

عبور لاند OBOUR LAND





TABLE OF CONTENT

About us	01
Vision and mission	02
Soft Cheese	03
White Cheese	19
Lavely Cheese	20
Processed Cheese	21
Milk	25
Juice	29
Dairy Farming	34
Certificates	35
contact us	36



ABOUT US !

Founded in **1997** by **Eng. Mohamed Hamed Sherif** (Executive Chairman) and **Mr. Ashraf Mohamed Hamed Sherif** (Vice Chairman and CEO), Obour Land For Food Industries S.A.E ("Obour Land" or the "Company") is a leading white cheese producer, a traditional and highly consumed staple good, offering 107 SKUs

The Company commenced operations in **1999** with **only one production line of loose white cheese producing 400kg of cheese per day**. In **2007**, it introduced its first **Tetra Pak product** and now it operates 17 Tetra Pak production lines in addition to one plastic

tub line with a combined production capacity of 275 thousand tons per annum ("ktpa"). Additionally, the Company **owns a production line for processed cheese in glass jars** and recently added another line for our new innovative product "**Mafrooda**" which is processed cheese in Tetra Pak packages, with a combined production capacity of 9 ktpa.

The Company also **operates 4 production lines since 2018 producing milk and juice products** with a total capacity of 107 million liters with 3 of the production lines are interchangeable between the milk and juice products.

Obour Land boasts a robust operational platform backstopped by a solid brand equity that **is able to accommodate additional F&B product categories that complement the current product offering**; three production lines for juice (interchangeable between juice and milk) and one production line for milk products which have started production in December 2017 with a combined production capacity of 107 million liters per annum. The Company owns seven land plots in **Obour industrial city located in the outskirts of East Cairo**, with a total area of approximately 21,438sqm. Additionally, it owns 3,875sqm of land in **6th of October industrial city in West Cairo** and 396sqm in **Borg El Arab industrial zone in the outskirts of Alexandria city**.

The Company has received **several quality certifications** for its utmost commitment to **quality, health and safety: ISO 9001, OHSAS 18001, ISO 14001 and ISO 22000**

The Obour Land brand has grown to become the leading white cheese brand in the local market commanding 42% market share.





Vision

To become a regional major manufacturer of dairy products in the MENA region with a diversified product portfolio.

Mission



Ensure customer satisfaction by providing the market with healthy and high-quality products.

vegetable fat soft cheese with Light

1 kg x 12

80gm x 50

125gm x 40

250gm x 27

500gm x 12

Obour Land is dominating the White Cheese market with a market share exceeding 42%. The management believes that diversifying the company's product portfolio and expanding into new markets should not come at the expense of the company's main segment "White Cheese". Obour Land is **continuing to introduce new ingenious flavors**, combining the white cheese with the tastes of **cheddar, romy** and the traditional Egyptian **old cheese**. The company is always exploring new flavors to expand its market share in the flavored white cheese segment.





vegetable fat soft cheese with Baramilly
cheese Flavor



vegetable fat soft cheese with
Cream Flavor



vegetable fat soft cheese with
Cheddar Cheese



Feta Cheese Original





Feta Cheese Original



vegetable fat soft cheese with
Blue Cheese



vegetable fat soft cheese with
Old Cheese



Istanbully Cheese



vegetable fat soft cheese with edam



With Olive



vegetable fat soft cheese
with Pastrami



vegetable fat soft cheese with
Roumy Cheese



with Chili



Feta Cheese Full Fat Natural

- 1 kg x 12
- 80gm x 50
- 125gm x 40
- 250gm x 27
- 500gm x 12



White Cheese

1 kg

1.5 kg

4 kg

6 kg

10 kg

12 kg

14 kg

16 kg





Lovely Cheese

500gm x 12

250gm x 27

125gm x 40



50 kg

Mafruda Processed Cheese
Cheddar - Creamy - Rousy

Processed Creamy Cheese

140 gm

240 gm

500 gm

900 gm



Processed Roumy Cheese

140 gm

240 gm

500 gm

900 gm



Processed Cheddar Cheese

140 gm

240 gm

500 gm

900 gm







Obour Garden

Milk With Strawberry

Obour Garden

Milk With Chocolate

100% Natural

Obour Garden

Milk Full cream

1 Liter

Obour Garden

Milk With Banana

Milk With Banana

Obour Garden

Milk With Cornflakes

Milk With Cornflakes

Obour Farm

Milk LIGHT COW MILK

Free of Preservatives FULL CREAM

200ml

كامل الدسم

حليب

المواد الحافظة خالي من



Juice



NEW
PRODUCT





عَبُور لَانْد
OBOUR LAND
MANGO
DRINK
200ml
Better taste

عَبُور لَانْد
OBOUR LAND
GUAVA
DRINK
200ml
Better taste

عَبُور لَانْد
OBOUR LAND
COCKTAIL
DRINK
200ml
Better taste

عَبُور لَانْد
OBOUR LAND
APPLE
DRINK
200ml
Better taste

NEW
PRODUCT





Dairy Farming

In mid 2017, Obour Land has decided to venture into dairy farming on the back of the multiple synergies to be gained from vertical integration that will compensate for the shortage and high costs of raw milk that represents a major feed component in UHT milk production. **The farm is expected to supply around 30- 50% of the company's requirements of raw milk.**

In **September 2017**, the company has acquired a land plot that extends over 42 fedans that is planned to **inhabit 2,500 head of cattle of Holstein breed** that will be imported from **Germany** and **expected to produce 60 tons/day of raw milk.**

The project is financed through 50% equity and 50% debt from EBRD bank amounting to USD 7mn.

The project was delayed due to the process of acquiring all necessary governmental approvals before starting developing the infra-structure.

In **December 2021** we received all licenses and approvals required and the company **started the full scale construction of the farm in January 2022.** The managements expects to purchase **the first shipment of heifers by the end of this year.**



Certificates:



ISO 9001 -2015



ISO 22000 - 2018



ISO 14000 - 2015



FDA



HALAL




FSSC 22000




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