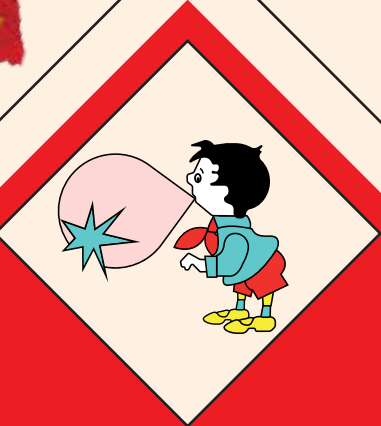




The little joys of life 



ASIAN FOOD INDUSTRIES LIMITED

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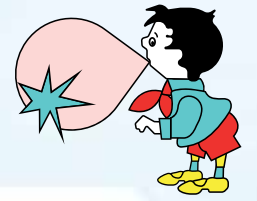
www.mayfair.com.pk





ASIAN FOOD INDUSTRIES LIMITED

About Us



Asian Food Industries Limited (AFI) - Mayfair is one of the oldest food companies in Pakistan that started their business operations in 1969, since then the company has been growing and expanding their horizons in multiple industries and businesses. The production facility of the company is located at Raiwand with the total land of approx. 70 acres. The food segment of the company has been divided in to 2 divisions that includes Confectionery and Biscuits.

Confectionery Division started its operation in 1969 as the first confectionery company in Pakistan, In 1972 the company became the leader of Bubble Gum category. Afterwards the successful journey has been continuous and the company ruled the Soft chews category from 1994 to 1997. Currently AFI offers wide range of Soft Chews, Chew Toffees, Center Filled Sour Candies, Hard boiled Candies, Swirl Cream Candies, Pectin Jellies, Eclairs, Bazooka Bubble Gum, Sour Chew Bars and Center Filled Gums.

Biscuit Division started the biscuit category production in 2005 with the successive launch of Tea Biscuits, Café Biscuit that brought the new concept of Biscuits in Pakistani market. Afterwards the company expanded their product portfolio by launching some new categories in different brands like ChocDay, Special Egg & Milk Cookies, Cremo, Chip Xpress, A1 Egg & Milk Cookies, Wow Center Filled Biscuit and Hearts Puff Pastry.

Asian Food Industries Limited is currently exporting to over **35+** countries and had a vision to turn into a global food player by expanding their business operations, differentiated products, premium quality and innovative approach. The state of the art production facility is certified with International labs and authorities that includes; **Halal, BRC Food Grade 9, ISO 9001, OSHAS 18001, Food Safety 22000** and others.

Today **MAYFAIR** products are the choice all over the world. Our motive is to provide premium quality products in which high standards permeate all aspects of the company.

www.mayfair.com.pk



VALUES

PASSION

We are committed in heart and mind to deliver results and continuous growth.

TRANSPARENCY

We believe that transparency helps us make partners for life. Being open in our dealings is integral to our work ethic.

CONSUMER CENTRIC

We see the world through the eyes of our consumers. We exist because of them.

TEAMWORK

We coach and support each other to ensure everyone wins. We believe in a We vs. I mindset.

INTEGRITY

We practice ethical and responsible behavior in all our dealings. We have a zero tolerance policy towards violations of our codes and beliefs.

INNOVATION

We believe in continuous innovation, which inspires us to discover and develop products that make life happier. It is the basis of our success.

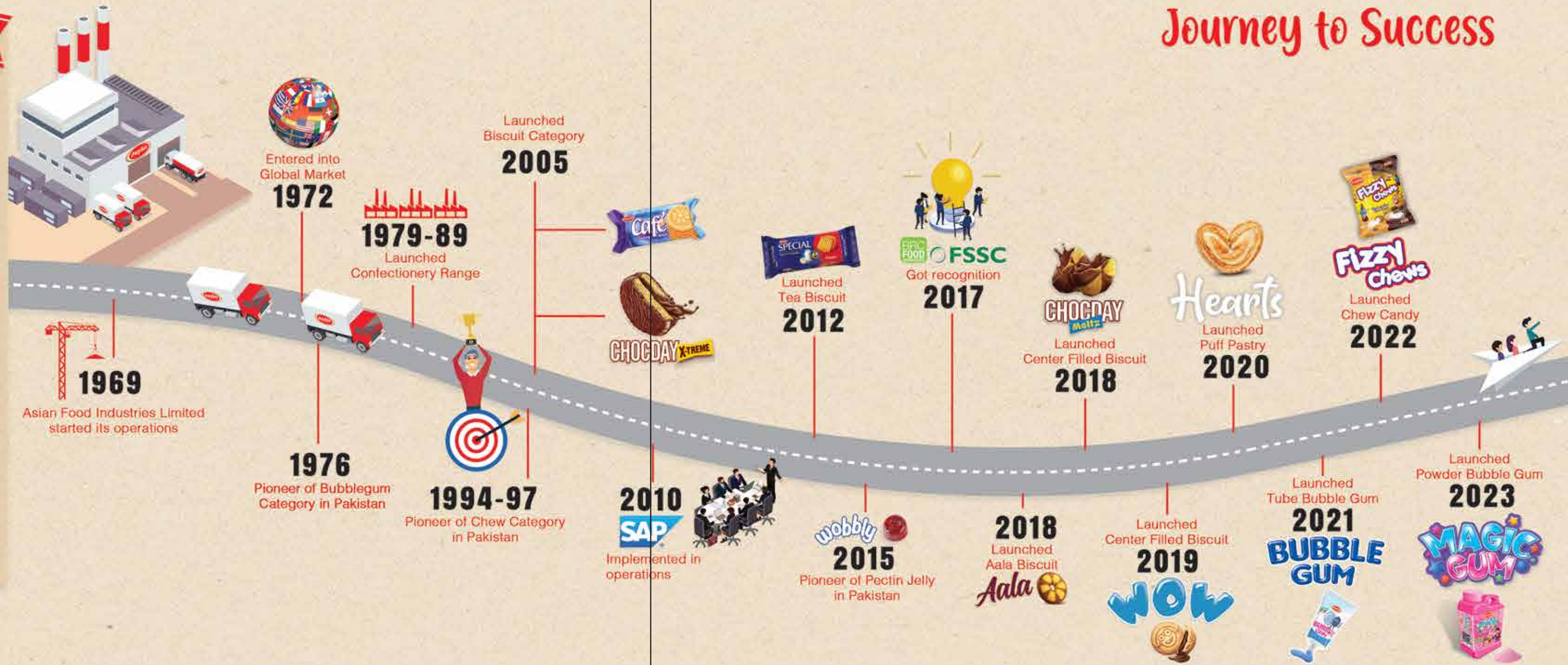
ACCOUNTABILITY / EMPOWERMENT

We believe that it's up to each of us to do what it takes to drive growth. If it is to be, it's up to me.

mayfair

The little joys of life

Journey to Success



Global Certifications



ISO 9001



ISO 14001



OHSAS 18001



BRC ISSUE 8



FSSC 22000



HALAL

Asian Food Industries Limited strongly believes to provide high quality and hygienic products to its worldwide customers, in order to maintain the quality standards the production facility is certified with various international labs and authorities that includes ISO 9001, ISO 14001, FSSC 22000, BRC Issue 8, OHSAS 18001 and Halal.

Global Presence

Asian Food Industries Limited had a vision to Conquer the whole world through the penetration of its production and in order to achieve the milestone the company are more focusing on Exports Business and developing Long Term relationship with their International Partners, offering Novelty products, supporting them with after sales service and maintaining the International Quality standards in their product range.

Currently Asian Food Industries Limited is exporting various OEM manufactured products under the umbrella of international brands along with its own registered brand **Mayfair & Sweetway**.

The global presence of the company has reached to more than 35+ countries and is expanding after every passing year, the major international market for the company is Afghanistan followed by United States of America, Canada, Brazil, Australia, United Kingdom, Spain, Netherland, Czech Republic, France, Malaysia, Maldives, Taiwan, Vietnam, China, United Arab Emirates, Saudi Arabia, Oman, Kuwait, Qatar, Bahrain, Yemen, Iraq, Jordan, Palestine, Libya, Turkey, South Africa, Ghana, Nigeria, Senegal, Mauritius, Congo, Liberia and Mauritania.





SWEETS AND CANDIES

Asian Food Industries Limited started their business operations in 1969, as the pioneer of confectionery products in Pakistan and became the leader of Bubble Gum category in 1972, afterwards the success journey has been continued and the company become the market leader in the Soft chews category from 1994 to 1997.

Currently Asian Food Industries is offering wide range of Soft Chew Bars, Chew Toffees, Center Filled Candies, Hardboiled Candies, Swirl Candies, Pectin Jellies, Eclairs, Bazooka Bubble Gum, Sour Candies, Tube Bubble Gum and Center Filled Gums in various brands locally and Internationally.



Xtreme Fun

SOUR CHEW BAR

DOUBLE
COLOR
CHEW



Chewix

FRUITY FLAVOR
TWISTED CHEW



PACKAGING SKU

Pieces / Pack
 Weight / Pack
 Pack / Box
 Boxes / Carton
 20ft
 40ft

XTREME FUN SOUR CHEW BAR	01	20	24	12	1700	3000
XTREME FUN SOUR CHEW BAR	01	20	24	24	900	2000
XTREME FUN SOUR CHEW BAR	01	10	48	08	2200	5800

PACKAGING SKU

Pieces / Pack
 Weight / Pack
 Pack / Box
 Boxes / Carton
 20ft
 40ft

CHEWIX FRUITY CHEW FLO PACK (5 PCS)	05	23.5	24	12	750	1780
CHEWIX FRUITY CHEW FLO PACK (4 PCS)	04	18.8	24	12	750	1780



FRUITY LONG CHEW ROPE 25CM



PACKAGING SKU



FRUIT GALA LONG ROPE

01

20

24

24

800

2150

FRUIT GALA LONG ROPE MILTI PACK

01

20

08

24

1600

3950



SHERBET FILLED SOUR CHEW



FRUITY SOUR DROP CANDY



PACKAGING SKU



FIZZY CHEW BOX

06

18

24

12

650

1450

MAGIC SPARKLING SOUR CANDY BOX

06

15

24

12

500

1200



DROPS CANDY MIX



FRUITY SOUR CANDIES



DROP SOUR CANDY



FRUITY SOUR CANDIES



PACKAGING SKU

 Pieces / Pack

 Weight / Pack

 Pack / Box

 Boxes / Carton

 20ft

 40ft

DROPS SOUR CANDIES BOX

06

15

30

12

500

1210

DROPS SOUR CANDIES CAN BOX

16

48

12

12

750

1850

PACKAGING SKU

 Pieces / Pack

 Weight / Pack

 Pack / Box

 Boxes / Carton

 20ft

 40ft

DROPS SOUR CANDIES CAN BOX

16

48

12

12

750

1850

COLA

Cola Bottle Jelly



HOOPIX

FRUITY FLAVOR
JELLY



eclairs



CHOCOLATE
CENTERED



MILK ECLAIRS



CHOCOLATE
CENTERED



PACKAGING SKU



COLA BOTTLE JELLY BOX

06

12

24

12

750

1850

HOOPIX FRUITY JELLY / BEAR

12

16

24

12

750

1850

HOOPIX FRUITY JELLY / BEAR

18

32

24

08

650

1575

HOOPIX FRUITY JELLY / BEAR

60

90

12

06

500

1200

PACKAGING SKU



ÉCLAIR CLASSIC BAG

01

200

50

30

1150

2750

MILK ECLAIRS TOFFEE BAG

01

200

40

20

1300

3050

ÉCLAIR CARAMEL TOFFEE JAR

01

440

125

12

1250

3000



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft		40ft	
					20ft	40ft	20ft	40ft
CREAMERS BOX	01	200	60	30	850	2000		
CREAMERS ZIPPER POUCH	01	200	60	30	1675	1575		
CREAMERS JUNIOR BOX	05	18	24	12	500	1210		



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft		40ft	
					20ft	40ft	20ft	40ft
SENSATIONS TOFFEE BAG PACK	01	5.5	23	36	1250	3050		
SENSATIONS CANDY BAG PACK	01	5.5	23	36	1250	3050		
COFFEE CANDY JAR PACK	01	3.5	180	12	525	1280		



PACKAGING SKU

Pieces / Pack
 Weight / Pack
 Pack / Box
 Boxes / Carton
 20ft
 40ft

MAGIC POWDER BUBBLE GUM

01

40

18

08

1000

2200



PACKAGING SKU

Pieces / Pack
 Weight / Pack
 Pack / Box
 Boxes / Carton
 20ft
 40ft

ROLLER TAPE BUBBLE GUM

01

40

24

06

1200

2700

ROLLER TAPE BUBBLE GUM

01

20

24

12

1200

2700

Bubble Gum

PASTE BUBBLE GUM IN TUBE



PACKAGING SKU

Pieces / Pack

Weight / Pack

Pack / Box

Boxes / Carton

20ft

40ft

TUBE BUBBLE GUM

01

45

24

06

1000

2200

TUBE BUBBLE GUM

01

35

24

06

1000

2200



LIQUID SQUEEZE CANDY



PACKAGING SKU

Pieces / Pack

Weight / Pack

Pack / Box

Boxes / Carton

20ft

40ft

SLIME POP LIQUID CANDY

01

80

12

06

1050

2600

SLIME POP LIQUID CANDY

01

100

12

06

1050

2300



CUBE SHAPE FRUITY CHEW

FRUIT DROPS



CENTER FILLED CHEW



CENTER FILLED FRUITY CANDIES



PACKAGING SKU

Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
---------------	---------------	------------	----------------	------	------

FRUIT GALA BOX PACK	01	3.5	50	24	600	1450
FRUIT GALA JAR PACK	01	3.5	100	12	1050	2550
FRUIT DROPS PARTY PACK	01	3.2	22	36	600	1450
FRUIT DROPS FAMILY PACK	01	4.5	55	24	650	1500

PACKAGING SKU

Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
---------------	---------------	------------	----------------	------	------

FROOTO CANDY BOX PACK	01	4.0	60	30	600	1450
FROOTO CANDY JAR PACK	01	4.0	100	12	1050	2550



EXTRA CENTER

CENTER FILLED
LIQUID GUM



Bubblegum

BAZOOKA GUM



PACKAGING SKU

Pieces / Pack

Weight / Pack

Pack / Box

Boxes / Carton

20ft

40ft

PACKAGING SKU

Pieces / Pack

Weight / Pack

Pack / Box

Boxes / Carton

20ft

40ft

EXTRA CENTER BUBBLE GUM BOX

01

4.0

100

12

1800

3800

EXTRA CENTER BUBBLE GUM BOX

01

4.0

100

20

800

1800

EXTRA CENTER BUBBLE GUM JAR PACK

01

4.0

100

12

1050

2550

TIGER BUBBLE GUM JAR PACK

01

4.5

200

18

525

1280

ENERGY BUBBLE GUM BOX PACK

01

4.5

48

48

800

1775

CARTOON BUBBLE GUM JAR PACK

01

5.0

200

18

550

1275

ENERGY BUBBLE GUM BAG PACK

01

4.0

100

20

1300

3000

Bubblegum

CENTER FILLED LIQUID GUM



PACKAGING SKU



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
VAMPIRE TOUNGE PAINTER JAR PACK	01	3.5	120	12	750	1750
ROSHAN BUBBLE GUM BOX PACK	01	3.25	36	36	950	2200
ROSHAN BUBBLE GUM BOX PACK	01	4.5	48	54	625	1450

Bubblegum

CENTER FILLED LIQUID GUM



PACKAGING SKU



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
CENTER FRESH BUBBLE STICK PACK	07	26	54	08	800	1800
EXTRA FRESH BUBBLE GUM STICK PACK	07	26	24	12	2200	



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
FRUITY LOLLY BOX PACK	01	10	50	12	1300	3700
FRUITY LOLLY JAR PACK	01	10	100	12	725	1750

PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
PECTIN JELLY ZIPPER BAG	01	114	01	24	1150	2700
SOUR CANDY ZIPPER BAG	01	128	01	24	1150	2700
BUTTER TOFFEE ZIPPER BAG	01	114	01	24	1150	2700
MARBLED CANDY ZIPPER BAG	01	128	01	24	1150	2700

Café
KHALA STYLE BISCUIT

A1

CHOCDAY

SPECIAL
Egg & Milk Cookies

CHOCO ZOO

Hearts
Sweet and Crunchy

WOW

Cremono
Sandwich Biscuit

ZEERA
Royale
A UNIQUE ZEERA BISCUIT

Energi



BISCUITS

In 2005 Asian Food Industries Limited expands their product portfolio by entering in the Biscuit Category, with the successive launch of Tea Biscuit Café that brings the new concept of biscuits in Pakistani market. Afterwards the company expanded their product portfolio by launching some new categories in different brands like ChocDay, Special Egg & Milk Cookies, Cremono, Chip Xpress, A1 Egg & Milk Cookies, Wow Center Filled Biscuit and Hearts Puff Pastry:



Chocday

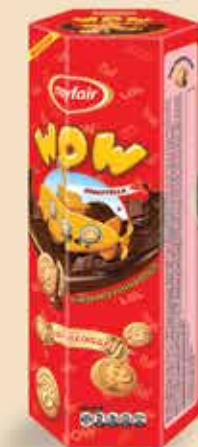


**CHOCOLATE
COATED SANDWICH
BISCUITS**



WOW

CHOCOLATE FILLED BISCUITS



PACKAGING SKU



Pieces / Pack



Weight / Pack



Pack / Box



Boxes / Carton



20ft



40ft

CHOCDAY TICKY PACK

1

8.0

24

18

900

2150

CHOCDAY SNACK PACK

1

13.0

24

18

1050

2550

CHOCDAY SMART PACK

3

24.0

24

12

550

1350

PACKAGING SKU



Pieces / Pack



Weight / Pack



Pack / Box



Boxes / Carton



20ft



40ft

WOW BISCUIT POUCH

06

9.6

48

12

425

1050

WOW BISCUIT TRAY

10

16

24

12

505

1210

WOW BISCUIT BOX

17

30

24

06

500

1200

WOW BISCUIT FAMILY PACK

22

70.4

01

96

525

1275

SPECIAL



Egg & Milk Cookies



Hearts



Puff Pastry



PACKAGING SKU



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
SPECIAL BISCUITS TICKY PACK	04	18	24	12	1000	2450
SPECIAL BISCUITS SNACK PACK	06	36	12	18	745	1750
SPECIAL BISCUITS HALF ROLL	09	45	06	24	700	1670
SPECIAL BISCUITS FAMILY PACK	18	90	01	96	550	1300

PACKAGING SKU



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
HEARTS PUFF PASTRY SNACK PACK	02	18	24	12	525	1210
HEARTS PUFF PASTRY SHARE PACK	06	54	01	96	575	1350
HEARTS PUFF PASTRY FAMILY PACK	12	108	02	24	1100	2500
HEARTS PUFF PASTRY TRAY PACK	15	180	01	24	700	1650

A1



EGG & MILK BISCUITS



Crema

Sandwich Biscuit



SANDWICH CREAM BISCUITS



PACKAGING SKU



A1 BISCUIT TICKY PACK

2

11

24

18

600

1400

A1 BISCUIT SNACK PACK

4

22

12

18

600

1400

A1 BISCUIT HALF ROLL

9

48.5

06

24

700

1670

A1 BISCUIT FAMILYPACK

14

77

01

96

525

1275

PACKAGING SKU



CREMO BISCUITS TICKY PACK

01

8

24

18

475

1175

CREMO BISCUITS SNACK PACK

02

16

12

18

550

1325

CREMO BISCUITS HALF ROLL

06

36

06

24

545

1280

CREMO BISCUITS FAMILY PACK

12

96

01

96

525

1275



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
CAFÉ BISCUITS TICKY PACK	2	11	24	18	750	1750
CAFÉ BISCUITS SNACK PACK	4	22	12	18	750	1750
CAFÉ BISCUITS HALF ROLL	10	55	06	24	675	1590
CAFÉ BISCUITS FAMILY PACK	20	110	01	96	525	1275

PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
ZEERA ROYALE TICKY PACK	03	16.5	24	18	670	1575
ZEERA ROYALE SNACK PACK	06	33.0	12	18	680	1620
ZEERA ROYALE HALF ROLL	09	49.5	06	24	550	1350
ZEERA ROYALE FAMILY PACK	16	88.0	01	96	450	1075

Energi

GLUCOSE BISCUITS



HIGH ENERGY BISCUITS



PACKAGING SKU



ENERGY BISCUITS BOX PACK

03

11.4

24

18

550

1350

PACKAGING SKU



HIGH ENERGY BISCUIT (HEB 2.0)

08

50

200

--

635

1500

HIGH ENERGY BISCUIT (HEB 2.0)

09

75

134

--

635

1500

HIGH ENERGY BISCUIT (HEB 2.0)

12

100

100

--

635

1500

RUSF - FOOD SUPPLEMENT

--

100

150

-

650

1300