



Edita Food Industries Launches New HOHOs Family Roll

This comes as part of the Company's strategy to expand product offerings and provide shareable snacking options at a new EGP 18 price point

Cairo, 26 January 2025

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange and EFID.L on the London Stock Exchange), a leader in the Egyptian packaged snack food market, is pleased to announce the latest cake offering, the HOHOs Family Roll, under its flagship HOHOs brand.

Entering a new price point of EGP 18 per pouch, this new range is designed to cater to families, offering a larger and shareable snack option that combines indulgence and value. The HOHOs Family Roll is launched through a range of three flavours: chocolate, vanilla, and strawberry. The new launch reflects Edita's strategic focus on broadening its price spectrum while introducing premium, higher-value propositions tailored to the evolving preferences of Egyptian consumers.

This launch underscores Edita's unwavering commitment to innovation and its dedication to meeting the dynamic needs of its customers. To ensure the success of the HOHOs Family Roll, Edita has enhanced its cake production capabilities, enabling an efficient rollout across its extensive distribution network. These advancements not only support the anticipated demand for the new product but also pave the way for future growth and innovation under the HOHOs brand.



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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 3Q2024, the Company derived 86.2% of its revenue from Egypt and 13.8% from regional export markets. Learn more at ir.edita.com.eg.

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