



Edita Trade & Distribution Signed its First Third-Party Distribution Agreement with Prisma Foods for its Kettle-Cooked Potato Chips' Brand Raw

The agreement aims to capitalize on Edita Trade & Distribution's large network, aligning with its growth strategy.

Cairo, 12 January 2025

Edita Trade & Distribution has entered into its first third-party distribution agreement with Prisma Foods. Under the terms of the agreement, Edita Trade & Distribution will manage the nationwide distribution of Prisma Foods products under the brand name Raw. With the rapidly expanding kettle-cooked potato chips segment in Egypt's largest salty snacks market, this collaboration positions Edita Trade & Distribution to capitalize on emerging opportunities and maximize its robust distribution network in high-growth segments.

Edita Trade & Distribution operates a comprehensive nationwide network, with 25 distribution branches, reaching almost 60k retailers across Egypt with a fleet of approximately 1,200 trucks. Supported by advanced warehousing facilities and a data bank that tracks retail and business insights for all retailers across Egypt, Edita Trade & Distribution ensures the efficient and targeted distribution of products. This extensive infrastructure will enable Edita Trade & Distribution to deliver Raw's premium kettle-cooked potato chips efficiently to consumers across Egypt.

Prisma Foods, through its flagship brand Raw, is renowned for its high-quality products and commitment to innovation. As the first company in Egypt to launch the kettle-cooked potato chips, Prisma Foods is a dominant player in this potato chips subsegment, which is part of the larger potato chips category – the largest in Egypt's snack food market.

Alfred Younan, CEO of Edita Trade & Distribution, added, "Our partnership with Prisma Foods reflects Edita Trade & Distribution's role as a critical enabler for brands seeking to expand their presence in Egypt. Prisma Foods' innovative products and ambitious goals are aligned with our commitment to unlocking new opportunities and creating mutual value in the growing salty snacks market.



Alfred Younan, CEO Edita Trade & Distribution
Ahmed Mounir, CEO Prisma Foods

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