



MARKET

Frozen Food processing industry started in the early 1980s in Egypt and continued to grow rapidly over the years in terms of volume and value due to the increasing demand for food, reaching almost 2 billion EGP in the frozen meat and chicken category.

The high industry growth prompted many players to join the game despite the difficulty in meeting consumer needs and only a few brands succeeded in solving the equation of satisfying consumer needs whilst still meeting industry international standards.

ACHIEVEMENTS

Three Chefs strengths comes from the brand's three main attributes:- quality, consistency and taste which are considered to be the main brand and industry pillars.

Three Chefs brand involves the three attributes in every single process that is being executed in order to deliver a superior value range to customers, starting from suppliers' quality inspections and all the way through to ensuring distribution channels quality control.

Three Chefs brand was created as a strong brand and succeeded in taking the market leadership in most of the categories in which the brand operates through continuous in-depth research studies where the strong research and development capabilities positively contributed to positioning the brand as the most innovative and premium food

processing brand in the Egyptian market as well as many other regional markets.

Three Chefs' popularity resulted from the

company's adherence to international criteria in terms of quality, taste and consistency in addition to the global recognition by iTQi - *The International Taste and Quality Institute* - iTQi is the leading independent Chef, and Sommelier, based organisation dedicated to testing and promoting superior tasting food and drink from around the world.

Judges are selected within the twelve most prestigious European culinary and sommeliers' associations such as the *Maitres Cuisiniers of France* and *Belgium, Academy of Culinary Arts, Hellenic Chefs' Association, Académie Culinaire of France, Verband der Köche Deutschlands, Jeunes Restaurateurs d'Europe, the Federación de Asociaciones de Cocineros de Spain, Federerazione dei Cuochi Italiana, Portuguese Chefs*

Association, Årets Kock of Sweden, Euro-Toques and the Association de la Sommellerie Internationale (ASI).

Three Chefs has won Superior Taste Awards three times in a row from the International Taste and Quality Institute,

not to mention its experienced and trained teams who are experts in production, quality control, warehousing, distribution and marketing,

HISTORY

Three Chefs is an Egyptian company, established in 2003, and is engaged in manufacturing, selling and exporting food and frozen food products for the retail trade and the catering business. Three Chefs has now a wide range of innovative and premium products

Embracing the belief in innovation, family spirit and persistence Three Chefs has grown intensely over the recent years turning into a trustworthy and superior brand satisfying the needs of all community segments by presenting various products and even catering services.

PRODUCT

Standards

This accomplishment was the result of a systematic production process that follows the most sophisticated international food safety and hygiene criteria, starting from supplying raw material to food processing

and distribution, via trucks specially equipped with high-tech freezers to maintain food safety, and till the product reaches its final destination - the end consumer. In fact this meticulous process has won Three Chefs the recognition of several international bodies such as ISO 9001, ISO 2000 and HACCP.

The brand targets households offering them different delicious and tasty recipes prepared in no time, while maintaining the same nutritive value that families seek. That's why Three Chefs has proved to be such a success, since its launch in 2003, turning into the most preferred household brand regionally.

This brand was developed to support housewives and make their lives easier by



offering a wide range of delicious beef, chicken and seafood grilled and breaded meals produced according to the highest standard levels whilst maintaining the ease, speed of preparation and the famous Three Chefs delicious taste.

RECENT DEVELOPMENTS

Three Chefs recently launched a new product category "Half Roasted Chicken" in order to integrate the brand range and to fulfill consumer needs; the new category is having the same brand offering in terms of premium quality, excellent taste as well as the ease of preparation

in a few minutes to make it a new member in the Three Chefs premium meals range in addition to the recently launched unique and tasty Grilled Steak and Beef Scallop.

The sharp increase in Three Chefs products in the Egyptian market was a solid grounding to export to other nearby regions such as Bahrain, Qatar and UAE and others to come in the short term.

PROMOTION

Three Chefs recently reinforced its premium brand position with a new tuned logo and dynamic identity and supported this with an integrated communication campaign.

Three Chefs is keen to create a strong emotional bond between the brand and its users through interaction, the recent communication methodology which has been adopted is the social experiences - by gathering all family members in happy moments in order to associate the brand always with good experiences in terms of taste, shopping and many other experiences which are called Experiential Marketing.

Three Chefs is keen to stay in a direct contact with its consumers and customers locally, and internationally, through a strong presence in local and international exhibitions such as "Cial International, Gulf Food, Foodgate, Supermarket and Cairo International Exhibition" in addition to the continuous presence at schools' fun days.

BRAND VALUES

Working in a highly competitive industry while still maintaining values is a very difficult equation. Three Chefs has managed to solve this equation by being a competitive and ethical brand at the same time, by nurturing four main values in the hearts of all the people that serve this brand:-

- Creativity and Innovation
- Excellence
- Superiority commitment
- Integrity

www.three-chefs.com



Things you didn't know about Three Chefs

Three Chefs has won Superior Taste Awards three times in a row from the International Taste and Quality Institute.

7 out of 10 chicken panee packs purchased in Egypt is produced by Three Chefs.

Three Chefs occupies a leading position in the processed food industry in Egypt with a state-of-the-art factory established over 12,000 square metres and equipped with the latest technologies in food processing worldwide.

Superbrands