



ملف الشركة

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المملكة العربية السعودية
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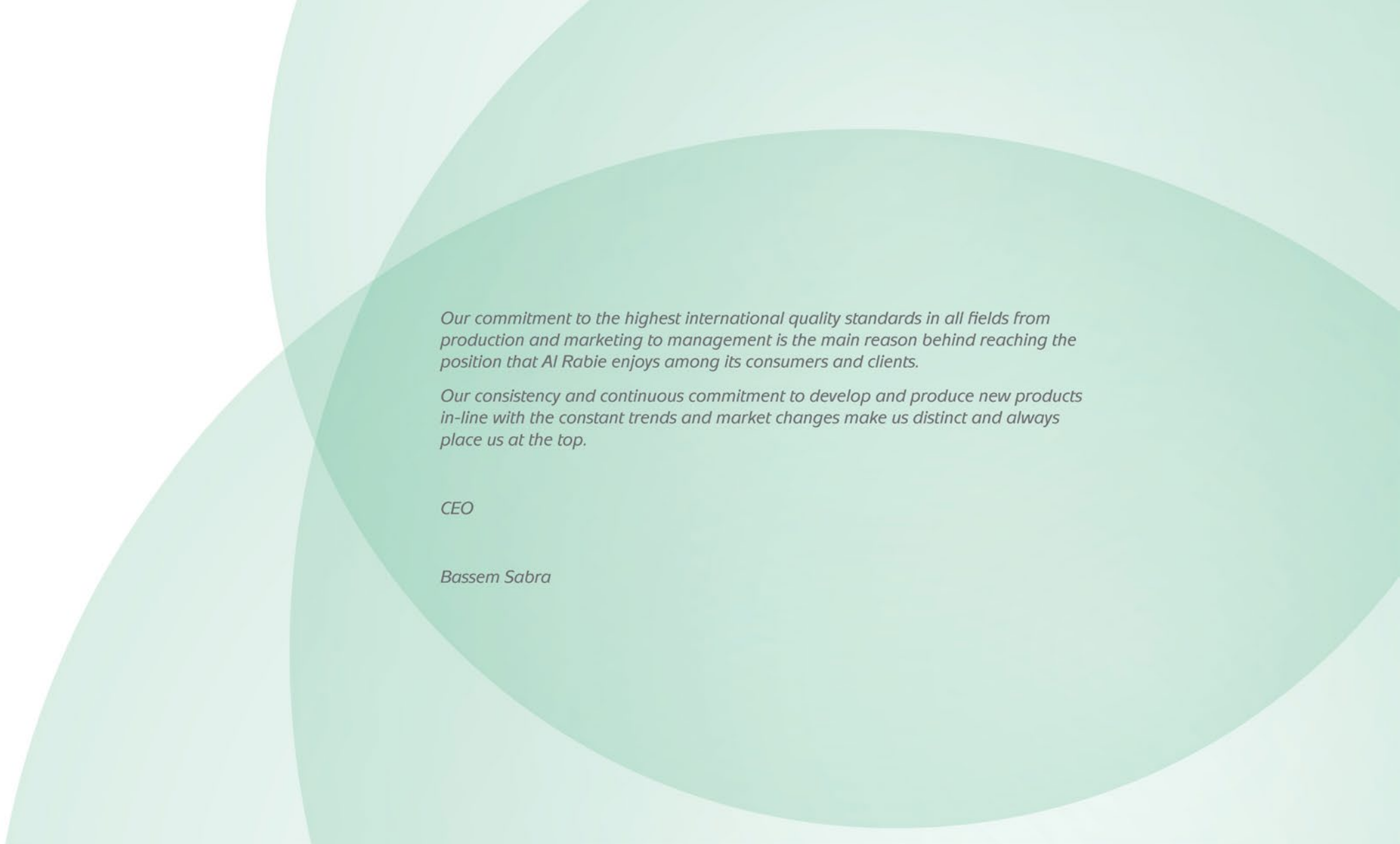
Company Profile

P.O. Box 42787, Riyadh 11551
Kingdom of Saudi Arabia
Tel.: (011) 498 0000
(011) 498 1234
Fax: (011) 498 2064





Commitment to Quality



Our commitment to the highest international quality standards in all fields from production and marketing to management is the main reason behind reaching the position that Al Rabie enjoys among its consumers and clients.

Our consistency and continuous commitment to develop and produce new products in-line with the constant trends and market changes make us distinct and always place us at the top.

CEO

Bassem Sabra

From past to present

Al Rabie Saudi Foods Co. is a company with a 100% Saudi capital, having its headquarters in Riyadh - Kingdom of Saudi Arabia. It was founded in 1980 and considered one of the pioneer companies in the manufacturing of dairy products and juices in the Kingdom.

Since its establishment, Al Rabie has been committed to apply the concept of comprehensive quality and services to its customers and consumers in the Kingdom and abroad; after inaugurating its high-tech factory, production began and distribution networks were installed to ensure that products are available across the Kingdom while also exporting to the Gulf Region, with expansion covering other countries as well.

Al Rabie has achieved outstanding developments and succeeded to increase its shares in the market, obtaining a wide recognition for its products, thanks to the quality of raw materials and the strict control system applied to guarantee high quality products, which are available in all sales outlets across the Kingdom.

The company succeeded to occupy a distinguished position and to gain confidence among its customers and consumers, to the extent that the company will always remain their first choice in quality.

Pioneers and achievers

Sourcing the best raw materials and adopting the latest technology goes only part way to producing high quality and healthy products. Extensive research and product testing are also an essential part of that process.

In our quest to achieve ever-higher standards, Al Rabie Saudi Foods Co. has witnessed the following achievements among many:

1- The 1st dairy company to develop a “celebrity brand”, a range of high quality milk and drinks for Prince Naseem Hamed, the well renowned and former World Featherweight Boxing Champion.

2- The 1st dairy and juice company to introduce “Psion” the hand-held computers in 1990 in its distribution vehicles.

3- The 1st company in the Middle East and the 3rd worldwide to be awarded the Tetra Prisma aseptic packaging.

4- The 1st company in the Middle East and the 6th worldwide to acquire the most recent technology of the Tetra Recart packaging (the future trend in packaging - launched in 2006 by the Awal Qatfa brand).

Objectives

The constant aspiration of Al Rabie Saudi Foods Co. is to forge ahead and work relentlessly in order to achieve its goals in satisfying its customers and consumers needs through offering healthy products of the best quality. These goals consist of the following:

1- To put the general health of consumers above all.

2- To apply professional and healthy manufacturing methods through implementing strict quality control according to the ISO and HACCP systems principals, from raw materials selection all the way through production to packaging and the delivery of the final product to the consumers.

3- To constantly seek and prioritise the key points regarding the latest medical & market studies and researches, especially when it comes to the general health of consumers.

4- To develop a variety of new products that match consumers needs, desires and aspirations.

Philosophy

Al Rabie prides itself on producing quality products which not only satisfy the taste of the local Saudi market but also the Gulf, other Arab countries and now across the world. Sourcing the best raw materials, supported by strict quality control measures, ensures that the consumer not only gets the best products with the best taste, but also the best value for money. Extensive sustained demand testifies that Al Rabie's commitment to quality is indeed a wise and sound philosophy.



Certificates

- 1- The 1st dairy and juice company to obtain the "King Fahd Award for the Ideal Factory in safety measures" for 4 consecutive years 1994/1995/1996/1997.
- 2- One of the first companies in the Middle East to obtain the ISO certification (ISO 9001 for quality management and ISO 14001 for environmental management).
- 3- One of the first companies in the Middle East to obtain the HACCP system certificate for products quality and food safety.



Skills

The substantial and real investment of Al Rabie is based essentially on the training offered to its workforce inside the Kingdom and abroad, in order to develop their know-how regarding the most modern and advanced technology and to develop their scientific knowledge in the fields of the dairy & juices industry. This will allow the company to cope with the quick and continuous changes of the market.

The objective of the saudization program, implemented by Al Rabie together with the Riyadh Chamber of Commerce and King Saud University, is to train the new graduates and employ a large number of Saudis consequently.

Sales & marketing

The marketing department is another point of excellence that Al Rabie has managed to reach, where the professional team whose expertise in market studying and planning has enabled the company to layout the perfect plans and strategies to ensure products presence in most local and export channels.

Each sales team member is equipped with a PDA which allows faster sales operations with better direct communication with the warehouse and the sales outlets.

Al Rabie also possesses one of the biggest distribution fleets in the region; a special entity has been set-up to work on export, so as to ensure that products are distributed and channeled to the various points of sale, food and beverages & catering companies in the Kingdom, the Gulf in addition to other parts of the world.

The Future

Al Rabie looks forward to the future, aspiring to always remain at the top, ensuring to the best that consumers needs and satisfactions are met.

Because of high self-confidence, Al Rabie looks forward to obtain a bigger share in the local and international markets, placing immense efforts to keep playing a major role in terms of market expansion and domination, all through implementing the Philosophy of "Health for All".

Last but not least, we would like to thank all our consumers and customers for having faith in Al Rabie's products, contributing to the continuous successes of the company.

A radical solution for a modern life

After extensive researching and planning, Al Rabie decided to introduce in 2006 a new range of modern & healthy products to its portfolio.

It laid the cornerstone for its Awal Qatfa factory in Riyadh – Kingdom of Saudi Arabia in a record time. The factory encompasses the best of the modern packaging technology and fast production equipments.

Al Rabie is the First company in Middle East to acquire this innovative packaging technology and the 6th in the world.

By virtue of this new and latest packaging innovation, Al Rabie has managed to meet the latest health and market requirements, with Awal Qatfa presenting a wide selection of ready-to-eat foods packed in healthy carton packs.

Again and again, production and packaging are run under strict quality control regulations, thereby ensuring healthier products in safer packs, compared to the traditional tin cans.

What is “Awal Qatfa” ?

The best innovation for a healthier and easier life

A wide collection of ready-to-eat foods of the highest quality which are preservative, artificial colours and cholesterol free. Awal Qatfa comes in an attractive, innovative and easy to use “Tetra Recart” carton packs.

What are “Tetra Recart” Packs?

Tetra Recart packs are the latest innovation and most unique carton packs that offer healthier content and economical benefits for consumers and traders as well.

These packs have changed and revolutionised the traditional concepts of food packaging systems in terms of health and safety.

They are considered as a great breakthrough in the world of packaging as they are submitted to high temperature sterilization under the latest and most developed technology systems in the world.



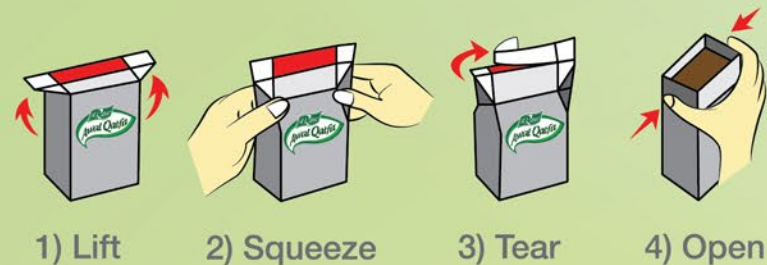
Where does it come from?

The Awal Qatfa concept came after many local and international extensive studies and scientific health and market researches, aimed to satisfy the latest trends of innovation and production breakthroughs, through meeting consumers demands and needs of high-end ready-to-eat foods with packaging that breaks away from the traditional tin cans making life easier, safer and healthier.



Product features

- A wide and varied collection of high quality foods.
- Ready-to-eat thus saving time and effort.
- Fresh and healthy as they are preservative, artificial colours and cholesterol free.
- High nutritional value as they contain vitamins, iron, calcium, fibers and proteins.
- Selected from the finest fields in the world with the best ingredient qualities.
- Prepared by the best and latest technology processes under strict quality control regulations inside unique carton packs.
- Extremely tasty, delivering a healthier diet because they are low in fat.



Pack features

The pack's main features offer benefits for both consumers and traders:

- No rusting
- No cutting required
- No opening tools required
- No injuries caused
- Safer (than regular tin cans)
- Sterilized
- Healthier
- Freshness of content maintained
- Easy to open
- Easy to close for re-use
- Easy to pour
- Light weight
- Attractive on shelves
- Less shelf space taken



Al Rabie Products

- UHT Juice (1 L, 330 ml, 200 ml)
- UHT Nectar Juice (1 L, 330 ml, 200 ml)
- Drink (250 ml, 200ml, 125ml)
- UHT Whole Milk (1 L, 250 ml, 200 ml)
- UHT Flavoured Milk (200 ml, 125 ml)
- Fortified Range (330 ml, 120 ml)

Awal Qatfa Products

- Fava Beans Range
- Tomato Paste
- Chick Peas
- Whole Sweet Kernel Corn

Al Rabie is ...

- Healthy, natural and preservative free.
- A wide range with many tantalising flavours.
- High in nutritional benefits such as vitamins, calcium and iron.

الربيع هو ...

- منتجات طبيعية، صحية وخالية من المواد الحافظة.
- تشكيلة واسعة لذيذة الطعم.
- غني بالفوائد الطبيعية، الفيتامينات، الكالسيوم والحديد.

منتجات أول قطفة

- فول مدمس (خلطات متعددة)
- معجون الطماطم
- حمص مسلوق
- حبات الذرة الحلوة الكاملة

منتجات الربيع

- عصير طويل الأجل (١ لتر، ٣٣٠ مل، ٢٠٠ مل)
- نكتار طويل الأجل (١ لتر، ٣٣٠ مل، ٢٠٠ مل)
- شراب (١٢٥ مل، ٢٠٠ مل، ١٢٥ مل)
- حليب كامل الدسم طويل الأجل (١ لتر، ٢٠٠ مل، ٢٠٠ مل)
- حليب بالنكهات طويل الأجل (٢٠٠ مل، ١٢٥ مل)
- تشكيلة معززة (٣٣٠ مل، ١٢٠ مل)

Awal Qatfa is ...

- Fresh and carefully selected picks.
- Carton packs: Healthier and safer than the traditional tin cans, preserving the nutritional benefits of the ingredients.
- Ready-to-eat, preservative, artificial colours and cholestrol free.

أول قطفة هي ...

- قطفات من المأكولات الغذائية الطازجة تم اختيارها بعناية فائقة.
- عبوات كرتونية: صحية وآمنة أكثر من العبوات المعدنية التقليدية وتحافظ على الفوائد الغذائية للمنتج.
- منتجات جاهزة للأكل وخالية من المواد الحافظة والألوان الاصطناعية والكوليسترول.

