



Started as a Bakery founded 1907 by Horace Green. 1913 Horace opened the first ever Powdered Desserts Factory in Brighton. 1955 Greens acquired George Borwicks Baking Powder another long established Company (1845) We believe Borwicks and Greens are the Original and first Home-baking Brands



## History

In 1957 Greens launched Carmelle into Saudi Arabia and started the journey to become the Middle East's iconic dessert brand

## Mission

- Maintain or improve existing quality through continued innovation
- Range breadth development into all dessert sectors
- Make brand accessible to consumer in place and price throughout MENA region

## Vision

To be the one-stop shop for all dessert needs to our Consumers, Retailers / Wholesalers, Distributors within the MENA region.

## Values

First choice for dessert needs of consumers, shoppers, retailers, whole sellers and distributors within MENA.

- Respect for individuals
- Equal opportunities
- Integrity
- Open and honest communication



# Manufactured in the UK

PRODUCT NAME		NET WEIGHT	BARCODE	CASE QUANTITY	PRODUCT NAME		NET WEIGHT	BARCODE	CASE QUANTITY
	Carmelle	70 g	5000115292005	144 (12 × 12 × 70 g)		Carmelle	49 g	5000318004290	144 (12 × 12 × 49 g)
	Muhallabia	85 g	5000318003798	72 (12 × 6 × 85 g)		Whip	38 g	5000318111455	144 (12 × 12 × 38 g)
	Gelatine	50g (5x10g)	5056036502709	144 (12 × 12 × 5 × 10 g)		Whip	4 × 38 g	5000318109025	24 × (4 × 38 g)
	Mousse	70 g	5056036500675	72 (12 × 6 × 70g)		Jelly	100 g	5000318003910	5000318003972
	Pannacotta	65 g	5056036500736	72 (12 × 6 × 65 g)			Cherry –	5000318004030	5000318106185
	Tiramisu	70 g	5056036500736	72 (12 × 6 × 70 g)		Cheesecake	Original –	5000318106109	5000318109339
	Fudge Brownie	400 g	5000318110113	12 × 400 g		Cake Mix	Lime –	5000318100862	5000318004214
							Lemon –	5000318004153	72 × 100 g
							Banana-Strawberry –	5000318106215	
							Orange –	5000318004153	
								295 g	50003187139963
								12 (2 × 6 × 259 g)	
								295 g	5056036500965
								5056036500934	12 (2 × 6 × 295 g)
								500 g	5056036501108
								Chocolate –	5056036500842
								Vanilla –	5056036500903
								Orange –	5056036500873
								Coffee –	2 × 6 × 500 g

# Manufactured in the UK

PRODUCT NAME		NET WEIGHT	PRODUCT NAME		NET WEIGHT
		BARCODE			BARCODE
		CASE QUANTITY			CASE QUANTITY
	Custard Powder	400 g 5000318003958 2 × 6 × 400 g		Cornflour	400 g 5000318106314 2 × 6 × 400 g
	Baking Powder	100 g 5000318004634 6 × 100 g		British White Oats Pouch	500 g 5000318106376 16 × 500 g
	Bicarbonate of Soda	100 g 5056036503720 6 × 100 g		Flavours	28 ml Strawberry – 5056036501467 Vanilla – 5056036501436 Pineapple – 5056036501375 Orange – 5056036501528 Lemon – 5056036501498 Rose – 5056036501405 12 × 6 × 28 ml
				Colours	28 ml Red – 5056036501276 Blue – 5056036501245 Yellow – 5056036501306 12 × 6 × 28 ml
	Fruit Cordial	725 ml 5056036504505 12 x 725 ml		Coconut Milk Powder Copacked in Malaysia	48 x 150 g 24 x 300 g 10 x 1 kg

PRODUCT NAME	NET WEIGHT BARCODE CASE QUANTITY	PRODUCT NAME	NET WEIGHT BARCODE CASE QUANTITY
 Orange 750 g Pouch	750 g 5056036500514 12 × 750 g	 Mango 750 g Pouch	750 g 5056036500552 12 × 750 g
 Berry 750 g Pouch	750 g 5056036500538 12 × 750 g	 Lemon and Mint 750 g Pouch	750 g 5056036500286 12 × 750 g



#### OUR DISTRIBUTORS

SAUDI ARABIA • Jeddah, Distributor: ABBAR & SONS FOODS COMPANY LTD  
 JORDAN • Amman, Distributor: GOLDEN SYMBOL TRADING CO.  
 UAE • Dubai, Distributor: HASSANI TRADING COMPANY  
 OMAN • Muscat, Distributor: ARABIAN OASIS FOOD CO. LLC - AL SEER  
 YEMEN • Mukalla, Distributor: ALHUBAISHI FOR IMPORT & FOODS MARKETING  
 EGYPT • Cairo, Distributor: H + M IMPORT COMPANY  
 KUWAIT • Safat, Distributor: MALHOTRA  
 QATAR • Doha, Distributor: ANSARI TRDG. EST DOHA-QATAR  
 BAHRAIN • Bahrain, Distributor: ABDULKARIM DARWISH TATTAN

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