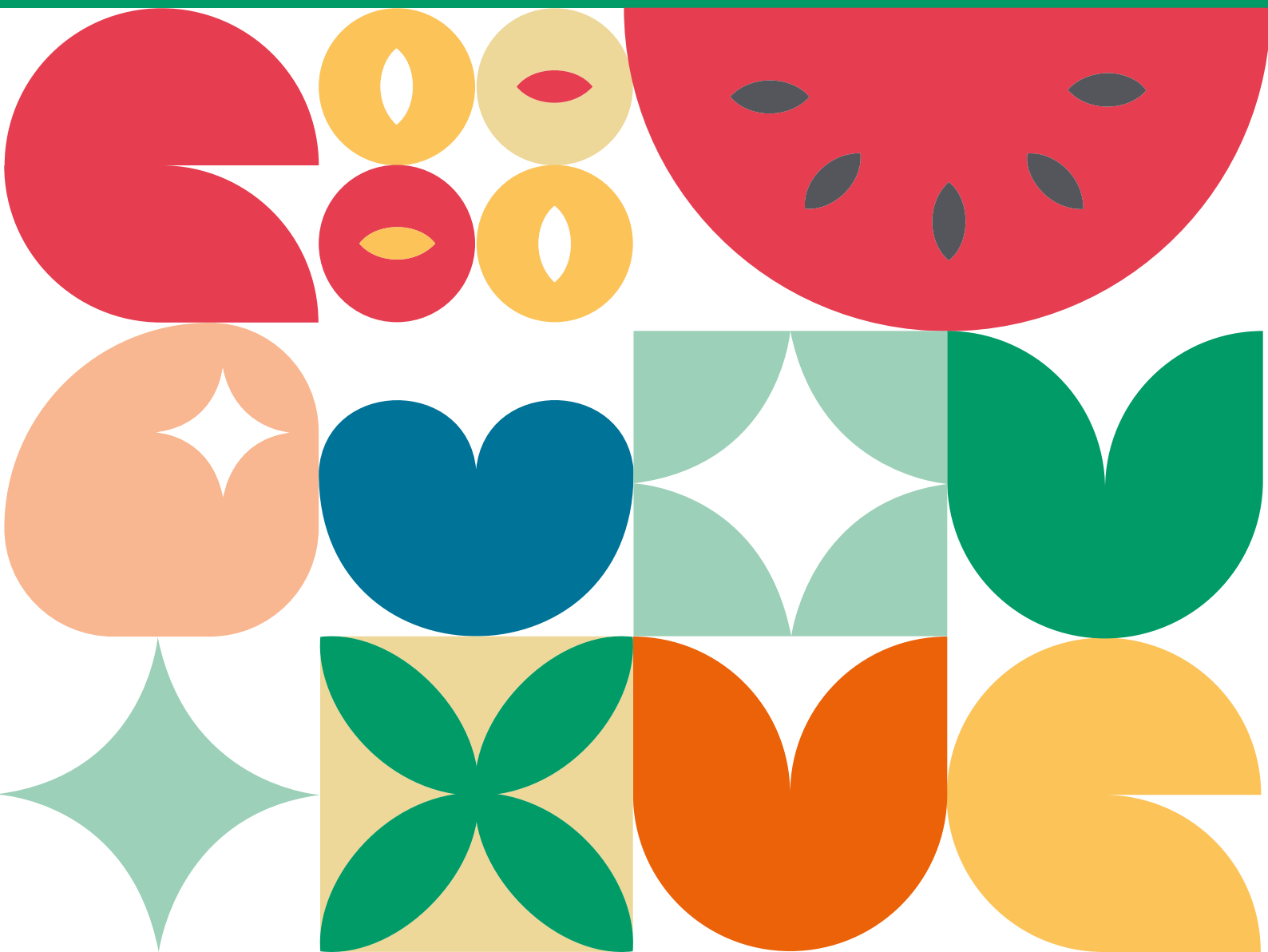


# Farzana

THE BEST NATURE HAS TO OFFER



Bringing Growers  
**worldwide**  
closer to you







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A vibrant photograph of an orange tree with many ripe, bright orange fruits hanging from green branches. The background is slightly blurred, showing more of the orchard under a clear sky.

# Founder's Message





“

**We believe that quality food is essential to feed the world in a healthy and sustainable way. That is why we make sure our customers are happy with their purchases, our employees feel inspired by their work, and the environment becomes a top priority.**

We have an ethical responsibility to you, our people, and the planet to ensure that the food we provide is safe, high in grade, and available to everyone. Fundamentally, we strive to be a company that lives up to this goal every day.

**MOHAMMED AL SHARIF**

”

# Who We Are







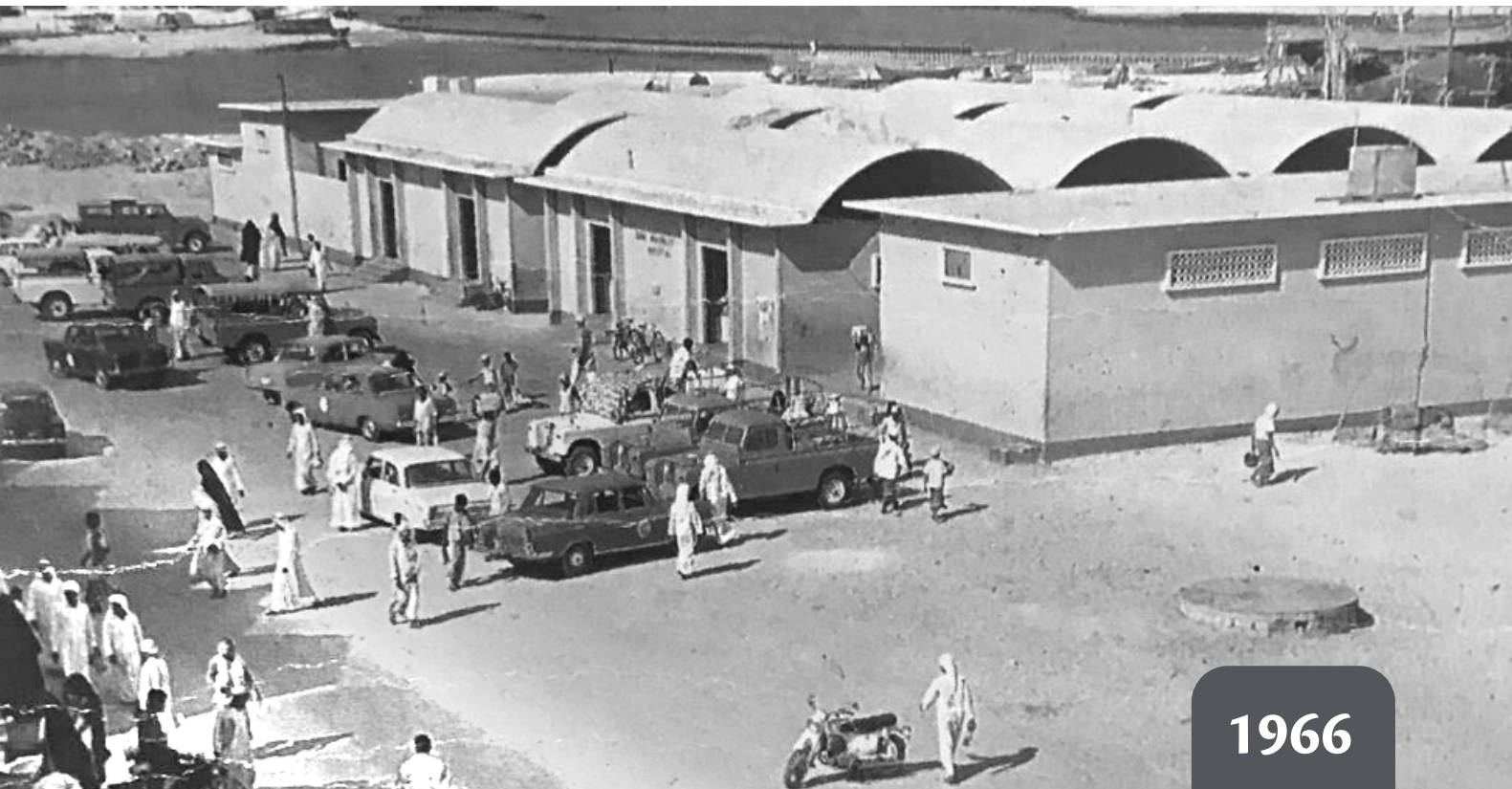
## **“BRINGING YOU FARM-FRESH PRODUCE FROM AROUND THE WORLD TO YOUR AREA”**

Farzana is a multinational Wholesaler & Distributor of quality fresh fruits, vegetables, meat, poultry and other foodstuff. With an established network of suppliers and growers from UAE, Africa, Asia, Europe & North America, we offer complete supply chain solutions and services to retail, wholesale, e-commerce and gastro operations.

Our vision is to continue expanding our global presence and serve customers in every country around the world.



# Our Story

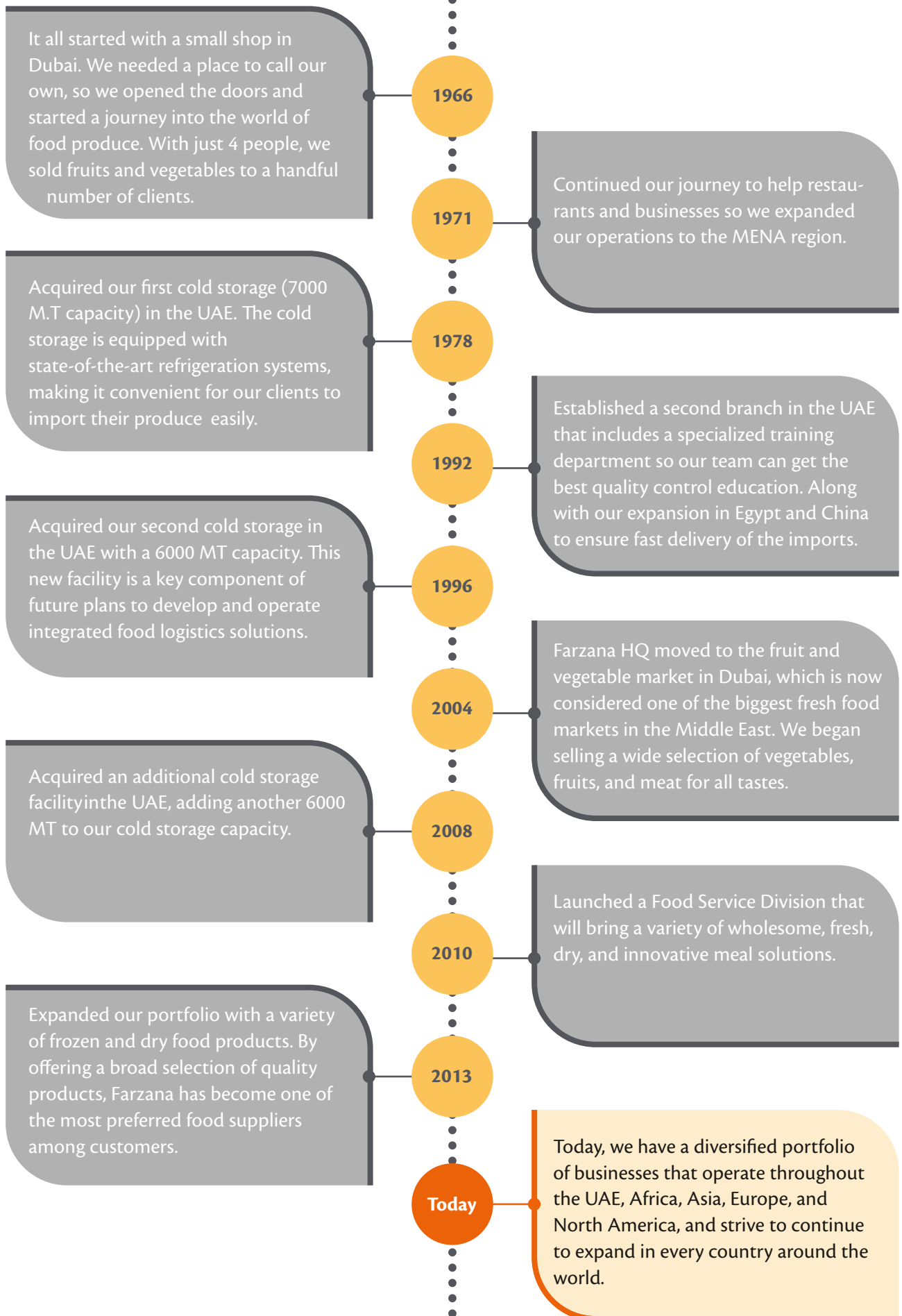


1966



Today







# Exploring The World, One Bite At A Time

We're on a **mission to explore new flavours and fresh produce** from around the world and provide quality logistics services in the field of fresh and refrigerated foods.



# Our Values



## QUALITY

Freshness and quality are our hallmarks.



## CHOICE

An extensive range of products selected with our customers in mind.



## VALUE

Our quality produce is always offered at a fair price.



## SERVICE

In everything we do, we put our customers first.



## TRUST

We are reliable partners to our international network of suppliers and associates



# Our Strength And Capabilities





**350+**

FRESH PRODUCE  
SKUS



**33,000+**

METRIC TON  
STORAGE CAPACITY



**500+**

EMPLOYEES



**6,000+**

CLIENTS  
WORLDWIDE



**30+**

COUNTRIES  
RE-EXPORT



**150+**

REEFER TRUCKS



**55+**

YEARS OF  
EXPERIENCE



**500+**

GROWERS



**200,000+**

TON OF FOOD  
IMPORTED ANNUALLY



# Products





## FRESH PRODUCE

We source the finest and freshest fruits and vegetables from growers and farmers around the world. We specialize in seasonal, organic, exotic, and local fruits and vegetables. Our produce comes in different varieties in whole or prepped form.



## MEAT AND POULTRY

We carefully select high-grade meat and poultry to ensure that only premium products are delivered to you. It is naturally lean, succulent, and full of flavor. All of our products are certified.



## FROZEN FOOD

High-grade frozen food that is pre-treated and frozen under controlled conditions, resulting in a perfect solution for retailers who require flexibility and diversity on their shelves, with no compromise in quality.



## FRESH EGG

Our farm-fresh eggs are packed with protein, nutrients, and deliciousness. These high-quality eggs are ideal for baking, frying, scrambling, and all your other favorite recipes.



## OIL AND FAT

We have tested our blends extensively to optimize their ingredients, flavors, and performance suitable for frying, sauteing, and baking. Our oils bring unique tastes and properties to any dish.



## CANNED FOOD

The shelf foods in our collection have been specifically designed to meet modern food safety standards. All of which can be stored at room temperatures and still maintain their quality, texture, and taste with no extra preservatives required.

# Our Brands

**Lavida**



**GREENYARD**



**QTee**







## We Are Importing From



Europe

Africa



South America

North America



Australia

Asia

## Our International Markets



GCC



Mena

Eastern  
Africa



Asia

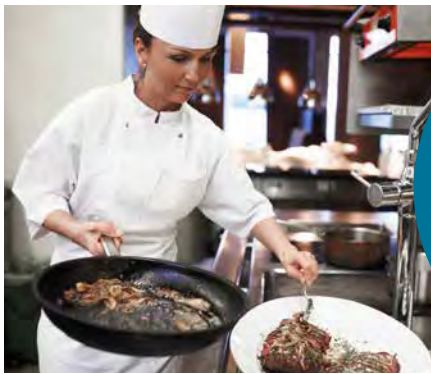




# Our Distribution Network



**Wholesale**



**Food Service**

**Catering**

**Hotels**

**Restaurants**

**Food Processors**



**Retail**

**Hypermarkets**

**Supermarkets**

**Groceries**

**Van sales**



**Re-Export**



# Our Customers





## FOOD MANUFACTURERS

We will provide you with fresh ideas and hands-on help from our team of experts who have over 55+ years of experience serving the manufacturing industry with fresh, quality produce from farms around the world.



## HORECA

Experience a seamless 24-hour supply of high-quality fresh and frozen foods tailored specifically for your resort or hotel's kitchen. From farm-fresh produce to gourmet delights, we ensure that your HORECA establishment receives the finest ingredients, allowing you to consistently deliver exceptional dining experiences for your valued guests.



## E-COMMERCE

From fresh fruits & veggies to favorite appetizers & delicious food ingredients, through our e-commerce website, we intend to offer a one-stop solution to customers' absolute food needs while shopping from the comfort of your home.



## WHOLESALE

As a wholesaler, we offer you a centralized platform where you can directly access a wide range of fresh and frozen products from trusted suppliers, all under one roof.



## RETAILER

Ignite your retail success by offering your customers the very best produce at irresistible prices. Elevate your retail experience, exceed customer expectations, and establish your store as the go-to destination for premium produce.

# Quality And Safety



## How Do We Guarantee Quality Throughout The Supply Chain?

Annual Audits  
By 3rd Parties

Consumer's safety and health has always been our priority when it comes to providing food with greatest nutritional quality. To ensure food safety and hygiene, we have our products and processes checked by 3rd party specialists every year. Farzana has also been certified under HACCP and ISO-22000:2005.





## Around-The-Clock Internal Audits

We do our best to leave no room for error and increase precision. To do this, we have hired food safety specialists and managers to execute food safety programs at our distribution centers and production facilities. Our team provides essential training to employees, ensures consistent execution of the food safety programs, and works to improve accountability at every step of the supply chain.

## Keeping Track of our Suppliers

We only source our product from growers who meet our exact standards in order to maintain its hygiene, production quota, employee responsibility, quality management, consistency, and traceability.







# CSR Initiatives

## Collaborations With Food Bank

“ For over 55 years, we've been working together with food bank as part of our corporate social responsibility program focused on **FIGHTING AGAINST WORLD HUNGER**. Through donations of both healthy meals and money, we periodically distribute food to the homeless, refugees, and other hungry families around the world. ”

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## Sustainable Sourcing

“ We source from **SUPPLIERS WHO USE SUSTAINABLE PRACTICES**, are socially aware and responsible, consistently care about forming strong relationships with their community, employees, and are environmentally conscious. ”



# Awards and Certificates



In appreciation of your longstanding and trustful relationship since 1970.  
**FARZANA** is one of the best distributor of the **BLUE WHALE** apples all over the World.  
 Thank you for supporting the Black Swan Brand.





A wide-angle photograph of a lush green tea plantation. The tea bushes are arranged in neat, terraced rows that stretch across the landscape. In the background, a line of trees marks the horizon under a vast, blue sky with soft, wispy clouds. The overall scene is peaceful and verdant.

# NEED ASSISTANCE?



A background image of a tea plantation with rows of green tea bushes in the foreground and a rolling green hill under a blue sky with light clouds in the background.

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# فرزانه Farzana



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