



FOOD INDUSTRIES

THE ORIGINAL CANDY MAKER SINCE 1966



Head Office: 114, Josef Tito St., El Nozha El Gdeeda, Cairo.
Factory: 10th of Ramadan City -2nd Industrial Zone B2- Egypt.



Who We Are?

Horreia food industries, founded in 1966 by the Fendi family, with the desire to create high quality candies & chocolates in the Egyptian market. Beginning with hard candies segment, soon it became a market leader resulting in expansion of its segments lines to include soft candies, chocolate and wafer. The ongoing commitment to provide high quality, natural ingredients, and carefully selected products have led Horreia to Currently hold a leading market share in its 4 segments, in addition to being the No. 1 market leader in hard candies and the 4th market share in coated wafers.

Our Mission

To provide high quality confectionery that suits everyone's taste.

Our Vision

To be one of the world's leading confectionery manufacturers and providers.

Company History and Milestones Timeline

#1

HARD AND SOFT CANDIES

Horreia is the main key player in hard and soft candies dominating the Egyptian Market with the highest market share.

#4

WAFERS

Horreia is considered as a fourth key player in coated and uncoated wafers in the Egyptian market.

1966

HORREIA

Founded by the Fendi family in Egypt.

1970

CHICOHEND

Brand for Fourrée products by natural ingredients.

1990

SAULA

Brand has been involved in a lot of categories of Horreia's products (Hard Candy, Soft Candy and Wafers).

2014

ELITE

Brand for wafer with the convenient quality of ingredients available and affordable prices.



KEY FACTS



2 Plants

Hard Candies, Eclairs, Toffee,
Wafer and Chocolate.

250 Distribution Vehicles

With wide coverage across
the regions.

+1.5K Employee

Sales force, Planning, HR,
Marketing, Finance....etc

Exports to 18 Countries

In Africa and MENA region.

26 Distributor

Across the Egyptian regions.



**THE ORIGINAL
CANDY MAKER
SINCE 1990**



You can customize it.

**HARD
CANDY**





Coffee Candy

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
40 bags x 90 gm	38.50 x 30.50 x 12.50	1650	3850
12 bags x 100 pcs	38.00 x 30.00 x 16.00	1260	3850
6 jars x 250 pcs	35.00 x 24.00 x 24.00	1300	3000





Butterscotch Candy

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
40 bags x 90 gm	38.50 x 30.50 x 12.50	1650	3850
12 bags x 100 pcs	38.00 x 30.00 x 16.00	1260	3850
6 jars x 250 pcs	35.00 x 24.00 x 24.00	1300	3000
20 bags x 100 pcs	36.00 x 29.00 x 14.50	1700	4000



Mint Candy

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
40 bags x 90 gm	38.50 x 30.50 x 12.50	1650	3850
12 bags x 100 pcs	38.00 x 30.00 x 16.00	1260	3850





Assorted Filled Candy

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
20 bags x 33 pcs	36.00 x 29.00 x 14.50	1700	4100



**THE ORIGINAL
CANDY MAKER
SINCE 1990**



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**SOFT
CANDY**





Eclairs

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
40 bags x 90 gm	38.50 x 30.50 x 12.50	1650	3850
12 bags x 100 pcs	38.00 x 30.00 x 16.00	1260	3850
12 boxes x 1 kilo	48.00 x 37.00 x 23.00	650	1500





**THE ORIGINAL
CANDY MAKER
SINCE 1990**



You can customize it.

TOFFEE





Paradise

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
40 bags x 90 gm	38.50 x 30.50 x 12.50	1650	3850
12 bags x 100 pcs	38.00 x 30.00 x 16.00	1260	3850
20 bags x 100 pcs	36.00 x 29.00 x 14.50	1700	4000
20 bags x 33 pcs	36.00 x 29.00 x 14.50	1700	4100





**CONVENIENT
QUALITY WAFER
SINCE 2014**

You can customize it.

**UNCOATED
WAFER**





Uncoated Chocolate Wafer



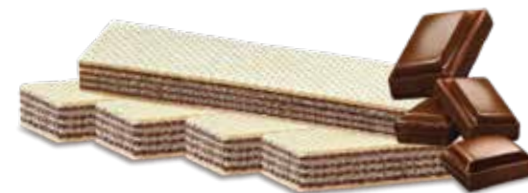
Uncoated Vanilla Wafer

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 boxes x 12 pcs	35.00 x 29.00 x13.80	1800	4200





You can customize it.



**Uncoated Chocolate Wafer
(6 Pieces)**



**Uncoated Vanilla Wafer
(6 Pieces)**

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 boxes x 12 pcs	46.50 x 33.00 x 22.50	650	1500



Chocolate Wafer



Hazelnut Wafer



Double Chocolate Wafer

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 boxes x 12 pcs	35.00 x 29.00 x13.80	1800	4200





**CONVENIENT
QUALITY WAFER
SINCE 2014**

**COATED
WAFER**





**Chocolate Wafer Filled
With Real Coconut**



**Chocolate Wafer Filled
With Chocolate Cream**



**White Chocolate Wafer
Inside Out**

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
Carton x 3 Kilo	32.00 x 22.00 x 12.00	756	1848





**Chocolate Wafer Filled
With Chocolate Cream**



**White Chocolate Wafer
Inside Out**

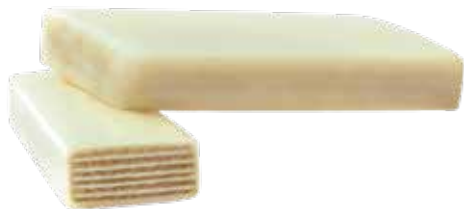


**White Chocolate Wafer
Filled Strawberry Cream**

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
6 boxes x 60 pcs	37.50 x 35.50 x 28.00	720	1600



**Chocolate Wafer Filled
With Chocolate Cream**



**White Chocolate Wafer
Inside Out**



**White Chocolate Wafer
Filled Strawberry Cream**

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 boxes x 12 pcs	29.00 x 27.00 x 20.50	1600	3700





**White Chocolate Wafer
Inside Out**



**Chocolate Wafer
Inside out**



**Chocolate Wafer
filled With Peanut Butter**

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 boxes x 12 pcs	29.00 x 27.00 x 20.50	1600	3700

Chicohend

**CONVENIENT
QUALITY FOURREE
SINCE 1970**

You can customize it.

Fourrée





Chicohend

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
20 bags x 50 pcs	38.00 x 30.00 x 19.00	1260	2700
12 jars x 60 pcs	41.00 x 31.00 x 20.00	1015	2400
8 jars x 75 pcs	41.00 x 31.00 x 17.00	1200	2800





Soft Chicohend

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
Carton x 3 Kilo	32.00 x 22.00 x 12.00	1260	2700

SPLASH

**CONVENIENT
QUALITY Lollipop
SINCE 2021**

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ASSORTED LOLLIPOP





Assorted Lollipop (Pineapple, Strawberry, Apple, Mango)

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
10 bags x 55 pcs	40.00 x 31.50 x 20.00	1000	2500



Boutique

**CONVENIENT
QUALITY
CHOCOLATE
SINCE 2021**

You can customize it.

**CHOCOLATE
FILLED**





**Chocolate
Filled Milk Cream**



**Chocolate
Filled Hazelnut Cream**



**Chocolate
Filled Caramel Cream**

Product codes :

6 boxes x 2 kilo

Carton dimensions (cm) :

49.00 x 33.00 x 22.00

FCL Quantity

20 Ft.

40 Ft. Hc

650

1700



Boutique
**CONVENIENT
QUALITY
CHOCOLATE
SINCE 2021**

You can customize it.

**MILKY
CHOCOLATE**





Milky Chocolate

Product codes :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
16 boxes x 50 pcs	49.00 x 37.00 x 23.00	650	1600



Boutique

**CONVENIENT
QUALITY WAFER
SINCE 2021**

You can customize it.

**COATED
WAFER**





**Chocolate Wafer
Inside Out**



**White Chocolate Wafer
Inside Out**

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
Carton x 3 Kilo	32.00 x 22.00 x 12.00	756	1848



ACTION

**CONVENIENT
QUALITY VEGAN
WAFER**

SINCE 2021

You can customize it.

**COATED
WAFER**





Vegan Chocolate Wafer

Product codes :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 boxes x 12 pcs	35.00 x 24.00 x 13.80	2250	5400





**Vegan Chocolate Wafer
Inside out**



**Vegan White Chocolate
Wafer Inside Out**

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 boxes x 12 pcs	29.00 x 27.00 x 20.50	1600	3700

ACTION

**CONVENIENT
QUALITY VEGAN
WAFER**

SINCE 2021

You can customize it.

**UNCOATED
WAFER**





Uncoated Chocolate Wafer



Uncoated Vanilla Wafer

Packaging description :	Carton dimensions (cm) :	FCL Quantity	
		20 Ft.	40 Ft. Hc
12 boxes x 12 pcs	35.00 x 29.00 x13.80	1800	4200





THANK YOU



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eliteplanet



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elitewafer