



imima
GARDENS میما جاردنز

**PARTNER WITH A PROVEN GLOBAL
FROZEN FOOD SUPPLY NETWORK.**

FROM GLOBAL SOURCING TO RELIABLE SUPPLY

MIMA Frozen combines manufacturing expertise, global sourcing, and strict quality standards to deliver premium frozen vegetables, fruits, and value-added products.

Our success is built on five key fundamentals:



Own Manufacturing Facility

Located in Egypt, ensuring full production control, consistency, and dependable supply.



Global Sourcing Network

Strategic sourcing across Vietnam, Serbia and Hungary to guarantee year-round availability.

Year round availability

MIMA's integrated sourcing, production, and extensive warehousing network ensures uninterrupted availability throughout the year. Our large-scale storage facilities are capable of preserving harvested crops across the entire season.

Foodservice & Retail Focus

Reliable products developed to meet the operational needs of both professional kitchens and modern retail.

Premium Quality

Strict quality control systems applied across every production and sourcing location.

CERTIFICATION



MIMA | FROZEN VEGETABLES & FRUITS

info@mimafoods.net

THE MIMA FROZEN PORTFOLIO BUILT AROUND MARKET DEMAND

MIMA’s frozen portfolio has been developed around the categories that drive the highest demand across retail, horeca, catering, and industrial food manufacturing.

CORE CATEGORY

Frozen Vegetables



Frozen Berries





Frozen Fruits



VALUE ADDED CATEGORY

- Mozzarella Sticks
- Jalapeño Poppers



Perfectly suited for

	Retail		Foodservice
	Hotels		Restaurants
	Catering		Industrial Food Manufacturing

This enables distributors to benefit from:

- ✓ Stable supply
- ✓ Competitive pricing
- ✓ Consistent quality
- ✓ Reliable inventory planning
- ✓ Reduced sourcing risk



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MARKET ENTRY: STRUCTURED FOR SCALE

MIMA entered through a focused go-to-market execution strategy, securing early placement across key retail and foodservice channels from launch.

RETAIL

Key retail penetration across leading chains Lulu, Sultan Center, City Hyper, Monoprix, Almeera, Union Coops, Talabat, and other e-commerce platforms.



TRADITIONAL TRADE

Rapid shelf penetration supported by trade execution.



FOODSERVICE

Proven Concept across Quick Service Restaurants, Hotels, Fine dining, Cafes, Catering.



WHAT MIMA ENABLES FOR PARTNERS

MIMA Frozen offers a fully integrated supply chain designed to accelerate market entry, ensure uninterrupted supply, and support scalable business growth.

1

PROVEN TRACK RECORD

Successfully validated in Kuwait and Qatar, with a framework optimized for expansion and replication.

2

DEDICATED TEAMS

Integrated market support where sales, marketing, and trade execution work as one system.

3

STABILITY IN OUTSOURCING

Backed by a solid structure enabling long-term growth and investment.

4

END-TO-END EXPERTISE

End-to-end execution across sourcing, manufacturing, distribution, and activation.

Enabling partners to scale faster, reduce risk, and drive consistent market performance.



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POINT-OF-SALE EXECUTION. BRAND VISIBILITY.

MIMA enables partners to enter and grow markets faster through a proven, scalable business model supported by ready-to-execute toolkits.

STRATEGIC SHELF PLACEMENT

Designed to secure strong visibility across prime traffic locations and core product categories.

SAMPLING STAND

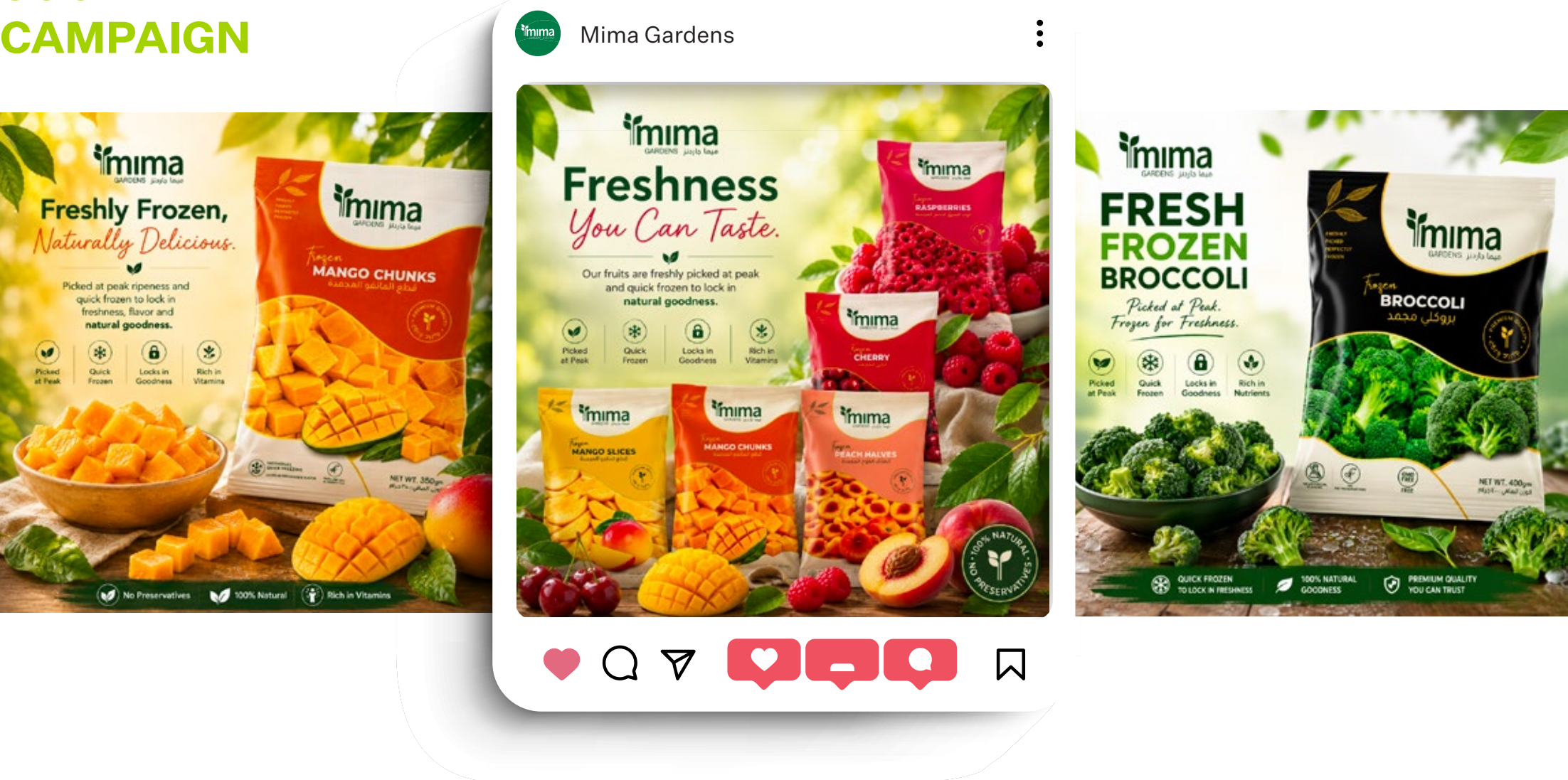
Strategic promotional cycles designed to drive product trial and encourage repeat purchases.



A SCALABLE SUCCESS MODEL.

- Rapid market entry
- Strong **Trade channels penetration**
- Consistent **consumer demand and repeat purchase**
- Balanced **channel strategy driving growth**

SOCIAL MEDIA CAMPAIGN



This execution approach ensures:

- ✓ Higher off-take at shelf
- ✓ Increased brand visibility
- ✓ Faster inventory turnover



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**WE ARE LOOKING
FOR STRONG
DISTRIBUTION
PARTNERS
ACROSS THE GCC
AND BEYOND.**



GET IN TOUCH

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