



Edita Food Industries launches new cake offering TODO Cupcake

The launch leverages Edita's innovative capabilities to introduce new and differentiated products that cater to consumers' evolving demands

Cairo, 16 January 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 cake offering, TODO Cupcake, under its flagship TODO brand.

The TODO cupcake products will be launched in four different flavors and fillings: a Chocolate cupcake filled with either Chocolate or Salted Caramel, a Vanilla cupcake filled with Chocolate, and a Red Velvet cupcake filled with Cream Cheese.

Introducing a new pricing point in the cake segment, this product aligns with Edita's strategy to broaden its price spectrum and offer higher value propositions for its customers.

The latest launch underscores Edita's unwavering commitment to introducing new and differentiated products to the market, highlighting its robust innovative abilities and its capacity to cater to evolving consumer tastes.





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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 3Q2023, the Company derived 90.0% of its revenue from Egypt and 10.0% from regional export markets. Learn more at ir.edita.com.eg.

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