MEPTICO

Pioneering our way into every kitchen around the globe.







HISTORICAL OVERVIEW

1968 ESTABLISHED

MEPTICO started with only one SKU: Domo Custard Vanilla.

1990 DARINA LAUNCH

MEPTICO welcomes the Darina brand into its family, now a local MARKET LEADER with a strong presence abroad.

2010 PUIDOR LAUNCH

MEPTICO launches Puidor. Over the next decade, Puidor grew to lead the retail market & building a strong name in the Food Service Sector.

1975 LINE EXTENSION

Line extensions included: Domo Cake Mix, Instant Powder juice, Cooking Sauces. Milestone of 100 Products reached.

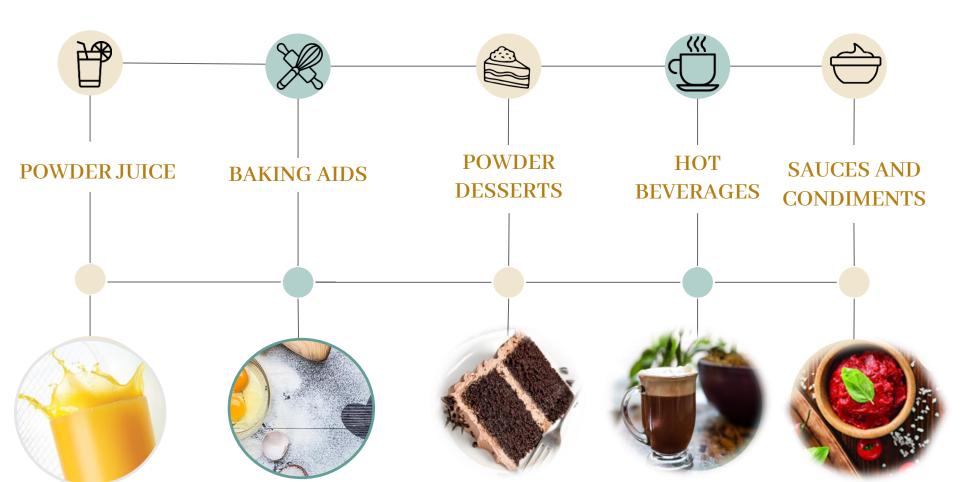
2001 FACTORY EXPANSION

MEPTICO expanded its factory from 4,000 into 8,000 sqm, brought in new state-of-the-art machines and expanded its production capacity

2018

50 years Celebration

PRODUCT CATEGORIES



PRODUCT CATEGORIES

POWDER JUICE

Paiding Market

SAUCES AND CONDIMENTS

DARINA Darina

DARINA

Lemon

BAKING AIDS POWDER DESSERTS BEV



MANAGING THE CRISIS



CHALLENGES

- Brain drain.
- Rapidly growing production costs.
- Soaring shipping costs worldwide.
- Shortages of raw materials.
- Increase in competition



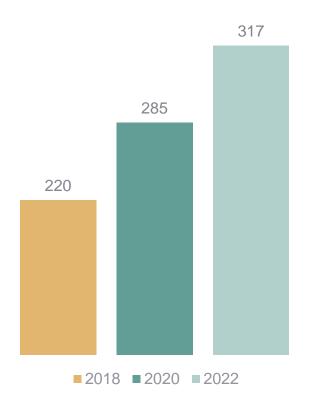
SOLUTIONS

- We were all forced to wear many hats
- Pro-active in purchasing/pricing
- Double-down on brand equity by line extensions & heavy marketing budget

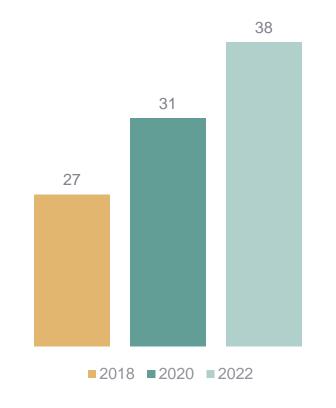
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PERFORMANCE INDICATORS 2018-2022

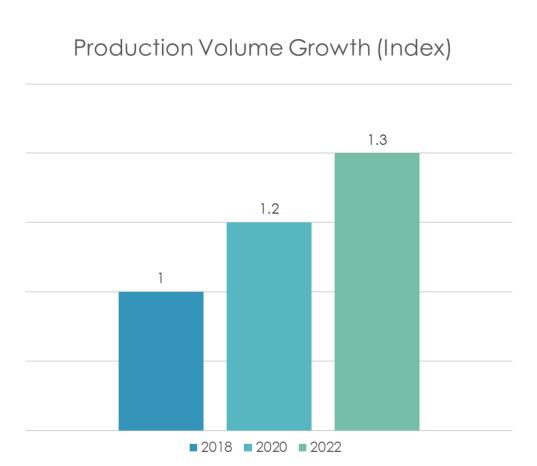




Count of Export Markets



PERFORMANCE DURING CRISIS



EXPORT READINESS

CERTIFICATIONS	OPERATIONAL FLEXIBILITY
ISO 22,000: 2018	PRODUCTION SPACE 8,000M2
ISO 9,001: 2015	20 TONS OF SUGAR/ HOUR FOR PRODUCTION OF POWDER JUICE
FSSC 22,000	9 TONS/HOUR OF SAUCES AND CONDIMENTS

PRODUCT RANGE READINESS



QUALITY CONTROL LABORATORY



R&D LABORATORY



MICORBIOLOGY LABORATORY



ALL PRODUCTS ARE HALAL CERTIFIED

TARGET MARKETS



Middle East

- United Arab Emirates
- Kuwait
- Saudi Arabia
- Bahrain

Europe

- France
- Italy
- Spain
- Portugal
- Belgium

Africa

- Morocco
- Tunisia
- Algeria
- East Africa

Others

- Turkey
- Australia
- USA
- Far East

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