



Edita Food Industries launches new product Molto Yums

This comes as part of the company's strategy to diversify its product range and bring higher value propositions to consumers

Cairo, 13 November 2023

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 launch of its latest bakery product, Molto Yums. Sold under the Molto Brand, Molto Yums is a filled pie offering available in three flavors: Chocolate Hazelnut, Apple Cinnamon, and Custard.

The product serves Edita's strategy to expand its price spectrum, providing a higher-value proposition for its customers and diversifying its portfolio to cater to its consumers' evolving tastes.

The latest launch comes on the back of the Research and Innovation (R&I) department's efforts, who enjoy a track record of continuously bringing to market new snack food classics and exciting new flavors.

The release of these products is backed by a 360-marketing campaign, featuring above-the-line and below-the-line advertising.

To further support Edita's ongoing expansions across its core segment, the company has enhanced operations in the bakery line, capitalizing on growing demand for its products and paving the way for future product launches under the Molto brand.

Edita is confident that these new developments will not only grow its customer base but also reinforce its position as a market leader in the bakery industry.





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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, HOHOs and Tiger Tail in Egypt, Libya, Jordan, Palestine, 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 3Q2023, the Company derived 90% of its revenue from Egypt and 10.0% from regional export markets. Learn more at ir.edita.com.eg.

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