

Iqlaas Foods

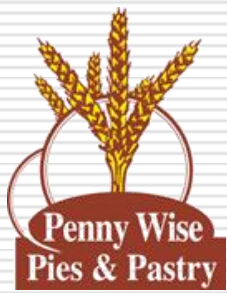


BACKGROUND

- ❑ Iqlaas Foods was established in 1995, as a snack manufacturing business. The company's focus was on Pies and Pastries.
 - ❑ Iqlaas Foods has grown from a small regional supplier to a company that now exports to Africa and abroad, also supplying all retail stores in SA.
 - ❑ Iqlaas Foods have experienced more than a 300% growth over previous years.
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BACKGROUND

- ❑ Of the 6000 companies researched for BEE status by Impumelelo, Iqlaas Foods qualified in the top 300 and where nominated for contributions to broad-based black economic empowerment and transformation for 6th consecutive years.
 - ❑ The recipe to Iqlaas Foods continual success is their commitment and passion for quality and service.
 - ❑ Iqlaas Foods stable consists of four brands namely Pennywise, Pastry Pride, McBean and Florida.
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- ❑ The Penny Wise brand includes a range of pies, pastries, samoosa's, sausage rolls, rotis and party snacks.





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- ❑ The Mcbean brand includes a range of vegetarian products that are meat analogues. Healthy soya based burgers, sausages, hot dogs and polony.
 - ❑ McBean also have a range of vegetarian samosas and party snacks





- ❑ Florida brand has a range of beef, vegetable and chicken burgers.
- ❑ Florida also has a crumbed chicken range of snacks.



CLIENTS

- Supermarkets
- Wholesalers
- Food Services
- Retailers
- Caterers
- Hotels



LOGISTICS

- ❑ We have a national distribution network that enables us to cover the entire country. All products are delivered in refrigerated vehicles.
- ❑ Larger outlets receive up to three deliveries a week.



SALES / MERCHANDISING

- ❑ Sales representatives currently service the market place as we aim to ensure direct contact with our customers.
 - ❑ A national merchandising firm ensures that our range is adequately represented in all chain stores.
 - ❑ Instore promotions are done by the company.
 - ❑ We further develop brand image by attending all major trade shows.
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FACILITY

- ❑ The production plant is equipped with up to date technology allowing us to become leaders in the field. The facility has drop temperature controls and includes the cold storage.
 - ❑ Laboratory testing of the Facility and Products are undertaken by an independent laboratory.
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CERTIFICATIONS

- ❑ FSSC 22000 (HACCP/International Food Safety Standards) by South African Bureau of Standards.
- ❑ Export certified by the Department of Agriculture, Forestry & Fisheries.
- ❑ Halaal certified by the South African National Halaal Authority
- ❑ KZN Export Finalist for 2012
- ❑ KZN Exporter of the Year 2014 (Medium category)
- ❑ B-BBEE Level 4



CONTACT DETAILS

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INTERNATIONAL MARKETS





INTO AFRICA

Began in 2009 with non meat products

Challenges:

- ISO Certification and Department of Agriculture, Forestry and Fisheries
- Marketing and Pricing
- Clients need assurance of the company's support, backup, capacity to produce, deliver on demand and commitment.
- Clients need to see the company a few times before buying into the product. Iqlaas Foods did 3 International Trade shows before clients began to feel confident to do business with us.

Accomplishments:

After certifications, Iqlaas Foods are now able to also export meat products. We have accomplished most challenges that we have faced. There will be ongoing new challenges regarding opposition and competition in other countries

New Division to assist SMME

Iqlaas will be launching a new division to its services in early 2015. This department will be offering assistance and support to other small businesses in KZN who have products and wish to export into Africa and other countries. For further information please email us with your contact details and someone will get back to you to set up a meeting to form a way forward.

info@iqlaasfoods.co.za

Thank you to our partners

Iqlaas Foods would like to thank the following organisations for their ongoing support and assistance in helping the company grow, move forward and take it to a whole new level of doing business

- **TIKZN**
- **Durban Chamber of Commerce**
- **SEDA**
- **DTI**

Iqlaas Foods

MAKING YOUR LIFESTYLE EASIER.

