



Juhayna
Caring EVERYDAY since 1983



EXPORT CATALOGUE



OUR BRANDS



JUHAYNA'S COMMITMENT



Juhayna Food Industries is a leading Egypt-based manufacturer specialized in the production, processing and packaging of milk, yoghurt, juice, and juice concentrate. Since its founding in 1983, it has secured a frontrunner position in the dairy and juice industries in Egypt and the Middle East, a feat made possible through its firm commitment to delivering a wide range of high-quality, healthy, and safe products that have become trusted household names.

Our use of quality ingredients, internally manufactured concentrates, and state-of-the-art technologies for processing and packaging, alongside heavy investments in R&D to enhance our product offerings, aid in fulfilling our vision of bringing quality and healthy.

Juhayna is a market pioneer with the largest product mix available in Egypt.

Founded by Mr. Safwan Thabet, Juhayna Food Industries was built on a vision to introduce the market to a new business model for food production that is at its core. Today, with 4 fully operational facilities, 29 distribution centers, over 65,000 retail outlets, and 5,000 European Holstein heifers held at its disposal on its fully-owned dairy farm, Juhayna continues to raise the benchmark for premium quality Egyptian manufactured products. In its 35 years of operations, Juhayna's dairy segment has cultivated an ever-increasing number of customers loyal to its brands, affording it a comfortable lead above all its dairy competitors and a significant market share that currently stands at 62% in 2019. It is also the sole supplier of dairy for McDonalds Egypt alongside many other leading fast-food restaurants, hotels, airlines, and educational institutions.

products to Juhayna's consumers. To this effect, having achieved notable success in our Egyptian and Middle East markets, we're committed to expanding our footprint across Africa, Asia and Europe as an extension of our core belief and social responsibility towards bettering the lives of the community at large.



JUHAYNA'S JOURNEY

Juhayna Food Industries began production in 1983 with a total capacity of 35 tons per day and total sales of USD 4 million. Today, the company owns 4 plants in addition to 29 sales and distribution centers, a fleet size of over 1,000 vans and trucks, and boosts a net income of 450 Million USD (FY18).

Our success is a testament to the strategic investments we've made in innovation and technology, and our continued dedication towards enhancing our production standards.

Juhayna becomes the exclusive supplier of dairy to McDonald's Egypt and enters into supply agreements with a number of leading global fast-food chains (Burger King, KFC, and Pizza Hut), hotels, airlines (Lufthansa & Egypt Air), educational institutions, and the Egyptian Ministry of Education.

Juhayna launches its vertical integration expansion plans & the development of its manufacturing facilities in addition to establishing new facilities. The Group acquired El Masreya Company for Dairy and Juice Products. The new manufacturing facility significantly boosts production capacity from 100 tons per day to 600 tons per day.

1983



Operations begin with a state-of-the-art manufacturing facility in the Sixth of October City, a suburb west of Cairo. Juhayna becomes the first company to partner with the global packaging giant, Tetra Pak (Alfa-Laval at the time), becoming a pioneer in the packed milk, yoghurt, and juice industry.

1991



2000



Building on its strategy of innovation, Juhayna introduces a new whipping cream product to the Egyptian market; the first of its kind.

2005



JUHAYNA'S JOURNEY

2010



Juhayna's shares first traded on the Egyptian Exchange Market (EGX), in addition to being named the "Best African IPO" by a leading international investment and communications group "Africa Investor"; in a joint summit with the New York Stock Exchange to promote investment on the continent.

2012



Despite political and economic volatility, Juhayna maintains its market leadership position by remaining committed to its investment and expansion plans to support the Egyptian economy. New Technology (TBA-Edge): Juhayna group introduces a new technology in May 2012, TBAEdge, which is considered a biproduct of ongoing commitment

towards innovation and a USD 20 million investment that the group made in order to differentiate itself and set its products apart from its competitors. Manufactured through a new, high capacity production line, the new package guarantees the highest levels of sterilization, uniqueness and a modern appeal.

Launch of Operations at Egyfood Yogurt Plant in Sixth of October City



2014

JUHAYNA'S JOURNEY

2015



Juhayna establishes a new dairy farm, decreasing reliance on external suppliers a move that ensures quality while simultaneously securing supply quantities. The company also inaugurates three new distribution centers taking the tally up to 30 DCs, with three additional centers commissioned for 2016

Juhayna started the production of Aria Cheese in Juhayna's factories. This is an acknowledgement of competence and a proof that Juhayna's factories are in accordance with the highest global standards.



2017

2018



In 2018, Juhayna joined the United Nations Industrial Development Organization's (UNIDO) MED TEST II initiative, which aims to encourage sustainable consumption and production patterns in the Mediterranean region

JUHAYNA'S PRODUCTS

From affordable packaged milk and traditional family-packs of spoonable yoghurt to premium juices and flavored yoghurt drinks, Juhayna's diverse range of products is a key aspect of its success.

Our business operations are divided into five segments; Dairy, Yoghurt, Juice, and Concentrates and plant based.

Dairy



Juhayna's dairy segment focuses on the production of plain and flavored milk, cream, and white cheese, as well as speciality products for global manufacturers, retail outlets, and leading restaurant chains. Currently Juhayna's Egyptian marketshare of plain milk stands at 58% and its share of flavored milk at 51%.

Juice



Juhayna's juice segment holds a leadership position in the highly competitive juice market in Egypt by developing the flavorful and healthy beverages that have become iconic in the region and a staple in Egyptian households. The fruit pulps and concentrates used to make our juices are manufactured from the highest quality fresh fruits, squeezed and distilled using the most up-to-date technology in accordance with global standards. Juhayna holds a 25% share of the total juice market in Egypt.

Yoghurt



Juhayna's yoghurt segment includes spoonable as well as drinkable yoghurts, and is comprised of over six successful and highly recognizable brands in the Egyptian market — such as Rayeb and Zabado — ranging in size from single serving to restaurant bulk use. Currently, Juhayna holds a 30% market share in the spoonable yoghurts market and a 59% market share of drinkable yoghurt. Currently Juhayna's Egyptian marketshare of plain milk stands at 58% and its share of flavored milk at 51%.

concentrates&others



Juhayna's position as the largest juice manufacturer in Egypt could not have been achieved without a Concentrates production and distribution segment. Not only is Juhayna's Concentrates line of business a key strategic component of Juhayna's value chain — with 75% of its concentrates production used in juice manufacturing by the company, its operations are sophisticated enough to sustain itself as an independent business unit. The concentrates LOB supplies a wide variety of customers ranging from private consumers to multinational corporations.

PLANT BASED



Juhayna N&G is a milk alternative that's absolutely dairy-free! How? It's produced from plant extracts! Not only does it taste great, but it's also low in calories. Juhayna N&G is suitable for everyone, especially those who are flexitarians, vegans, health-conscious, or environmentally mindful. Each variant is unique in its own way, but they are all 100% natural with nothing artificial and no preservatives added, 100% vegan, and 100% dairy-free.

KEY FACTS & FIGURES



CERTIFICATES

Juhayna's Research & Development department is one of the company's major assets and one of the most significant differentiating factors between us and our competitors.

EL MASRYA

ISO



CERTIFICATES

HALAL MARKS

EOS وزارة التجارة والصناعة
الهيئة المصرية العامة للمواصفات والجودة
ترخيص بعلامة هلال

اسم الشركة: للشركة الوطنية للصناعات الغذائية الحديثة
العنوان: قطع ارقام من (3.3.7 إلى 3.3.8) / إمداد الصناعية الثالثة / مدينة 6 أكتوبر /
السلع المرخص لها بعلامة هلال: مرفق قائمة بالمنتجات (2 منتج)
المواصفات القياسية: رقم رقم 4249 لسنة 2014
التاريخ الإصدار: الإشراف العامة للمنتجات الغذائية "حلال" طبقاً لأحكام الشريعة الإسلامية
صلاحية الترخيص: 2021 / 2023
رقم الشهادة: 2021 / 283

رئيس وحدة هلال
مهندس / أشرف إسماعيل عفيفي

EOS Ministry of Trade & Industry
Egyptian Organization For Standardization and Quality
Licence of HALAL Mark

Company Name : **EL Dawleya for Modern Food Industries Co.**
Address : **Lot No. 112 - 118/ 3rd Industrial Zone / 6th Of October City / Giza / Egypt...**
Product (s) Certified : **See the Attached List. (25 Products)**
Standard (s) : **ES: 4249 / 2014**
Date of Issue : **1 / 1 / 2021**
Validity : **Two Years**
Certificate No. : **0283 / 2021**

Head of HALAL Unit
Tarek M

EOS Chairman
Eng. Ashraf Ismail Afifi

BUSINESS

SEGMENTS AND LEGAL STRUCTURE

Dairy

SEGMENT



EL MASRYA

JUI

SEGMENT



INTERNATIONAL CO. FOR
MODERN FOOD
INDUSTRIES(EL DAWLEYA)

YOGHURT

SEGMENT



EGYPTIAN FOOD
INDUSTRIES
(EGYFOOD)

CONCENTRATES

SEGMENT



EL MARWA
FOR MODERN
CONCENTRATES

AGRICULTURE

SEGMENT



EL ENMAA FOR AGRICULTURE
DEVELOPMENT & LIVESTOCK ENMAA FOR
RECLAMATION & AGRICULTURE ENMAA FOR
LIVESTOCK

COMMERCIAL

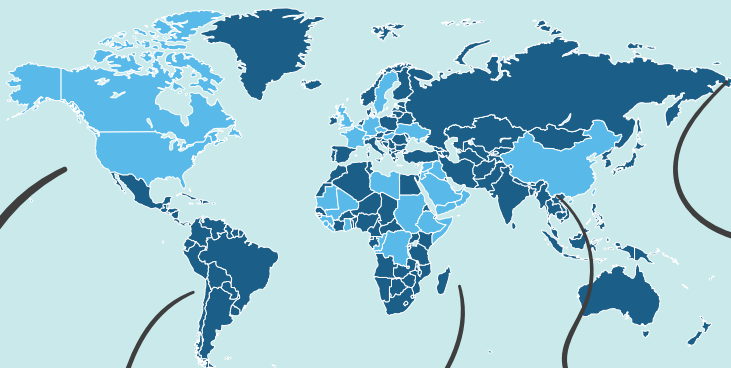
ARMS

TIBA FOR TRADE AND
DISTRIBUTION DAWLEYA



OUR GLOBAL

Presence



- Canada
- United States
- Mexico
- Guatemala
- El Salvador
- Nicaragua
- Costa Rica
- Belize
- Honduras
- Panama
- Cuba
- Jamaica
- Haiti
- Dominican Republic
- Puerto Rico

- Colombia
- Ecuador
- Peru
- Venezuela
- Trinidad and Tobago
- Guyana
- Suriname
- Guiana
- Brazil
- Bolivia
- Paraguay
- Chile
- Argentina
- Uruguay

- Morocco
- Mauritania
- Mali
- Algeria
- Niger
- Tunisia
- Libya
- Nigeria
- Chad
- Cameroon
- Gabon
- Burkina Faso
- Egypt
- Sudan
- S. Sudan
- Dr. Congo
- Uganda
- Angola
- Namibia
- Zambia
- Zimbabwe
- Malawi
- Botswana
- Cote D'Ivoire
- Liberia

- S. Africa
- Mozambique
- Eswatini
- Madagascar
- Tanzania
- Ghana
- Benin
- Tanzania
- Kenya
- Ethiopia
- Somalia
- Eritrea

- Russia
- Mongolia
- Kazakhstan
- Uzbekistan
- Afghanistan
- Pakistan
- India
- Nepal
- Bangladesh
- Myanmar
- Laos
- China
- Thailand
- Cambodia
- Vietnam
- Brunei
- Malaysia
- Indonesia
- Singapore
- Philippines
- Hong Kong
- Taiwan
- S. Korea
- N. Korea
- Japan
- Australia
- New Zealand

- Spain
- France
- United Kingdom
- Netherlands
- Belgium
- Switzerland
- Denmark
- Norway
- Germany
- Italy
- Austria
- Croatia

- Slovakia
- Hungary
- Romania
- Bulgaria
- Greece
- Poland
- Belarus
- Ukraine
- Sweden
- Finland
- Latvia
- Georgia
- Turkey
- Syria
- Iraq
- Jordan
- Kuwait
- Bahrain
- Saudi Arabia
- Yemen
- Oman
- Qatar
- Iran

CARING
EVERYDAY
SINCE 1983!

JUHAYNA MILK

Since its founding as a dairy company in 1983, Juhayna continues to inspire consumer confidence in the excellence its dairy products, a fact represented in the business segment's outstanding performance over its -32year history.

Having worked diligently to encourage a transition from loose milk consumption to packaged milk in order to deter the health risks of the former, Juhayna's dairy milk products have become a household name in the markets in which it operates.



INGREDIENTS
U.H.T Cow Milk, %3 Fat,
%8.25 S.N.F, Fresh Cow Milk.

Juhayna Milk 1.5lt

General Information

- Shelf-Life | • 9 Months
- Storage Cond. | • Ambient

CASE DETAILS

- Gross Weight | • 13 KGS
- Net Weight | • 12 KGS
- EA per Case | • 8 Packs

SHIPPING INFORMATION

- 20' Container load | • 1550 Carton
- 40' Container load | • 2000 Carton
- Incoterms | • Ex-Works

PALLET DETAILS

- Cases per Pallet | • 100 Carton
- Dimensions(LWH) | • 120x100 x175 cm

Varieties



Juhayna Milk 1lt

General Information

- Shelf-Life | • 9 Months
- Storage Cond. | • Ambient

CASE DETAILS

- Gross Weight | • 13 KGS
- Net Weight | • 12 KGS
- EA per Case | • 12 cartoon

SHIPPING INFORMATION

- 20' Container load | • 1500 Carton
- 40' Container load | • 2000 Carton
- Incoterms | • Ex-Works

PALLET DETAILS

- Cases per Pallet | • 100 Carton
- Dimensions(LWH) | • 120x100 x175 cm

Varieties



juhAyna milk 500mL

General information

- Shelf-Life
- Storage Cond.
- 12 Months
- Ambient

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 7.2 KGS
- 6 KGS
- 12 Packs

SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 1550 Carton
- 3800 Carton
- Ex-Works

PALLET DETAILS

- Cases per Pallet
- Dimensions(LWH)
- 180 Carton
- 120x100 x175 cm

Varieties

Full Cream



Skimmed Milk



Half cream



juhAyna milk 200mL

General information

- Shelf-Life
- Storage Cond.
- 12 Months
- Ambient

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 6 KG
- 5.4 KGS
- 27 carton

SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 3465 Carton
- 4300 Carton
- Ex-Works

PALLET DETAILS

- Cases per Pallet
- Dimensions (LWH)
- 180 Carton
- 120x100 x175 cm

Varieties

Lactose free skimmed



Lactose Free



Zero% Fat Milk



JUHAYNA FLAVORED MILK

FARM-FRESH STANDARDS



Juhayna's Mix line offers innovative flavored milk products for adults and children. Our flavored milk is enriched with a range of ingredients that come together in a premium blend of delicious taste and well-being. Juhayna Mix products come in three flavors including, Chocolate, Strawberry, Banana.

The Juhayna Mix line has a validity period six months and is made from the finest ingredients that culminate in a rich burst of flavorful delight.



ingredients

Natural Standardized Sterilized flavored sweetened cow's milk; sugar, milk powder, emulsifier (E471), food stabilizer (E407), food color (E120), (Milk) flavor, %1.5 fat, %15 total solids.



JUTAYNA FLAVORED MILK

200ml

General information

- Shelf-Life
- Storage Cond.
- 12 Months
- Ambient

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 6 KGS
- 5.4 KGS
- 27 Packs

SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 3465 Carton
- 4300 Carton
- Ex-Works

PALLET DETAILS

- Cases per Pallet
- Dimensions(LWH)
- 180 Carton
- 120x100 x175 cm

Varieties

Chocolate



Strawberry



Banana



Vanilla



Caramel



PLANT BASED PRODUCTS

Juhayna N&G is a milk alternative that's absolutely dairy-free! How? It's produced from plant extracts! Not only does it taste great, but it's also low in calories. Juhayna N&G is suitable for everyone, especially those who are flexitarians, vegans, health-conscious, or environmentally mindful. Each variant is unique in its own way, but they are all %100 natural with nothing artificial and no preservatives added, %100 vegan, and %100 dairy-free foods to its customers.

ingredients

Plant based milk,
Fat %35, T.S. %40,
Stabilizer E407.



100%
DAIRY FREE



YUKAYNA N&G ILT

General information

- Shelf-Life
- Storage Cond.
- 12 Months
- Ambient

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 6.7 KGS
- 6 KGS
- 6 Packs

SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 1500 Carton
- 2000 Carton
- Ex-Works

PALLET DETAILS

- Cases per Pallet
- Dimensions (LWH)
- 100 Carton
- 120x100x175cm

Varieties

Almond Milk
sweetend



Coconut



Oats



Almond milk



Kitchen HELPERS RANGE

Juhayna's cream products, cooking cream, whipping cream, and Soft Serve Ice Cream, are made from quality ingredients that culminate in a rich, fluffy and cool taste that has garnered a notable and loyal consumer base across the company's extensive markets. Keeping its commitment to healthy-living at the fore, Juhayna's dairy products are processed and packaged to deliver farmfresh, tasty, and pure foods to its customers.

its customers. We pride ourselves on the certified standards that have maintained our position as a market leader in the dairy industry in Egypt and the region, and continue to enhance our offerings through rigorous R&D investments to further growth in both qualitative and quantitative terms.

JUHAYNA
TOMATO
PUREE

ingredients


- Fresh Cow Milk,
- Fat %35, T.S. %40,
- Stabilizer E407.



COOKING & WHIPPING
CREAM INDULGE
IN EXCELLENCE



YUKAYNA CREAMS 200ML




General information

- Shelf-Life
- Storage Cond.
- 9 Months
- Chilled Max 5 Degree

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 6 KGS
- 5.4 KGS
- 27 Packs

YUKAYNA CREAMS 1LT



General information

- Shelf-Life
- Storage Cond.
- 12 Months
- Ambient

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 6 KGS
- 5.4 KGS
- 27 cartoon

SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 3465 Carton
- 4300 Carton
- Ex-Works

PALLET DETAILS

- Cases per Pallet
- Dimensions(LWH)
- 220 Carton
- 120x100x175 cm

SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 3465 Carton
- 4300 Carton
- Ex-Works

PALLET DETAILS

- Cases per Pallet
- Dimensions(LWH)
- 180 Carton
- 120x100x175 cm

Varieties

Tomato Puree



Whipping Cream



cooking



JUHAYNA'S PURE!

Juhayna's line of Pure juices, launched in 2001 are made from %100 natural juice with no added sugar to promote a healthy lifestyle. A flavourful blend of quality and taste.

Pure and by aiding in the prevention of varying ailments. Pure juices are available in Orange & Carrot, Orange, Mango & Peach, Apple, Pineapple, Red Grapes, Tomato, Guava Cocktail, Cocktail and Pomgerante.

Available in 1L and 235 ml packaging with a validity period of 9 months, all pure juices are enriched with ingredients that benefit consumers by meeting their vitamin intake requirements.

INGREDIENTS

%100 natural juice, natural fruit concentrate, total soluble solids min. %10, no sugar added, no preservatives, pasteurized.



JUTAAGNA PURE 1L

General information

- Shelf-Life
- Storage Cond.
- 9 Months
- Ambient

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 13.04KGS
- 12 KGS
- 12 Packs

JUTAAGNA PURE
1235 ml

General information

- Shelf-Life
- Storage Cond.
- 9 Months
- Ambient

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 7.08 KGS
- 6.40 KGS
- 100 carton

SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 1500 Carton
- 2000 Carton
- Ex-Works



SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 2880 Carton
- 3600 Carton
- Ex-Works

PALLET DETAILS

- Cases per Pallet
- Dimensions(LWH)
- 100 Carton
- 120x100x175 cm

PALLET DETAILS

- Cases per Pallet
- Dimensions(LWH)
- 180 Carton
- 120x100 x175 cm

Varieties

Mango



Guava



Cocktail



Apple



Orange



carrot
Orange



Red
Grapes



Tomato



Pomegranate



JUHAYNA CLASSICS

Enjoy a burst of flavor with Juhayna Classics line of juices, products that always have a seat at the table. Available in seven single flavors Mango, Guava, Cocktail, Apple, Orange, Pineapple, Red Grapes, in addition to the Blends flavors Mixed Berries, Apple Pear and Tangarine Mandarin.

Each juice is made for any occasion, the fruit pulps and concentrates used to make our juices are manufactured from the highest-quality fresh fruits, squeezed and distilled using the most up-to-date technology in accordance with global standards



JuicyAyna CLASSICS 1L

JuicyAyna CLASSICS 235ml

General information

- Shelf-Life
- Storage Cond.
- 12 Months
- Ambient

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 13.18 KGS
- 12 KGS
- 12 Packs

General information

- Shelf-Life
- Storage Cond.
- 12 Months
- Ambient

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 7.10 KGS
- 6.40 KGS
- 27 Packs

SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 1500 Carton
- 2000 Carton
- Ex-Works

PALLET DETAILS

- Cases per Pallet
- Dimensions (LWH)
- 100 Carton
- 120x100x175cm

SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 2880 Carton
- 3600 Carton
- Ex-Works

PALLET DETAILS

- Cases per Pallet
- Dimensions (LWH)
- 180 Carton
- 120x100x175cm

Flavors

Mango



Guava



Cocktail



Apple



Orange



Pineapple



Red Grapes



Blends

Apple Pear



Mixed Berries



Tangerine Mandarin



JUHAYNA'S BEKHERO

Bekhero Juice is made from the finest local fruits and provides an alternative to fizzy drinks. It's natural taste and a wide variety of flavors have reserved it a frontrunner position in the juice market. Available in the cocktail, mango, apple, and guava, Bekhero Juice has something to satisfy everyone. Available in 1L and 235ml packaging to suit all occasions.



BEKHERO DRINK 1LT

General information

- Shelf-Life
- Storage Cond.
- 12 Months
- Ambient

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 13.18 KGS
- 12 KGS
- 12 Packs

SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 1500 Carton
- 3000 Carton
- Ex-Works

PALLET DETAILS

- Cases per Pallet
- Dimensions(LWH)
- 100 Carton
- 120x100 x175 cm

BEKHERO DRINK 200ML

General information

- Shelf-Life
- Storage Cond.
- 12 Months
- Ambient

CASE DETAILS

- Gross Weight
- Net Weight
- EA per Case
- 6 KG
- 5.4 KGS
- 27

SHIPPING INFORMATION

- 20' Container load
- 40' Container load
- Incoterms
- 3465 Carton
- 4300 Carton
- Ex-Works

PALLET DETAILS

- Cases per Pallet
- Dimensions (LWH)
- 180 Carton
- 120x100 x175 cm

Varieties

Apple



Guava



Mango



Cocktail





export@juhayna.com

