



Edita Food Industries launches Pizza

This launch comes as part of Edita's strategy to deepen its presence in the new frozen baked segment and diversify revenue streams

Cairo, 6 March 2024

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 frozen baked offering, Pizza, under the Molto Forni brand.

The launch will include two pizza variations: Margherita and Plain Crust.

This latest offering of frozen pizza comes as part of Edita's entry into the frozen segment and follows the initial release of a range of frozen mini croissants and various savory flavored puff pastry products under the segment in October 2023.

With a focus on at-home consumption, the Molto Forni line is a pivot from Edita's traditional on-the-go-snack, offering convenient and freshly baked goods without compromising on taste or quality.

Edita originally entered the frozen segment in May through the acquisition of frozen player Fancy Foods, giving the company full possession of its assets - including two production lines, machinery, and land property. Thereafter, the company upscaled the new assets and brought them up to the company's high operating and quality standards to launch its inaugural frozen line, Molto Forni.





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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, 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 FY2023, the Company derived 90.7% of its revenue from Egypt and 9.3% from regional export markets. Learn more at ir.edita.com.eg.

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