



## **Edita Frozen Food Industries Ventures into Food Service Sector with Premium Frozen Bakery Line**

*This strategic expansion aligns with Edita's strategy to diversify into high-potential product categories and capture the rising demand in the food service sector.*

**Cairo, 20, May 2025**

Edita Frozen Food Industries, a leading player in the frozen food market, proudly announces its strategic expansion into the food service sector with the launch of a new premium line of frozen croissants, viennoiseries, and breads. This innovative product range is tailored to meet the high standards of hotels, restaurants, cafés, and catering services, offering ready-to-bake solutions that combine exceptional taste, consistency, and convenience for professional kitchens.

The new line made its debut at CAFEX 2025, one of the region's premier exhibitions for food and beverage professionals. With over 120 exhibitors from across the café and restaurant industry, CAFEX provided the ideal platform for Edita Frozen Food Industries to showcase its latest offerings and connect with industry leaders seeking top-tier frozen bakery solutions.

Edita Frozen Food Industries' expansion into the food service sector is supported by its established nationwide distribution infrastructure. With seven strategically located distribution centers and a fleet of over 40 refrigerated trucks, the company ensures efficient cold-chain management, timely delivery, and optimal product freshness for customers across the country.

This new product line builds on the remarkable success of Molto Forni, Edita Frozen Food Industries' flagship food brand in the consumer market. Since its launch, Molto Forni has earned widespread recognition for its popular range of frozen croissants, puff pastries, pizzas, and sweet pies. Notably, Molto Forni's frozen pizza has become the market leader in Egypt, a testament to the brand's consistent quality and strong consumer appeal. Today, Molto Forni products are available nationwide across all governorates and leading modern trade outlets.

This move underscores Edita's ongoing commitment to innovation, quality, and operational excellence, while reinforcing its position as a trusted partner in both the consumer and food service markets.



Celine Berzi, General Manager Edita Frozen Food - Mohamed Hamdy, Commercial Director  
Nadia Serageldin, Commercial Specialist

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## About Edita Food Industries S.A.E.

Edita, founded in 1996 and headquartered in Egypt, is a leader in the growing Egyptian packaged snack food market. The Company manufactures, markets and distributes a range of branded baked snack products including packaged cakes, bakery, rusks (baked wheat), wafers and biscuits as well as selected confectionary/candy products. The Company's local brand portfolio includes household names such as TODO, Molto, Bake Rolz, Bake Stix, Freska, Oniro and MiMix. The Company also has the exclusive ownership of the international Hostess brands Twinkies, HOHO's and Tiger Tail in Egypt, Libya, Jordan, Morocco, Algeria, Tunisia, Syria, Lebanon, Iraq, Bahrain, Oman, the UAE, Kuwait, Qatar and Saudi Arabia; and is party to a technical assistance and know-how agreement to manufacture 11 additional Hostess brands across its territories. The Company holds strong number-one market positions in its core cake and bakery segments as well as in rusks, a leading market position in candy and a growing market position in the wafers segment. In 1Q2025, the Company derived 92.6% of its revenue from Egypt and 7.4% from regional export markets. Learn more at [ir.edita.com.eg](http://ir.edita.com.eg).

## Contacts

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Forward-looking statements reflect the current views of the Company’s management (“Management”) on future events, which are based on the assumptions of the Management and involve known and unknown risks, uncertainties and other factors that may cause the Company’s actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. The occurrence or non-occurrence of an assumption could cause the Company’s actual financial condition and results of operations to differ materially from, or fail to meet expectations expressed or implied by, such forward-looking statements.

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