



MOROCCO

Authentic Flavours



Fats & Oils
ZAA'BEEL PLAZA



Pulses, Grain & Cereals
ZAA'BEEL HALLS



World Food
SHEIKH RASHID HALL

Exhibitors Directory



Kingdom of Morocco



Ministry of Agriculture
and Maritime Fisheries





HIS MAJESTY THE KING MOHAMMED VI



Food From MOROCCO

OFFICIAL E-DIRECTORY OF MOROCCAN FOOD EXPORTERS



www.foodfrommorocco.ma

FOOD FROM MOROCCO is the official reference directory available in Arabic, French and English for international buyers, interested in the Moroccan food products including fruits, vegetables, fisheries and processed products. This tool allows users to undertake simple or guided search and ask for prices online.

www.foodfrommorocco.ma offers rich and comprehensive information about all Moroccan exporting companies that are active within the last three years.

For each referenced company: contacts, names and addresses, exported products, destination markets, obtained accreditations, pictures of products and brands are entirely included in this website.

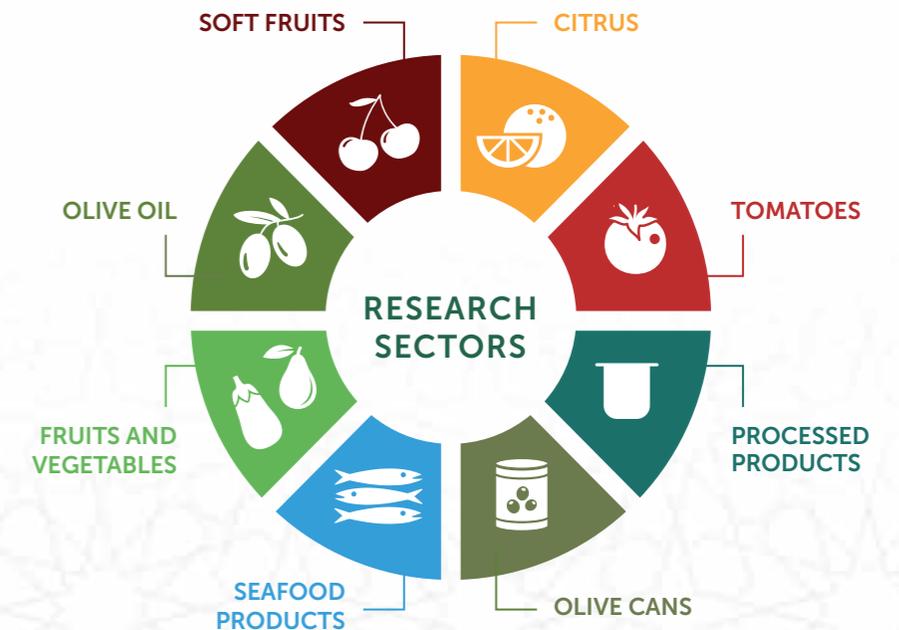
Furthermore, the website also highlights the potential of Morocco and different economic actors in the country. It is also a window display for the sectoral plans "Green Morocco Plan" and "Halieutis" which aim at promoting agriculture products and fisheries.

THE DIRECTORY IN FIGURES

PRODUCTS
+ 2 300

EXPORTERS
+ 1 300

MARKETS
+ 150



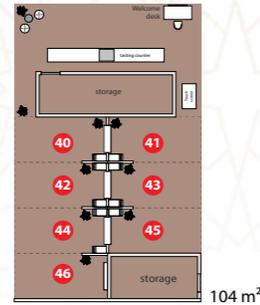
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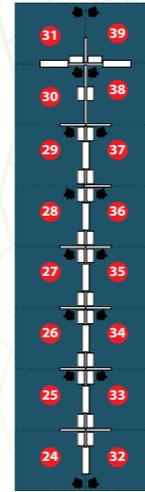
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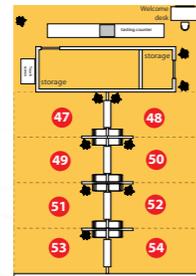
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104 m²



129 m²



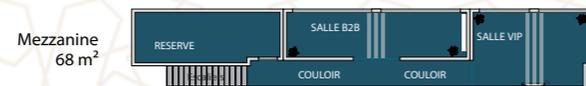
96 m²



126 m²



81 m²



Mezzanine
68 m²

SUMMARY



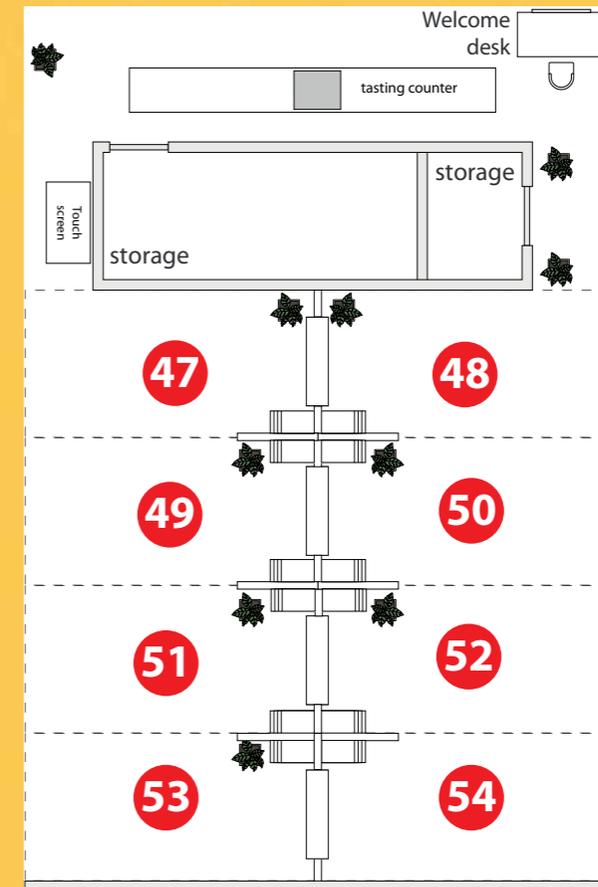
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«Oils & Fats», Za'abeel Plaza



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BLED CONSERVES

BLED CONSERVES is one of leading exporters of canned olives and apricots, lemon and vegetable in Morocco, is specialized in the processing and storage of olives and vegetables. With its infrastructure and teams BLED CONSERVES supplies its partners with products of the highest quality. Since its foundation in 2004, BLED CONSERVES has been developing its olive activity by creating new production units and increasing its financial and human resources. The company's production capacity is estimated at 10 000 tons per year for olive and 3 000 tons per day for apricot. The company has diversified its product range by adding new products like apricot pulp, hot pepper and lemon. BLED CONSERVES has received ISO 22000 certification, as the management team adopted a global approach to Quality in order to satisfy customers demands.

PRODUCTS :

- Green olives broken piquant
- Green olives broke
- Green olives with garlic
- Green olives andalusian
- Green olives with fennel
- Green olives with anise
- Olives barbecues
- Mexican olives
- Olive violet slashed
- Broken rose picant
- Green olives stuffed pepper
- Pitted green olives
- Pitted green olives Piquant
- Cocktail olives piquant
- Green olives sliced
- Mammoth green olives
- Black olive beldia
- Whole green chilli
- Pepper purée - Harissa -
- Limon
- Apricot solid Pack

ACTIVITY :

Production olives, lemon, hot pepper, vegetables and apricot pulp.

Hamid BARDA :
Manager

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Industrial Area BP 225, 65800 , Taourirt - Morocco
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Fax : +212 536 679 399
Email : direction@bledconserves.ma / commercial@bledconserves.ma
Web site : www.bledconserves.ma





FBC (FAIR BUSINESS COMPANY)

We are a company based in Casablanca (Morocco) specialized in trading and production of fresh fruits, vegetables and food products. We mainly export to the Middle East, Europe and Russia.

We have all the fruits and vegetables according to their season.

ACTIVITY :

Producer and trader of food product.

M'Hamed BARGACH :
Export Account Manager

Address :
No. 30 Bloc Mandarouna Sidi Maarouf, Casablanca - Morocco
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Fax : +212 522 787 749
Email : bargach@fbcmaroc.com
Web site : www.fbcmaroc.com





GIE TARGANINE

The GIE Targanine aims to help cooperatives to market and promote their products. The GIE Targanine improves the socio-economic situation of the rural populations especially women and young girls.

The GIE Targanine guarantees the quality of its products and the tractability of the raw material.

Our brands are:

- ARGANATI: for culinary organic argan oil,
- ARGANIUM: for cosmetic organic argan oil.

PRODUCTS :

- Argan oil
- Cactus oil
- Sweet almond oil
- Essential oils
- Amlou
- Honey
- Soap
- Ghassoul and black soap

ACTIVITY :

Production and marketing of culinary and cosmetic organic argan oil.

Latifa ANAOUCH :
Export Manager

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Web site : www.targanine.com





INTERPROLIVE

It includes all federations and associations of Moroccan agricultural production, industry and marketing of olive and olive oil.

Olive in Morocco :

Size: 1 000 000 hectares of olive.

Production: 1 600 000 tons of olive per year

Olive varieties: Moroccan (Picholine), Spanish (arbequina), Greek (koroneiki)...

Exports:

- Table olive : 60 000 tons per year (4th place in the World)

- Olive oil : 20 000 tons per year

Several brands of olive oil had accolades worldwide for their great quality.

Moroccan olive is known worldwide for its quality and exceptional taste.

ACTIVITY :

Moroccan Interprofessional federation of olive.

Rachid BENALI :
President

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5, rue Oum Errabia, appt. n°3, 10090 Rabat Morocco
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Email : benali.rachid1961@gmail.com



Our export team ensures our clients and partners full satisfaction. We help them take profit of our industrial, marketing and trading know how. Our brands and products range are available in over 40 countries, and are enjoyed by millions of satisfied consumers.

Lesieur Cristal is the North African leader in the industry of edible oils, olive oils, body & home care, cleaning products. The company has been leading the Moroccan market for 75 years, and expands its reach to African and international markets. This successful endeavour is backed up by Lesieur Cristal's expertise, innovation and of course by the high quality of our products.

Lesieur Cristal can also rely on its partnership with Groupe Avril ; Lesieur Cristal is yet an international partner of choice to traders, manufacturers and distributors in many countries

ACTIVITY :

Edible oil, olive oil, soap and detergents.

Amal DEMBRI :
 Chef de Departement Export
 +212 646 114 339

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 Phone : +212 522 679 300
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 Email : dembri@lesieur-cristal.co.ma
 Web site : www.lesieur-cristal.ma

A naturally rich and healthy oil



Created in 1985, Margafrigue subsidiary of El EULJ group is one of major players in the food industry in Morocco and Africa. True iconic company Margafrigue is specializes in the manufacture of margarine, butter and cheese in all its forms for the consumer and professional market

Concerned about the quality of its products, ensures Margafrigue offer a range of quality product and an undeniable service due to knowledge, a mastery of production processes and policy development and constant innovation that helped to date to achieve expansion internationally.

Indeed, the company is constantly looking for innovation for its everyday products such as marketing of innovative products to better meet the needs of consumers.

ACTIVITY :

Manufacture of margarine, butter and cheese.

Hafid EZZEBDI :
Executive Export Manager
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Fax : +212 522 357 167
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PROLAINAT

Prolainat Maroc is a subsidiary of Copralim Group, import, processing and distribution pioneer of dairy products in Morocco. The story began over 20 years ago when Mr A. Bendaou decided to start a business by importing, processing and distributing dairy products through Copralim, in partnership with leading international brands.

Already attentive to the quality that it could provide, and in response to the new expectations and requirements increasingly high of Moroccan consumers, the group decided to start the production of cheese and butter.

Located in modern buildings of more than 15000m², equipped with new industrial tools and advanced technology, the company Prolainat Maroc commits to meet the requirements of all customers with a wide range of products meeting the most strict requirements in terms of quality, hygiene and food safety.

Indeed, Prolainat Morocco chose to be very close to its consumers who were quickly identified to the values of its brands, and had appreciate its efforts to present quality products bringing taste and good nutrition.

ACTIVITY :

Import, processing and distribution of dairy products.



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Fax : +212 522 320 720
Email : m.elbir@prolainat.ma
Web site : www.orblanc.ma



SIOF

SIOF is an olive-growing industrial company located in the heart of Morocco, Fes.

SIOF is a family business that keeps developing its mean through the generations. SIOF proudly diversifies and upgrades its quality and products regularly. SIOF, established in 1961, giving it more than 50 years of experience, offers a variety of canned olives and capers.

We also offer a diverse list of Oil products such as Fine table oil, Pomace Olive Oil, and Extra-Virgin Olive Oil. We value the traditional process and include a touch of innovation to our products.

ACTIVITY :

Production and export of canned olives and capers

Noureddine KHAMLIHI :
Export Manager

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Fax : +212 535 625 851
Email : info@siofgroup.com
Web site : www.siofgroup.com



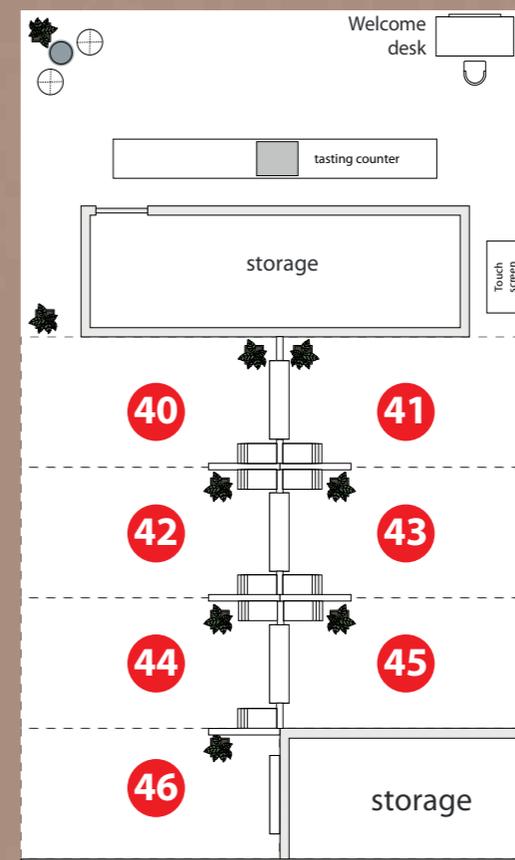
سيوف

صافية بلال هي سر موللة للدرار!





«Pulses / grains & Cereals», Za'abeel Halls



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AMANI

Agrofood Label is a modern production unit placed in the south region of Casablanca, belonging to First Invest Group, operating in the agribusiness since 1993. Nowadays, Agrofood Label has become a valuable reference in the Moroccan cereals market. As an integrated group, we create an optimal synergy in our subsidiary and have the perfect command of the entire value chain.

Our activities are based on the import and export of cereals, followed by other related activities, such as distribution of grains, first and second transformations, selling and distribution. We touch GD, Gross Traditional Market and Retail, to reach all consumers.

PRODUCTS :

To concretize our vision of FOOD producer, we created AMANI a high-end brand, offering a wide range of products, from Flours and Semolina to precooked Couscous and Dry Pasta.

Amani is an Arabic word, with the meaning of "wishes". The brand embodies perfectly our constant desire to serve efficiently our customers and carry out their wishes, by offering them constantly better quality products, to satisfy all cooking tastes.

ACTIVITY :

Our activities involve the production and the export of flours, semolina, precooked couscous and dry pasta.

Francesco RIGO :
Export Director
+212 660 111 994
Nizar OUGHLA :
President, CEO
+212 661 911 912

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Phone : +212 522 625 730 / 31
Fax: +212 522 625 727
Email : contact@amanifood.com
Web site : www.amanifood.com



**TASTE THE BEST CHOICE
OF PASTA AND COUSCOUS!**

DALIA Foods is a leading Moroccan Company of Cereal Products at a national and international level, benefiting from a fully integrated industrial complex. The couscous and pasta production unit line has a production capacity of 110 tons per day. DALIA Foods is certified ISO 9001 v 2008 and HACCP - ISO22000 v 2005 certification, this is the proof toward all its partners of a real commitment to maintaining and improving the quality of all products and services.

EXPORT MARKET :

- Europe : France, Spain, Italy, Netherlands, Ukraine, Turkey...
- America : USA and Canada
- Africa : Ivory Coast, Senegal, Guinea, Burkina Faso, Togo, Benin, Ghana, Gabon, Cameroon, Egypt, Mauritania...
- Asia : UAE, Saudi Arabia, Bahrein...

PRODUCTS :

DALIA Foods produces a wide range of products under DALIA brand :

- Couscous : Fine 100% Durum Semolina, Medium, Whole Wheat Couscous, Barley Couscous
- Pasta : Spaghetti, Short Pasta...

ACTIVITY :

Production and export of couscous and pasta.

Jamal Eddine IDRISS :
Managing Director
Abdoul Wahab TOURÉ :
Marketing Director and Export

Address :
46, Zone Industrielle du Sahel, 26400, Had Soualem - Morocco
Phone : +212 522 964 464
Fax: +212 522 964 462
Email: export@dalia.ma / Export2@dalia.ma / i.jamaleddine@dalia.ma
Web site : www.dalia.ma





DARI COUSPATE

DARI is Morocco's leading company in Couscous & Pasta Markets. It is the largest Moroccan exporter of couscous with a presence in more than 42 countries (USA, Canada, Brazil, France, UK, Netherlands, Spain, Italy, Russia and other European countries: Australia, China, Japan...) and is listed in the main retail chains in Europe such as Carrefour, Auchan, Leclerc and Metro. DARI is currently expanding its distribution in Middle East, Europe, Asia and Americas.

DARI is specialized in premium quality couscous, with a wide range of products: Premium Moroccan Couscous, Barley Couscous, Whole wheat couscous, Organic Whole Wheat couscous, Corn Couscous and Pearled Couscous. DARI is listed in Casablanca Stock Exchange since 2005 and operates currently under international quality standards such as ISO 9001 & ISO 22000 and BRC Food quality system.

CERTIFICATIONS :

ISO 9001 v2008, ISO 22000 v2005, BRC Food.

PRODUCTS :

Couscous and Pasta.

ACTIVITY :

Manufacturing of couscous and Pasta.

Mohamed KHALIL :
President
Hassan KHALIL :
CEO
Amine KHALIL :
Development Director

Address :
Q. I Ezzahra Oulja, Salé - Morocco
Phone : +212 537 808 721
Fax: +212 537 808 743
Email: hkhali@couscousdari.com / akhalil@couscousdari.com
Web site : www.couscousdari.com



Premium Quality Couscous





Le meilleur du blé

KAYNA GROUP

Present since 2007, KAYNA Group is specialized in the production and marketing of four major product families: Pasta, Couscous, Flour and Semolina .

Thus Kayna Group was able to capitalize, in so little time on its human, financial and material capital to offer its customers both in the Moroccan market and abroad, a wide range of premium quality products while preserving the nutritional capital and Wheat health .

Recently (freshly) crowned by obtaining the ISO22000 certification of food safety . Kayna Group is able to provide full traceability and provides pledging collateral and permanent quality of its various products from supply to sales points while respecting its core tasks based on quality, innovation and accountability.

PRODUCTS :

Pasta, Couscous, Flour and Semolina.

ACTIVITY :

Production and marketing of four major product families : Pasta, Couscous, Flour and Semolina.

Nour Eddine BAHJI :
Export Manager

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Fax : +212 522 326 044
Email : bahji@kaynagroup.com/contact@ kaynagroup.com
Web site : www.kaynagroup.com



Le meilleur du blé

The best of wheat

COUSCOUS PATES FARINES SEMOULES



Route Principale N° 7 - Zone Industrielle
26100 BERRECHID - MAROCCO
Phone : +212 5 22 32 60 40/55/77
Fax : +212 5 22 32 60 44

The SOMADIR founded in 1938 is the Moroccan leader in the production and sales of fresh yeast, dry yeast and bread improvers.

It has two major production units that makes it the largest yeast factory in Africa.

In order to satisfy customer requirements in terms of product quality, SOMADIR has engaged in a big investment program that resulted in the automation of all equipments and industrial installations, leveling its manufacturing program to the most advanced international technology standards.

SOMADIR is today a reputed and a well-known exporter within several markets in Europe, Middle East, Africa & Asia.

CERTIFICATIONS:

ISO 9001 Vs 2008, ISO 22000 Vs 2005 & Halal



PRODUCTS :

SOMADIR brands are :

- GERMA for fresh yeast.
- GERMAPAN, SOMAPAN and SBOULA for dry yeast.
- FORTIPAN for bread improvers.

ACTIVITY :

Production and sales of fresh yeast, dry yeast and bread improvers.

Samir SERGHINI :
Export Manager
+212 661 478 008

Address :
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Phone : +212 522 401 357 / 59
Fax : +212 522 326 044
Email : s.serghini@somadir.com
Web site : www.somadir.com

FRESH AND DRY YEAST FOR BAKERIES AND BREAD IMPROVER





TRIA / ARZAK

TRIA, AN EXPERIENCE OF 50 YEARS :

TRIA, a cultural icon, is a brand name and trademark of TRIAGROUP. A family owned business operating in the food industry. A very strong and well positioned business in both local and international markets, producing and distributing a great variety of products: Couscous, Pasta, Flour, Tea, Canned vegetables and fruits...

With its ongoing commitment to technological innovation, TRIAGROUP has developed production tools that meet the highest requirements of national and international market of milling, with the most important grain storage capacity in the country with more than 130.000 MT of storage availability.

Quality Reference : ISO 9001, ISO 22000

Regarding the export, we serve worldwide: United States, Canada, Western & Central Africa, Europe, United Arab Emirates...

PRODUCTS :

Our main Brands : TRIA & BRIO

ACTIVITY :

Production and distribution of a great variety of products : Couscous, Pasta, Flour, Tea, Canned vegetables and fruits...

Sow IDRISSE YERO :
Export Director
Karima ZOUHOU :
Export Manager

Address :
Ancienne route de Rabat - Km 11,5, Aïn Sebâa - Morocco.
Phone : +212 522 756 748
Fax : +212 522 756 750
Email : kzouhou@triagroup.ma
Web site : www.triagroup.ma



Tradition of good taste



ZINE CAPITAL INVEST

ZINE CAPITAL INVEST, an integrated Moroccan group, strong by its market expertise and its established reputation in the field of FMCGs distribution.

Covering various and complementary activities such as trading, manufacturing and distribution of food and agricultural products. ZINE CAPITAL INVEST is one of the few Moroccan groups that boasts a constant monitoring and total control over its industrial processes and market distribution through its vertically integrated business model.

Our group places the consumer at the very core of its strategy and synergize the activities of its 11 companies and its 5 production sites to fulfill its promise to the consumer.

Capitalizing on a logistics fleet of more than 540 vehicles, an annual production capacity of 240 000 MT and a dedicated workforce of 1200 men and women, ZINE CAPITAL INVEST is one of the major groups in the Moroccan FMCG sector.

The group's philosophy is all about customer satisfaction. Indeed, our research and development teams are constantly looking for new ways of developing new products using state of the art techniques and technology.

PRODUCTS :

Our main Brand ALITKANE, is a quality label for products such as flour, semolina, pasta, couscous, and tea. It also embodies our commitment to our customers, through compliance with the highest international quality standards such as ISO and HACCP certifications.

ACTIVITY :

Production and distribution of flour, semolina, pasta, couscous, and tea.

El Mehdi KADIRI :
Marketing Director
Amine ELJAMALI :
Marketing & Business
Development Manager

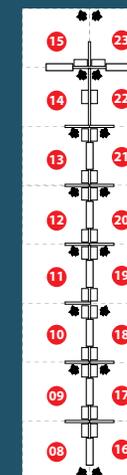
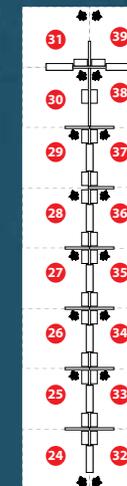
Address :
Allotement Colline II n°10 Sidi Maarouf Casablanca - Morocco
Phone : +212 522 967 777
Fax : +212 522 786 092
Email : elmehti.kadiri@zinecapitalinvest.ma / a.eljamali@zinecapitalinvest.ma





«World Food», Sheikh Maktoum & Sheikh Rachid Halls

- 01 - TEA MAN
- 02 - AMADIR
- 03 - MATHE
- 04 - MICHOC
- 05 - PMFL
- 06 - CARTIER SAADA
- 07 - EBBO EMSA
- 08 - FACONEX
- 09 - ATLANTIC CONSERVES
- 10 - ALICOMAR
- 11 - WASSA AGRO GROUP
- 12 - ORGAFOOD
- 13 - COMPAGNIE CHERIFIENNE
DE CHOCOLATERIE AIGUEBELLE
- 14 - CHOUMICHA NATURE
- 15 - MOROCCAN ICE TEA
- 16 - ERG CONSERVE/ GROUPE KING PELAGIQUE
- 17 - SILVER FOOD
- 18 - MARRAKECH
- 19 - LGMC
- 20 - PASTOR MACAO
- 21 - COSUMAR
- 22 - URCIMAR
- 23 - ASAT
- 24 - CONSERVERIE DE LA GIRONDE
- 25 - SICOPA
- 26 - DERRIJ ET FILS
- 27 - AGRO FOOD INDUSTRIE
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- 30 - SAMARA SIMPA
- 31 - AGRIN MAROC
- 32 - AJP
- 33 - NOUVELLE AVEIRO - DOHA (GROUPE BICHA)
- 34 - CIBEL
- 35 - FINETTI
- 36 - MIDAV
- 37 - BEST BISCUIT MAROC
- 38 - SANTIS
- 39 - SMBL FOOD





AGRIN MAROC

AGRIN MAROC, the largest Moroccan processor of Herbs, Spices and Essential Oils with 3 plants for over 35.000 SQM. Thanks to its geographical position in Fez, center of Morocco, its has set up large cultivations and collections in one of the largest and efficient Agricultural areas of production fields enabling a full traceability from Farm to Fork. AGRIN MAROC is specialized in the production and processing of Spices, Aromatic herbs such as thyme, rosemary, oregano, coriander, spearmint, Basil, Marjoram, orange peel, Verbena..., and a large range of Medicinal Herbs & Essential Oils.

For more than 20 years, AGRIN MAROC is improving its Management quality system to meet positively its customer's needs worldwide and is now serving more than 25 countries. It has been awarded by multiple Food Safety and quality Certifications: BRC V7, ISO 22000 (BVQI), Organic, Kosher and Halal.

Moreover, the company has a steam sterilization plant in house for Herbs & Spices in order to guarantee the microbiological specifications of the finished product intended for the Food and Cosmetic industry. Additionally, AGRIN MAROC has invested in a new plant of Essential Oils in order to meet its customer needs.

PRODUCTS :

Thyme, Rosemary, Oregano, basil, Marjoram, Lemon verbena, spearmint, peppermint, Coriander, Orange peels, rose buds, saffron

ACTIVITY :

Production and Processing of spices, aromatic and medicinal herbs.



Rosemary



Thyme



Oregano



Coriander



Spearmint



<p>Mouhssine CHAMI : Chief Executive Officer Hicham HANIF : Export Manager</p>	<p>Address : Quartier Industriel Sidi Brahim, P.O BOX 1683 - Atlas - 30003 Fes - Morocco Phone : +212 535 641 463 Fax: +212 535 640 226 Email: agrin@agrinmaroc.ma Web site : www.agrinmaroc.ma</p>
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AGROFOOD INDUSTRIE

AGRO-FOOD INDUSTRIE is the world first manufacturer of HALAL baby food, with a range of more than 80 references of baby cereals, baby jars of Vegetables, Meat and Fish, Fruit compotes, milk powder for children and adults. AGRO-FOOD INDUSTRIE is committed to guarantee 100% HALAL and Gluten free products with its certified sourcing chain and its rigorous tests to ensure a healthy baby food.

OUR CERTIFICATIONS :

- HACCP
- ISO 22000
- IFS V6 – International Food Standard – Superior Level.
- HALAL – label delivered by the Moroccan Ministry of Industry

PRODUCTS :

- BABY FOOD JARS
- BABY CEREALS
- FRUITS COMPOTES
- MILK POWDER

ACTIVITY :

HALAL BABY FOOD & MILK POWDER

Philippe Karim CHAROT :
General Manager
Zakaria MORTASSIM :
Export Manager

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Web site : www.agrofoodindustrie.com



BABY-FOOD expert





AJP

AGRO JUICE PROCESSING is born in 2010.

Our ambition was to democratize the fruit juice in Morocco by offering high quality products, in the best packaging and with affordable prices.

The development of aseptic technology marked a turning point in the food industry. With this technology, common products such as milk, fruit juice or vegetable creams can now be processed and packaged, while retaining their quality and nutritional properties. Armed with the state of the aseptic technology production lines in Morocco, AJP, stabilizes its products by enzymatic and microbiological means, a process known as Flash Sterilization (UHT).

VALENCIA Juice is named after the orange variety we use and which is known to be the most appreciated worldwide.

VALENCIA guarantees to always use the best varieties of fruits and constantly maintain the same quality and taste.

Aziz CHIRB :
Export Manager

AGRO JUICE PROCESSING-AJP-MEKNES
Phone : +212 535 436 306
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AGRO JUICE PROCESSING-AJP-CASABLANCA
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Web site: www.agrojus.com



ALICOMAR, S.A. is an industrial food company founded in 2001 as a Spanish-Moroccan “jointventure” dedicated to the production of sauces, pickles and canned vegetables.

Its products are distributed under the BANGOR brand in the Moroccan market and also exports to many different countries with other brands mainly ALVITA.

Its factory is settled in Fez (15.000 m2 of which 3.000 m2 of building) and has facilities and modern machinery to process more than 5.000 T of sauces, and more than 4,000 T of pickles per year.

We developed two main activities :

- The production of sauces and pickles as finished product with our brand Bangor is mainly focused on the Moroccan market: food distribution chains (hypermarkets and supermarkets), the traditional Moroccan distribution, and especially the food service/restaurants. We also produce for private label under the client’s specifications.
- The production of bulk pickles (capers, caperberries, piri-piri, olives) as semi-finished product for private label. It is focused on packers from different countries.

PRODUCTS :

Among a large panel of products we mainly offer: Capers, caperberries, PiriPiri, Jalapenos, Chilies, Garlic Cloves, Peppercorns, Gherkins, Onions, Hot Chili, Olives and banderillas, Gourmet sauces, Sauces. Mayonnaise, ketchup, Mustard, Pasta sauces, salad dressings, ethnic sauces, texmex sauces, oriental sauces, gazpacho, harissa, base for harira soup, ratatouille, olives and pickles –“ banderillas” as well as a wide variety of specific products made and developed according to specific markets and clients needs.

ACTIVITY :

- Production of sauces and pickles as finished products for the moroccan market.
- Production of bulk pickles as semi-finished product for export.

Manuel PEREGRIN :
President
Ahmed RAHHALI :
Deputy General manager
Farouk NEGRA :
Export Director

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Jalapeños
Poivrons
Peppers



Banderillas
Brochettes de variantes
Mixed pickles skewers



Piri piri
Piment piquant
Hot chili



Câpres
Capers



Cornichons
Gherkins



Caperons
Caperberries



Citron confit
Marinated lemon



Olives verts
Green olives



NOUVELLE SOCIÉTÉ AMADIR

“NOUVELLE SOCIÉTÉ AMADIR”, founded in 1950, specializes in the production and marketing of canned fish (sardines and mackerels) carefully selected and caught on the Moroccan coast.

Our production policy is aimed strictly on the quality of the raw materials ; Our suppliers are subject to frequent audits and controls carried out by our in-house laboratory.

PRODUCTS :

A wide range of products made from sardines and mackerels:

- Different sauces: vegetable oils (olive, sunflower, and soybean), tomato sauce, spicy (hot chili), with lemon, in brine...
- Depending on needs of the customer different sizes of cans are used: 125g, 155g, 425g...
- Products under own brand or filled in private label of our clients in different types of presentation: tinplate or aluminum, illustrated or under cases.

CERTIFICATIONS :

BRC Global Standards, IFS Food, HACCP Food Safety Management, FDA, FRIEND OF THE SEA

ACTIVITY :

Production and marketing of canned fish.

Zakaria BENSALAH :
Commercial Director

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Web site : www.amadir-maroc.com



OUR PRODUCTS

CANNED SARDINES • MACKERELS

OUR BRANDS



Belmopan



ALZEINA



ASAT

Located in the South coast of Morocco by the Atlantic Sea, ASAT "ATLANTIC SARDINE ANCHOISES TAN TAN" is one of the leading companies on canned sardines on the US Market.

Created in 2001 in Tan Tan 20 min away from one of the Main Sardine Port in Morocco, Its location allows it to receive high quality of fresh sardines which enable it to target very demanding market with its politic insistency on high quality standards and with its different certifications BRC FDA IFS Gluten free friend of the sea.

ASAT was able to be one of the leading exporter of pilchardus sardine to the USA Market.

CERTIFICATIONS :



PRODUCTS :

The company present to its clients in the USA different products.

Skinless and boneless sardines, plain sardines and fillet of mackerel, in different sauces from vegetable oil to very specific developed recipes, all this packed in different packaging adopted to the demand of the clients.

ACTIVITY :

Production and export of canned fish.

Mohammed EL JABRI :
Director General
Mohamed FAHMI :
Proxyholder
Mounir EL GHOUMARI :
Admin and Financial Director
Younes BENCHAIRA :
Export Manager

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Quartier industriel Anza, Boite postale 6143, Agadir - Morocco
Phone : +212 528 284 802
Fax: +212 528 285 195
Email: m.eljabri@asat.ma / mfahmi@dianaholding.ma





مصبرات أطلنطيك
Atlantic Conserves

ATLANTIC CONSERVES

We are producers of canned fish (Sardines /Mackerel / Tuna) located in south of Morocco.

PRODUCTS :

Canned tunafish :

- Tunafish in vegetable oil / olive oil
- Tunafish in tomato sauce

Canned Sardines :

- Sardines in vegetable oil / olive oil
- Sardines in vegetable oil / with spice
- Sardines in tomato sauce
- Sardine in spiced tomato sauce
- Sardines in brine
- Skinless boneless sardines in vegetable oil / olive oil

Canned mackerel :

- Mackerel fillets in vegetable oil / olive oil
- Small mackerels in tomato sauce
- Mackerel in brine
- Slices of mackerel in vegetable oil

ACTIVITY :

Production of canned fish.

Abdellah AKHSSASI :
General Manager

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Fax: +212 528 246 116
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Best Biscuits Maroc

BEST BISCUIT MAROC

In a short time, Excelo managed to break through in a very competitive industry and became a very well-known brand of biscuits and one of the top sales on grocery stores and modern trade shelves. The ambition is to make Excelo a market leader thanks to a permanent search for innovation and a rigorous quality control. Nowadays, Excelo counts an extended range of products, including biscuits (dry, sandwiched, cookies), cakes, wafers and muffins. In addition to the main factory, which is located in the industrial area of Had Soualem, at 30 kilometers from Casablanca, there are two other factories located in Nador and Laayoune, specialized in the production of muffins.

These efforts have enabled Excelo to currently sell over one million units per day, and become one of the success stories brand in Morocco. Our brands are sold in other countries abroad, and we have strong consumer bases in the Middle East, Sub-Saharan Africa and North Africa.

PRODUCTS :

Excelo counts an extended range of products, including biscuits (dry, sandwiched, cookies), cakes, wafers and muffins.

ACTIVITY :

Production of biscuits, cakes, wafers and muffins.

Nawal ECH-CHAMMAS :
Assistant export Manager

Address :
Zone industrielle du Sahel, lot 121 BP : 26400 Had Soualem - Morocco
Phone : +212 522 964 743 / +212 522 964 714
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Email: contact@excelo.ma
Web site : www.excelo.ma



Life is sweeter



CARTIER SAADA

CARTIER SAADA is one of leading exporters of canned fruits and vegetables in Morocco. The company has been certified ISO 9001, ISO 22000, BRC and IFS, listed on Casablanca Stock exchange.

The quality of our products and the name we successes to build with our brands allow us to export to more than 30 countries over the five continents.

A large presentation of the company is available on the website www.cartiersaada.com.

PRODUCTS :

CARTIER SAADA produces a large range of olives, apricots and other products for fine grocery, with several labels and different packaging.

ACTIVITY :

Production of olives, apricots and other products for fine grocery.

Hassan DEBBARH :
CEO

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Web site : www.cartiersaada.com





CHOUMICHA NATURE

Dar CHOUMICHA® brand was born from the meeting of Moroccan culinary artist Choumicha, one of the most talented and popular chefs of the Arab world, and SITI, a leading manufacturing company packing tea and spices for major brands on the five continents.

Choumicha's cooking TV shows have been broadcasted worldwide and met a huge success among Arab viewers and food enthusiasts all over the world.

Choumicha designed "Dar Choumicha" Brand to offer experienced or beginner cooks healthy (using only carefully selected organic ingredients), easy to use and tasty products inspired by the traditions and flavors of Moroccan Cuisine.

A range of 5 teas, nobly selected and flavored with healthy ingredient complete the line to offer an unforgettable experience of Moroccan flavors."

SITI provided the infrastructure to manufacture Dar CHOUMICHA® products, with state-of-the-art industrial facilities certified HACCP, IFS, ISO 22000 and Organic (according the EU, Japanese and American Standards).

ACTIVITY :

Organic Moroccan Spice blends & teas.

Karim ACHARKI :
Managing Director
Mohamed EL BAROUDI :
CEO

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89 Bis, Quartier Industriel AZLI, Marrakech - Morocco
Phone : +212 522 443 111
Fax : +212 522 452 183
Email : karim.acharki@darchoumicha.com
Web site : www.darchoumicha.com



MOROCCAN SPICE BLENDS



Healthy, simple and tasty!

Products organically grown

No additives, no artificial colors or flavor enhancers, no preservatives. No salt.



www.darchoumicha.com



CIBEL

CIBEL is a limited liability company operating in fish canning and other by-products, such as fishmeal and fish oil. It is considered as one of the leaders in producing and exporting canned fish to different markets all over the world. CIBEL counts 200 permanent employees and 700 seasonals. CIBEL's aim is to be one of the best Moroccan fish canning producers, that's why over the last years, we have been equipped with the most recently invented technological tools, and have been highly certified with the last versions of the quality certifications.

ACTIVITY :

Production of canned fish.

Mohamed EL BAISSI :
General Manager

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Email : import.export@cibel.ma / info@cibel.ma
Web site : www.cibelmoroc.com



International quality labels





COMPAGNIE CHÉRIFIENNE DE CHOCOLATERIE AIGUEBELLE

For more than 70 years in Morocco, Aiguebelle chocolate Factory has been offering all her ancestral knowledge to chocolate lovers in Morocco and worldwide.

With different formats (tablets, drops, coated, bars, sprinkles, spread, powder ...) but also different types (dark, milk, white, filled ...) Aiguebelle product range meets the most demanding consumers' needs, and is getting wider to satisfy also Chocolate Chefs and other professionals.

It is thanks to a strict quality policy and R & D investment accompanied by consumer oriented marketing and research that the brand with the gazelle logo has become today the chocolate of all generations continually aiming to meet the expectations of all good chocolate lovers.

ACTIVITY :

Production and export of chocolate.

Naima JAZOULI :
Export Manager

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Mobile : +212 679 891 741
Email : n.jazouli@aiguebelle.ma
Web site : www.aiguebelle.com





CONSERVERIE DE LA GIRONDE

As one of the veterans CANNED FISH producer and exporter in Morocco CONSERVERIES DE LA GIRONDE brings 75 years of dealing experiences with Middle East markets. Principally under his famous "MILO" brand, the company exports more than 80 % of his production over the world.

STRICT QUALITY CONTROL :

Our products are processed under strict quality control from the moment of the catch to production and export. Quality standards are enforced by the industry itself as well as by the official quality control.

FRESH RAW MATERIALS :

By the ideal site of our Factory; established at most full of fish region of Atlantic ocean , all our are from fresh raw materials.

Abdelaziz ABOUELMAJ :
Managing Director
Mustapha BENSGHIR :
ME Export Manager

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E-mail : gironde@menara.ma / aitatlas@gmail.com





COSUMAR

COSUMAR Group operates in four core businesses :

- Agricultural upstream,
- Sugar extraction from local sugar plants and refining of imported raw sugar,
- Packaging,
- Distribution of sugar.

COSUMAR Group covers all the Moroccan territory needs. This makes the Group a regular supplier of the market with a wide range of White Refined Sugar products: sugar loaf, ingot and lump, and granulated sugar.

COSUMAR Group has many customers and partners around the world, providing them with sugar products meeting CE n°2 international quality standards. The Group can also customize the quality according to the client's specific requirements (CE n°1 standards, pharmaceutical grade, or personalized granulometry, coloration, ...) and the packaging (different types of packing available).

All COSUMAR products are Halal / Kosher certified.



PRODUCTS :

- GRANULATED SUGAR : for industrial and individual uses (Big bag from 1 MT to 1.2 MT / 50 kg and 25 kg bags / 2 kg and 1 kg packs)
- NGOT : Moroccan traditional product
- SUGAR LUMP : different forms (caliber n°4 / n°5 among others)
- SUGAR LOAF : Moroccan traditional shape in 2 kg

BRAND : ENMER.

Al Mahdi BOUJID :
Export Manager
Imad GHAMMAD :
Export Director

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Web site : www.cosumar.co.ma



ENMER
The Authentic
taste of sugar





DERRIJ ET FILS

DERRIJ ET FILS established since 1995, administrated in Casablanca business city. manufacture unit in Mediouna industrial area.

Developping a large variety of natural wild herbs and spices collected from high atlas mountains of Morocco.

At DERRIJ ET FILS, we select and choose the most beautiful herbs and spices from mountain villagers, in order to provide you a special moroccan taste to your dishes and make a strong natural support to your health.

Food without herbs and spices, also a body without health is like a flower without color and without perfume.

Trust in morrocan natural herb n spice ingredients, trust in DERRIJ ET FILS.

PRODUCTS :

Herbs and spices.

ACTIVITY :

Production and export of herbs and spices.

Mohamed DERRIJ :
Commercial Director

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Email : derrijetfils@menara.ma / commercial@derrijetfils.com / logistique@derrijetfils.com



Located in Casablanca Morocco , E.M.SA company (EBBO MAROC S.A) manufactures products of confectionery, chewing gum and bubble gum

Founded in 1928, E.M.SA develops it's "know how" to satisfy the pleasure of the young and the old. A know how strongly attached to traditions but also continues to innovate and modernize its new generation team.

The company achieved many changes in order to comply and satisfy the needs of its customers

The spirit and vision of family company, innovation and development of new products at very attractive prices, and a strongly experienced team are the keys of the success.

EMSA has a surface of 7500 m with modern installations for manufacturing, storage and shipping of a wide range of products (over 50) ; EMSA has 250 employees working 24/7 to satisfy new markets in export.

Today, the company exports to 20 countries all over the Africa, Middle-East and Europe.

MANUFACTURE :

EMSA has 14 production lines and packing lines for: Hard Candy, Lollipop, Chewing gum, Stick and Dragee, Bubblegum, Toffee and Chew candy.

In its manufacturing process EMSA uses top notch raw materials to obtain excellent products to all consumers, local or foreign markets

EMSA automates several of its production lines to optimize the supply chain and be more productive and competitive in all markets.

Mehdi CHRAIBI :
General Manager

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Web site : www.emsasweet.com



Ebbo Maroc S.A.
Chocolate, Ccofectionery, Chewing gum
www.emsasweet.com

CONFECTIONERY



www.emsasweet.com



ERG CONSERVE / GROUPE KING PELAGIQUE

King Pelagique is a Moroccan group in the fisheries sector, with more than 20 years of experience, covering the entire value chain: From our "RSW" Fishing vessels, to the processing of the fish in our own facilities, to getting a high quality product with complete traceability during the entire process. The group has IFS Food, BRC, Friend of the Sea, and FDA certifications and strives to keep the histamine levels of products to a minimum. The control is done periodically by laboratory during all levels of the process, to ensure quality and meet international standards.

PRODUCTS :

Our main products are canned sardines & mackerel, frozen ready-to-cook fish products, frozen sardines & mackerel (WR, HG, HGT, Filets).

ACTIVITY :

Production and export of canned sardines & mackerel.

Reda CHAMI :
Managing Director

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Web site : www.kingpelagique.com



Faconex is the first company in Africa and Middle East to manufacture industrial Cotton Candy and Pop Corn, and the first in the world to develop Cotton Candy with seven flavors (Strawberry, Banana, Vanilla, Mango, Tutti Frutti, Lemon, Apple) packed in a beautiful and attractive packaging with IML print. The caramelized Pop Corn made in our factory contains no GMO and no preservatives, is gluten free and has a natural color and flavor.

In 2017 our company started to develop its production by innovating new products as the Chocolate Pop Corn and the Cotton Chewing-Gum with different flavors (Mint, Tutti-Frutti, Cherry, Cinnamon, Neroli) and by using smaller Jars of 25 grams for the old products.

90% of our production is exported to more than 17 foreign countries (Algeria, Bahrain, China, Egypt, France, Gabon, Dubai, KSA, UK, Belgium, Netherlands, USA, Lebanon, Iraq, Libya, South-Korea, Kuwait...) in the four continents (Asia, America, Africa, Europe). We made contracts with our partners in many countries around the world to distribute our products in supermarkets, candy-shops ...

Faconex enjoys a remarkable reputation among Moroccan and foreigner consumers thanks to the quality of its products and its innovation for being at the level of their expectations. Faconex is always planning to develop new products in the confectionery field.

PRODUCTS :

- Caramelized Pop Corn
- Cotton Candy with seven flavors (Strawberry, Banana, Vanilla, Mango, Tutti Frutti, Lemon, Apple)

ACTIVITY :

Production and export of Cotton Candy and Pop Corn.

Hamid MOUHIM :
 Manager
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 Web site : www.faconex.ma





FINETTI

Finetti is a Moroccan company specialized in producing, distributing confectionery products within sugar and chocolates. Created in 2010, in a short time Finetti Company could improve its capacity by covering all the kid's needs. From a qualitative, professional selection of raw materials, we are offering a great diversity of our production, made with a through combined, genuine recipe with new flavors, especially for lollipops, hard and soft candies, chocolate and bubble gum.

With the quality of our production and our innovative sense, Finetti succeeded to manage an excellent brand image in both local and international markets. We are certified ISO 9001/2008 and we just win the international Food & Beverages quality Award (Madrid, January 2016 Spain). Our future projects for 2016 are: to be certified ISO 22000/2005. Also, In order to expand our business, we are getting the Kosher & Halal Certificates, looking for satisfying different type of customers.



ACTIVITY :

Production, distribution of confectionery products within sugar and chocolates

Mustapha SEBBAR :
CEO

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Web site : www.finetti.maa



ou comment mettre autant de plaisir
dans un petit cœur



LGMC industries is one of the biggest player in Morocco for the production and the export of canned sardines and mackerel. The company has been created in 1946 and has 4 factories; 3 in Safi and 1 in Agadir which are processing yearly more than 100 000 tons of fish. This production is almost totally exported all over the world under different size of cans and brands.

All our factories are complying with the most strict and more recent quality requirements in accordance with all type of markets and clients.

LGMC quality system, based on HACCP system has allowed the company to be certified by the major worldwide certifying organizations in the agro-industrial field.

PRODUCTS :

- Sardines in soya, sunflower, olive oil, sardines in spicy oil, sardines in tomato sauce, in lemon, in brine ;
- Skinless and boneless sardines in soya, sunflower, olive oil ; in spicy oil; in tomato sauce, in lemon, in brine ;
- Mackerel fillet: in soya, sunflower, olive oil; mackerel fillet in spicy oil; mackerel fillet in tomato sauce, in lemon, in brine ;
- Pilchards : in vegetable oil, in tomato sauce ;
- Slices of sardines in tomato sauce, in brine, in spicy oil.

ACTIVITY :

Manufacturer and Exporter of Canned Fish (sardines and mackerel).

Tarik Bakkali :
Head of Sales
Myriem Chami :
Marketing Director
Fatiha Ramzi :
Export Director

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m.chami@lgmcindustries.com / ramzi@lgmcindustries.com
Web site : www.lgmc-industrie.com

We bring you
the best from
the sea.

www.lgmc-industrie.com



The Mutandis group, through its company Distra, became the owner of the Marrakech juice brand since the beginning of this year. Marrakech was created thirty years ago and is widely considered as one of the most known and preferred consumer goods brands in Morocco.

Our consumers have always acknowledged a brand that combines taste, quality and competitiveness.

Mutandis always demand the best for our clients and use the most modern technologies and quality. Our quality system is in conformity with international standards. We are certified by SGF, the international reference for juices, and ISO 22000.

Nothing is left to chance in our quest for juices of exceptional quality that have the authentic taste of Moroccan oranges, recognised world-wide and sought after for its naturally sweet and fragrant taste.

MARKETED PRODUCT :

Fruit Juices, nectars and still drinks, under « Marrakech » brand.

MASS MARKET PRODUCTS :

- Under "Marrakech" brand : we produce pure juices 100%, nectars and beverages.
- 100% juices Range : 5 references under "Marrakech Premium" brand : Orange, Clementine, Pineapple and apple, Cherry Tomato juice 100%
- Nectars & beverages: 6 references, under "Marrakech" Brand : Orange, mango, Peach, Tropical fruits, Pineapple, Pomegranate.
- "Pleasure Range" : 3 références : Lemon, Strawberry Goyava, Pina Colada.
- 200ml Nectars Pure juices and beverages : 7 references : Orange 100%, Apple 100%, Orange, Peach, Mango, Tropical, Pina Colada,.
- PET Range : Beverages with fruit juice + pulp : Orange 1L, 250 ML & 330 ML, Lemon 1L & 330 ML Tropical 1L

ACTIVITY :

Production of fruit juices and concentrates in aseptic packaging + Fruit nectars and beverages in TETRAPAK and PET Bottles.

Omar RHARBAOUI :
 General Manager International
 Development, Mutandis
 Tayeb IDRISSE BELKASMI :
 Sales manager

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 Email : orharbaoui@mutandis.com
 Web site : www.mutandis.com
 FB : Jus Marrakech



The taste
 of Morocco.





MATHE

MATHE – the Moroccan Company of Teas and Herbal Teas – is a Moroccan company with 80 years of experience in the tea sector. It belongs to a large Moroccan group, T-Man Holding, and is still managed by the founder's family, tea enthusiasts and experts. Their ambition and know-how were transmitted from father to son and led the company to occupy a position of leader on the Moroccan market until nowadays with its well-known brand, SULTAN®.

Based in Casablanca, Morocco, the company's facility selects and processes over 20 000 tons of tea & herbs thanks to more than 300 employees. Its 15 different production lines allow us to satisfy the most demanding markets with various formats – loose leaf tea, teabags, pyramids, etc. – and tea preferences – black, green, herbal... Our internal R&D laboratory provides experienced tea tasters and huge samples collection ; thus, SULTAN®'s innovation is nourished by ongoing blends creation & trends watch.

Today, SULTAN® is present in MENA, Europe, North America and West Africa and is looking for smart, skilled distributors to become true partners of the brand.

Symbol of sharing and hospitality, guarantee of the hosting know-how, tea is an authentic art of living in Morocco. Moroccan tea is inseparable from those moments where speech is free, trust is established, introspection is expressed.

Please come & visit us to explore our common business opportunities !

PRODUCTS :

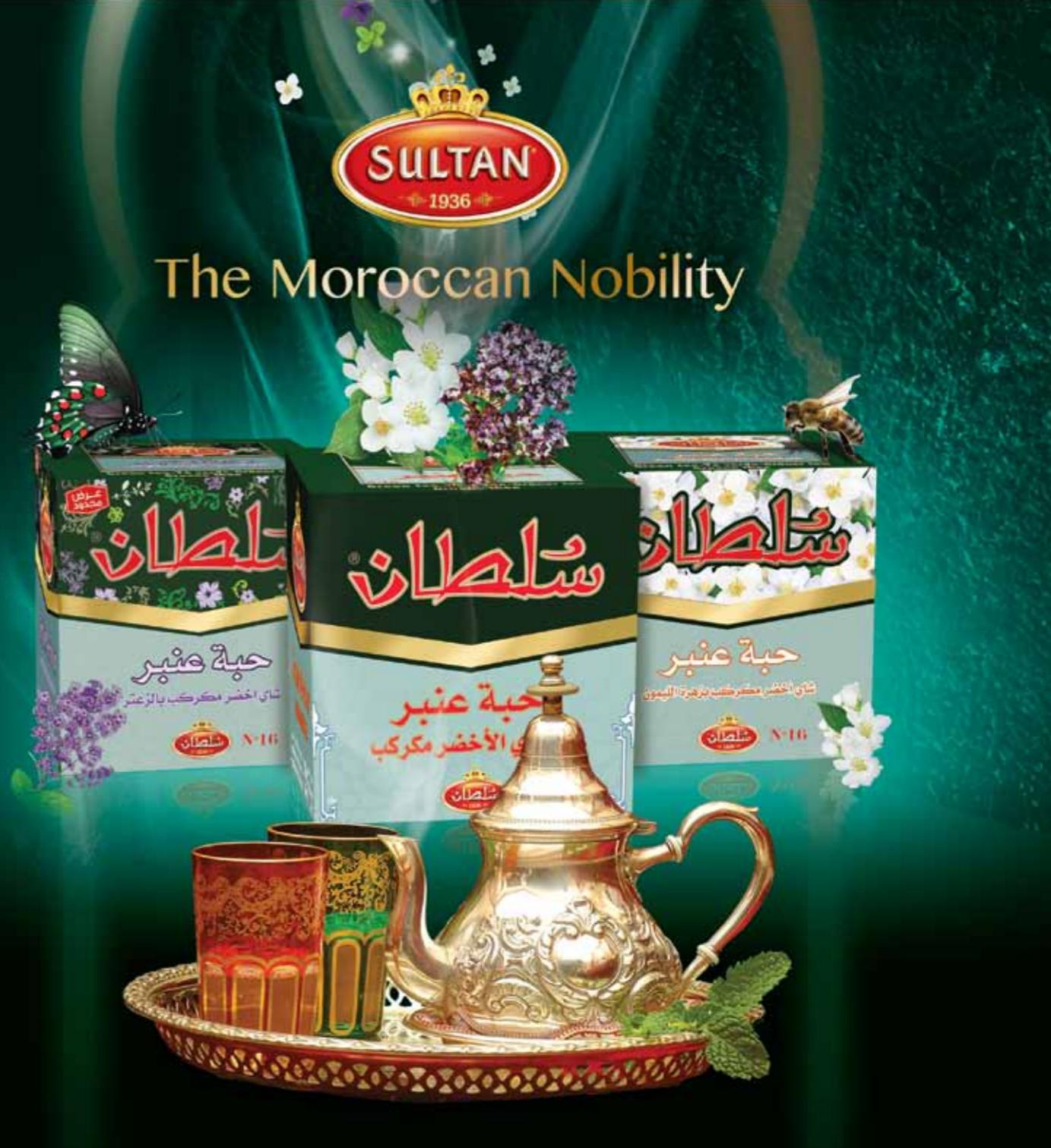
Loose leaf tea, teabags, pyramids, etc. – and tea preferences – black, green, herbal...

ACTIVITY :

Production of teas & herbal teas.

Maryam CHAROUK :
Export Manager
Najat LHACHMI :
Dubai Office Manager
Younes LAANI :
Area Sales Manager

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Web site : www.sultantea.com





MICHOC

Michoc SA is a confectionery company established in 1997 in Casablanca (Morocco). Despite the competitive environment, the company is the Leader on the Moroccan market.

Michoc has an excellent reputation internationally due to the quality and diversity of its product lines. Michoc brand products are also exported over Africa, Middle East and recently Europe (UK, the Netherlands, Portugal, etc.). It boasts 15 000 m² of installations modern and produces a wide range of lollipops, licorice, jelly, candy, chewing gum and chocolates.

Michoc is committed to a quality approach. It is certified IFS (International Food Standard certification), OHSAS (Occupational Health and Safety Advisory Services) and Halal (Approach ensuring compliance of a product or service that meets the principles and rules prescribed consumption in Islam), in order to control and standardize product characteristics both in terms of quality and food safety.

The company is known its ability to meet the needs and tastes of its different consumers.



PRODUCTS :

Lollipops, licorice, jelly, candy, chewing gum and chocolates.

ACTIVITY :

Production and export of candy and chocolate.

Hassan BERRADA :
CEO

Address :
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MIDAV

MIDAV is a fish canning company that have been created in 1984. Located in Safi - Morocco along the atlantic coast.

Safi is one of the main spot for canning industry.

We have 2 production plants that can process more than 100 tons of fresh fish every day with more than 700 employes.

The 2 plants are certified BRC (AA), Halal, Orthodox Union and FDA.

We supply most important distributors in Europe (Carrefour, Princes, Lidl, Dia, ...) North America, Western Africa and Middle East.

Among our customers we find a number of major European brands, as well as worldwide leading brands.

PRODUCTS :

Some of the items that we pack:

Sardines in vegetable oil, sardines in oil and chili, sardines in tomato sauce, sardines in olive oil (extra virgin or refined), sardines in escabeche, ...

ACTIVITY :

Production and export of canned fish.



Jean SIEGEL :
General Director
Mehdi DHALOUMAL :
Deputy General Director

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MOROCCAN ICE TEA

Today, a new phase in the history of tea is taking place in Morocco. Tradition and modernity meet to give birth to the first Moroccan ice tea. Moroccan Ice Tea, a new start up created in 2016 has indeed given birth to KAYA TEA, the brand name of the first Moroccan ice tea.

KAYA TEA breaks the cultural codes of Morocco, a country known for its famous hot mint tea, by bringing a Moroccan version of ice tea inspired by the traditional one. The natural tastes and vegetal extracts used in KAYA TEA find their origins in the authentic recipe of the traditional Moroccan tea.

KAYA TEA is a high quality product that carries a nutritional dimension since it is a very healthy low sugar product, containing no preservatives and no dyes.

KAYA TEA has known a great success so far and ambitions to be distributed worldwide.

PRODUCTS :

KAYA TEA Fresh Mint, KAYA TEA Appetizing Nectarine, KAYA TEA Juicy Lemon and KAYA TEA Irresistible Cherry, they all promise to bring this sensation of pleasure and freshness for all.

ACTIVITY :

Production and export of canned Moroccan ice tea.



أول
شاي مثلج
مغربي

The First
Moroccan
Ice Tea

Ismael KHAYATEY :
Founder & General Manager

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NOUVELLE AVEIRO - DOHA (GROUPE BICHA)

Founded in 1946, Nouvelle Aveiro Maroc company is specialized in the production and marketing of canned fish thoroughly selected and caught in the Moroccan coasts.

The experience and the ultra-modern equipments of production have allowed the company to transform raw material selected with much care, so as to provide products responding to the norms of quality, hygiene and security. Along with its production units, Nouvelle Aveiro Maroc company has managed to sustain a vision, which is from now on, oriented towards highly valued activities.

All the company's products are manufactured in a new factory situated in the new industrial area of Ait Melloul in Agadir. Each year, the company processes to within about 40.000 tons of raw material and offers a full range of tinned fish: Sardine, Mackerel and Tuna which are marketed throughout four international brands, Delmonaco – Liberator – Limao – Samaki and others, either customers' or distributors'.

Experience, skill and constant investment in leading technological equipments have allowed Nouvelle Aveiro Maroc to turn towards foreign markets. The firm has a turnover of more than 90% realized by exportations towards Europe, U.S.A, Latin America, Africa and the Middle East.

PRODUCTS :

- Plain sardines (in vegetable oil - in tomato sauce - in spiced vegetable oil - in olive oil).
- Sardines skinless and boneless.
- Plain mackerel
- Mackerel fillets

ACTIVITY :

Production and marketing of canned Sardines and Mackerel ; Frozen pelagic fish.

Younes CHOUKRALLAH :
Export Sales Manager

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ORGAFOOD

Orgafood is one of the leading canning factories in processing and exporting sardines cans in Morocco. Our local factory is located in the heartland of sardine industry in Morocco SAFI. Our products are exported throughout the world under different private brands. Our products are made with fresh wild caught sardines. Orgafood is certified BRC 7, IFS, Halal, FDA registered.

PRODUCTS :

We produce a variety range of products in different tin formats : Skinless boneless sardines, Sardines filet, Sardines in olive oil, vegetable oil, chili, tomato sauce, lemon...

ACTIVITY :

Production and export of canned Sardines.

Nabil BENAICHOUR :
Director

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PASTOR MACAO

PASTOR MACAO : A passion lasting since 1954...

Fuelled by a strong passion and backed by an undeniable expertise, Macao produces a wide range of candies and chocolates, fondants and crunchy delights... This master chocolatier has been around since 1954 and designs products for individuals as well as professionals.

Know-how and passion !

Leader in the chocolate and confectionery industry, PASTOR, through its brand MACAO, offers these audiences an impressive assortment of products.

Ongoing commitment, constant quality improvement, and state of the art supply chain are combined with carefully selected ingredients to result in tasty treats for everyone.

PRODUCTS :

Assortment of sweets, Filled toffees, Chewy candies, Lollipops, Jellies, Sugared almonds, Nougat, Chocolates, Wafers, SPECIAL Events products, Pastry products...

ACTIVITY :

Production and export chocolate and confectionery.

Said AMOUKAL :
Export Manager

Abderrahim AL MOUTAWAKEL
EL ALAMI : Sales Director

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Délicieusement fruitées





PMFL

PFML, a company based in Morocco and specifically in Casablanca region, develops two main activities :

- Fish : Packaging, valorisation and export of fishery products (shellfish meat, abalone, sea urchin gonads) in partnership with the company SOTRET (www.superpoisson.ma).
- Agri-Food : Valorization, trading, import-export of agri-food products (juices and drinks, meats and sausages, oils and derivatives ...) in collaboration with the company FRESH TRADE (www.freshtrade.co).

PFML and its partners export the products to Europe and Australia. Also, they aim to expand their activities in the markets of Africa, the Middle East and Asia.

The PFML concept is based on the optimization of value chains to provide both the exporter and the importer with maximum added value while ensuring a choice of product quality, competitive prices, a logistics service Optimized, freshness and good taste.

PFML and its partners aim to satisfy their customers-partners and provide quality services in the valorization and export of Fishery and Agri-food products.

The vision of PFML is to develop its range of products in the niche markets.

The entire PFML team shares the same values-based culture: Sharing, Trust, Ethics and Sustainability.

ACTIVITY :

Packaging and export of fresh and frozen fishery products & agri-food products.

Dr Brahim ZIZI :
Director of Finance & Logistics
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Develops two activities:

1

Fish:
Packaging, valorization and export

- ✓ **Target Markets:**
Australia, Middle East and Asia
- ✓ **Commitments:**
hygiene, high quality, freshness and good taste

2

Agri-food:
Valorization, trading, and import-export

- ✓ **Target Markets:**
Africa, Middle East and Asia
- ✓ **Commitments:**
Quality, competitive prices and service optimized logistics



Partners



www.preparedfoodmorocco.com

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SAMARA SIMPA

The SIMPA-SAMARA-VITAMINE group specialized in the production and marketing of canned fish and canned vegetables and fruits. Since 1934, SIMPA has been dedicated in serving its customers in the world. The acquisition of SAMARA in 1980 existing since 1954 and VITAMINE in 1986, allowed the development of the group. This successful junction has enabled the group to diversify its products.

Our products per company :

- SAMARA : canned sardines and canned mackerels
- SIMPA : Canned Tuna, canned mackerels and semi-preserved anchovies
- VITAMINE : canned vegetables and canned fruits

Our main brands :

AMBROSIA, FLASH, TAGINE, SEVILLANE, AGIBE, SIMPA, SOL Y MAR, LUSITANIA, VITAMINE, LA MIENNE...

Principal markets:

Countries of the European Union, Eastern Europe, Africa, Middle East, America

PRODUCTS :

- Canned sardines (plain and fillet)
- Canned mackerel (plain and fillet)
- Canned tuna
- Semi preserved anchovies
- Canned vegetables & fruits

ACTIVITY :

Canned sardine, mackerel, tuna and semi-preserved anchovies & Canned vegetables and fruits.

Habiba OULIASS :
Sales Director
Hicham BHAH :
Export manager

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Website: www.simpa.ma



Tagine

- Skinless boneless sardines in vegetable oil
- balls of sardines in tomato sauce
- Sardines in vegetable oil
- Sardine sans peau sans arêtes à l'huile végétale
- Boulettes de sardines à la sauce tomate
- Sardine à l'huile végétale



Séville

- Mackerel filets in the sauce sevillane
- Filets de maquereau à la sauce sevillane



Flash

- Sardines in vegetable oil
- Sardines in spiced oil
- Sardine à l'huile végétale
- Sardine à l'huile végétale pimentée



Ambrosia

- Sardines in vegetable oil
- Sardines in spiced vegetable oil
- Sardines in olive oil
- Sardines in tomato sauce
- Sardine à l'huile d'olive
- Sardines à la sauce tomate
- Sardines à l'huile végétale.
- Sardines à l'huile végétale pimentée.



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We are a producer of Botanicals, Spices, Herbal Teas , Almonds, Essential Oils, Vegetal Oils and Herbs Extracts Mediterranean Origin. We have a high capacity processing lines and are BRC certified. We produce organic products, steam sterilized herbs and spices, blanched almonds sweet. Our farming subsidiary consist of 930 acres growing herbs under pesticides control and our solvent extraction unit produces high quality botanicals extracts.

CERTIFICATION :**ACTIVITY :**

Production and export of Botanicals, Spices, Herbal Teas, Steam Sterilized Products, Dried Fruits, Natural Essential Oils, Concretes & Botanicals Extracts.

Amine BENNANI :
Engineer - Deputy General
Manager

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**Botanicals, Spices, Herbal Teas
& Steam Sterilized Products**

**Essential Oils, Floral Waters
& Vegetal Oils**

Botanicals Extracts

Blanched Almonds





SICOPA

SICOPA was established in 1974 in Fez Morocco, as a family owned business and was able to develop a notorious market share as a food product exporter. The company export traditional products such as olives, capers, semi-dried tomatoes, and sweet peppers, also some new products like grilled and marinated vegetables, stuffed cherry peppers, and sundried tomatoes.

To meet its clients' demands, SICOPA is in constant improvement of its industrial park, investing in new machinery and improving its processes to meet international food processing and safety criteria. SICOPA is certified for HACCP, IFS, BRC and PIAQ. It has also Kosher and Halal certificates. SICOPA's products are marketed for export under two own brands: SICOPA and ALIA. However, the company promotes marketing under its client's brand names (over 80 brands).



PRODUCTS :

- Olives: Green, Black (in drums, pouches, bags, tins...), whole, pitted, sliced, marinated, Greek style...
- Capers, and caper berries
- Grilled vegetables: eggplant, zucchini, red bell peppers, yellow bell peppers, onion... plain or marinated
- Dried tomatoes: oven dried or sun dried, plain, with herbs...
- Cherry peppers: sweet, sliced or stuffed with anchovies, tuna mixture, goat cheese...

ACTIVITY :

Olives, Capers, peppers and roasted vegetables.

Heuda F. GUESSOUS :
Sales and marketing manager
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Website: www.sicopa.com





SILVER FOOD

SILVERFOOD :

SILVER FOOD is one of the largest fish canneries in Morocco. Specialized in canning sardine, mackerel and tuna, the factory is extended on 73 500 m² and has an annual production capacity of more than 110.000.000 cans, which is equivalent to the transformation of over 200 tons per day, 70% of which are for exportation. With a highly qualified team of 1000 employees, Silver Food enters the market and brings a real added-value thanks to its innovating products and its state-of-the art modern technology. It is also one of the very few companies that integrate sustainable actions in order to reduce its environmental footprint.

Certified IFS V6, BRC V7, Friend of the Sea, ISO 1401, Halal, Kosher and FDA registered SILVER FOOD produces and distributes its products with compliance to the international food safety practices, today SILVER FOOD is self-settled as new generation and modern fish canning plant and considered among the leading companies in the Sector .



SOPCODA :

Founded in 2002, SOPCODA, Oued Dahab fishing Coast Company is one of the largest company of processing and freezing of small pelagic in Morocco. with its know-how and advanced technological means, SOPCODA focuses all its activities on processing and freezing of raw materials.

- Plant area: 50,000m²
- Processing and freezing unit of small pelagic (sardines and mackerel)
- Processing capacity (100 tons/day)
- 4 freezing tunnels
- 1 Spiral Freezer (2,000 Kg /hr)
- ISO 9001 certified.
- 125 employees

Aimad MAMDOUH :
Sales Manager

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Website: www.silver-food.com





SMBL FOOD

SMBL Food is an innovative company leader in the ready-to-eat popcorn industry.

Thanks to the quality of our products and our dynamic team, our brand Planet Popcorn is now available in several international markets, including countries in America, Europe, Africa, and the Middle East. We offer our consumers and partners a vast assortment of high quality, great-tasting products.

Whatever your taste, we have a product for you!

ACTIVITY :

Production and export of ready-to-eat popcorn.



Planet Popcorn



Othman MEKOUAR : Manager	Address : 198 Parc Industriel SAPINO, Casablanca - Morocco Phone : +212 522 014 801 Fax : +212 522 014 980 Email : contact@smbf.ma Website : www.smbffood.com
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Founded in 1973; Unimer Group has established itself as one of the greatest experts in the world of seafood. We operate a streamlined supply chain including own international sourcing, an in-house product R&D department as well as diverse activities: Canned Sardines and Mackerel; Semi-preserved Anchovies; Deep Sea Fishing; Fish Farming; Fish Meal & Fish Oil; Freezing. Unimer Group generates more than 95% of its sales outside of Morocco either directly or through its subsidiaries in England, France, Monaco or United States.

PRODUCTS :

Our products are present all over the world through different brand names: either an in house brands such as : Titus, La Monégasque, Vanelli, Madrigal, Princesse ; or major distributor's brands !

ACTIVITY :

Canned Sardines and Mackerel ; Semi-preserved Anchovies ; Deep Sea Fishing ; Fish Farming ; Fish Meal & Fish Oil ; Freezing.



Mohammed EEDERKAOUI :
 Directeur Pôle Marketing
 et Commercial

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Urcimar.sa is a Company based in Fez, Spiritual capital of Morocco on a surface 7000 m².
 Our Company is specialized in producing & exporting agro-food products such as Olives - Capers, Chilli peppers, etc ...
 Our main export markets are : European Union Countries, North America, South America, etc ...
 Our workforce varies seasonally between 80 and 100 people.



ACTIVITY :

Production and export of agro-food products : olives, capers, chili peppers etc.



Driss GUESSOUS :
 Manager

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AGRUCAPERS SPAIN

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AGRUCAPERS TURKEY

TARISMAL GIDA
 SANAYI VE TICARET AS
 Istiklal kümeevler, 99
 Akalan Koyu
 Kemalpaşa Izmir (Turkey)

AGRUCAPERS MOROCCO

URCIMAR S.A.
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 Group website: www.agrucapers.es

VCR-SODALMU is the result of various company mergers initiated in 1936. In the past, the company's activity was limited to the production of canned gherkins and vinegar and its distribution within the Moroccan market.

Today, VCR-SODALMU is considered as a leading company in the food-processing industry and offers a wide range of products commercialized under more than 20 brands.

Thanks to the experience gained throughout the years, a strong knowhow and a performing marketing, VCR-SODALMU's brands benefits from strong notoriety on the Moroccan market and also abroad. In fact, Dessaux vinegar, Pikarome sauces & canned gherkins, and Ice soft drinks are exported today to more than 20 countries worldwide.

For more than 80 years, VCR-SODALMU has never stopped its expansion. In fact, its latest acquisition of the Tajini brand in 2015 allows it to further diversify its product list with traditional Moroccan simmer sauces and ready-made meals.



PRODUCTS :

Dessaux (vinegar) – Pikarome (sauces – canned vegetables – canned fish) – Ice (soft drinks) – Mazine (water) – Vanelli (pastas) – Vima (sauces) – Tajini (Moroccan simmer sauces and ready meals).

ACTIVITY :

Production and export of : Mayonnaise, ketchup, mustard, gherkins, capers, olives, pasta sauces, vinegar, couscous sauces, ready meals, soft drinks.



Jamil BENHASSAIN : Deputy General Director
 Mamoun BELGHITI : Export manager
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WASSA AGRO GROUP

With more than 60 years experience, WASSA AGRO GROUP is specialised in processing and marketing a variety of olives and condiments. The company is a leader in modern local market, due to its expertise, services and quality. It has an annual production capacity of more than 5,000 tons and is able to offer over 20 different varieties of olives, available in a range of packaging solutions : glass jars, metallic cans, plastic buckets and bulk drums from 10kg to 170kg capacities.

The company has also developed a range of condiments such as preserved lemons, gherkins, capers, pickled onions, pickled peppers, mixed vegetables and Harissa.

Moreover, in order to offer its clients more choice of Moroccan products, the company has extended and created recently a new subsidiary WASSA PARTNERS dedicated to expand a new production and marketing of traditional and bio products into the development of the fair trade success.

PRODUCTS :

Its range includes among others the olive oil, Argan oil, saffron, Amlou, cactus oil, Moroccan cakes.....

ACTIVITY :

Production and marketing of traditional and bio products.

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www.wassaagrogroup.com





Food Exports Control and Coordination Organization

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