mima
GARDENS ميما جاردنز

PARTNER WITH A PROVEN GLOBAL FROZEN FOOD SUPPLY NETWORK.

FROM GLOBAL SOURCING TO RELIABLE SUPPLY

MIMA Gardens 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 Gardens 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

GLOBALG.A.P. FSSC 22000 BRCGS KCJ KOSHER ISO 9001:2015 ISO 45001:2018 ISO ISO 14001:2015



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MIMA GARDENS LTD | FROZEN VEGETABLES & FRUITS

THE MIMA GARDENS FROZEN PORTFOLIO BUILT AROUND MARKET DEMAND

MIMA Gardens 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



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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 Gardens 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 and catering.



WHAT MIMA GARDENS ENABLES FOR PARTNERS

MIMA Gardens 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 Gardens 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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