

**WVI**

**WIDRISS S.A.L**

*Serving the food industry since 1976...*

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WIDRISS S.A.L





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## *How it all began*



*Wafic Masbah Idriss*

What first started as a one man enterprise in the 1930's has today grown to become a leading commercial and industrial group. Wafic Idriss, founder of Widriss Holding, started retailing in cheese and canned foods in a small "kiosklike" store in downtown Beirut. Through his persistence, ambition and hard work, his shop grew to become a giant multi-national corporation that deals primarily with the supply and distribution of foods, amongst other things.

Throughout the generations, the Idriss group has continuously expanded its reach and affairs while passing on and adhering to the traditional values instilled by its early founder: "Innovation, Motivation and Perseverance; the keys to success".

*Then we expanded internationally ...*

# *Quality* *Trust*

*Widriss S.A.L. provides a one-stop-shop for food products and services, while maintaining the highest standards.*

*The main secret to our success is our understanding and flexibility in adapting and meeting market requirements, combined with the traditional know-how that lies behind the “Idriss” group of companies. We have created a foundation that enables us to not only source superior quality products worldwide at competitive prices, but also allows us to spot opportunities and address gaps in global markets. All in all, this provides our clientele with exceptional goods and services, tailored to meet individual and market demands.*

# Landmarks



## *To Athens ... 1976*

1976 - Widriss was established in Athens Greece, and started selling in the Middle East.

1992 - Widriss opened their Australian Office - AFT - (Australia Food Trader). AFT activity was solely based and relied on the export of Frozen and Chilled Meat from Australia & N.Z.

1994 - Widriss opened their Romanian Distribution office. Romania opened to handle both Romania and Bulgaria in the Balkans.



## *Back to Beirut ... 2009*

1999 - Widriss opened their Egypt Representative office.

2005 - Widriss started selling into Africa.

2009 - Widriss opened their Beirut office

2010 - Widriss became Widriss S.A.L offshore company

# *Our Mission*

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*We operate as a one-stop-food trading company and work in the scope of understanding the needs of the MENA area, by insuring the service through our vast expertise.*

# *Our Values*

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- Trust, honesty and integrity*
- Customer focus*
- Think Global, Act Global*
- Quality/Commitment to excellence*

# *Our Objectives*

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- We share a passion for making a difference by providing a top quality service with great opportunity to our clients*
- To maintain and expand our market position and to establish new markets for our private brands*
- To always explore innovative products,new grounds and opportunities in order to remain leaders in the food trade.*

# Our Departments



**WIDRISS S.A.L**

Meat Department  
[nwidriss@widriss.gr](mailto:nwidriss@widriss.gr)



**WIDRISS S.A.L**

Poultry Department  
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**WIDRISS S.A.L**

Frozen Department  
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**WIDRISS S.A.L**

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**WIDRISS S.A.L**

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**WIDRISS S.A.L**

Accounting Department  
[accounts@widriss.gr](mailto:accounts@widriss.gr)



**WIDRISS S.A.L**

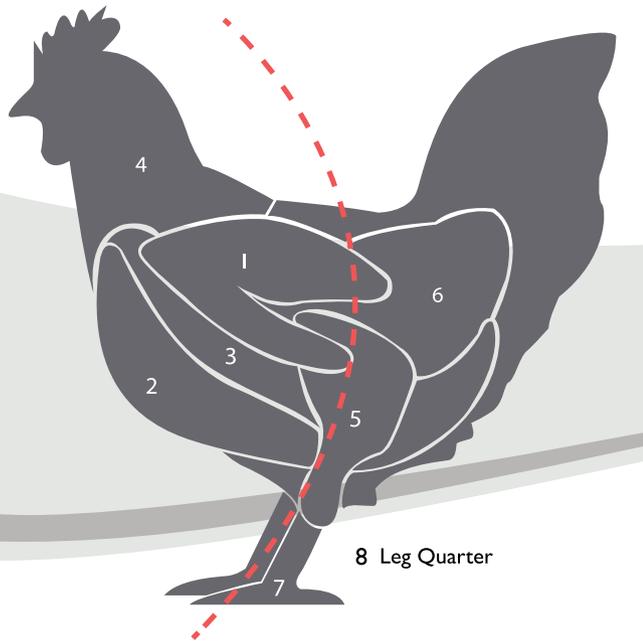
Design Department  
[design@widriss.gr](mailto:design@widriss.gr)



**WIDRISS S.A.L**

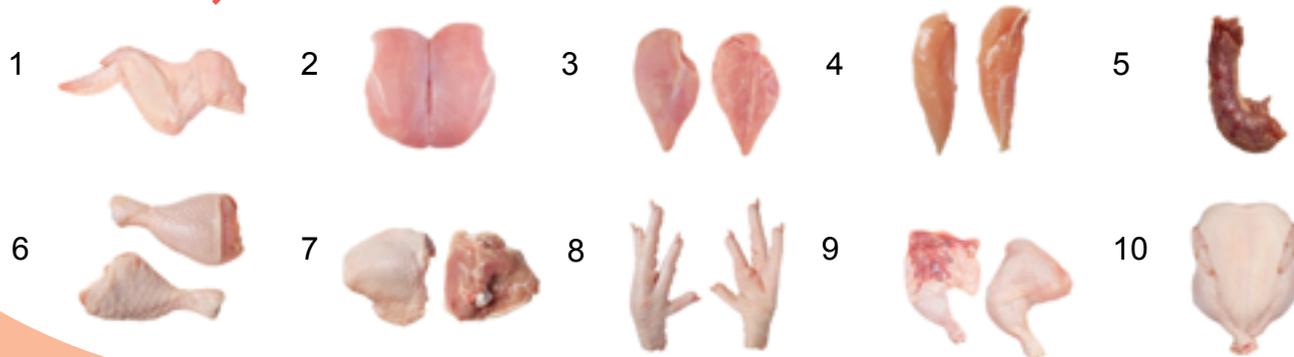
Regional Sales  
[info@widriss.gr](mailto:info@widriss.gr)

# Poultry



## Poultry Parts

- 1- Wings
- 2- Breast
- 3- Half Breast
- 4- Inner Fillet
- 5- Neck
- 6- Drumstick
- 7-Thigh
- 8- Paws
- 9- Leg Quarter
- 10- Whole Chicken

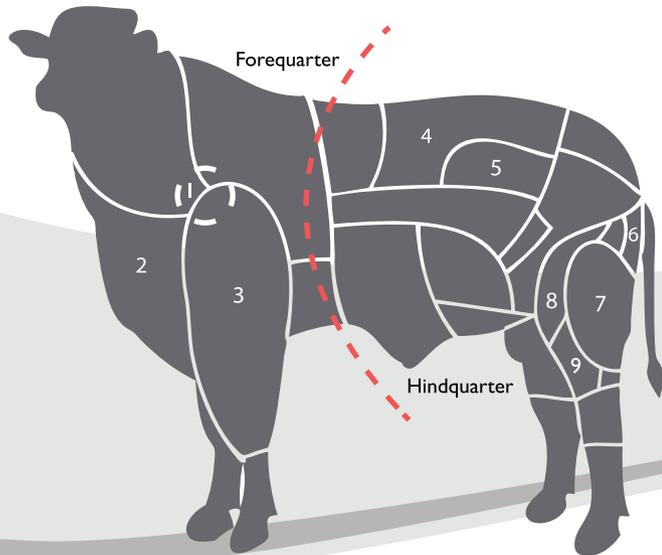


- \* Also Available:*
- Turkey & Turkey Parts
  - Duck & Duck Parts
  - Chicken Frankfurters

*Bring out the Turkey*



# Frozen Meat



## Forequarter

- 1- Robbed Forequarter
- 2- Brisket
- 3- Shoulder

## Hindquarter

- 4- Striploin
- 5- Tenderloin
- 6- Eye Round
- 7- Top Side
- 8- Knuckle
- 9- Flat



*A steak just can't get any better than this.*



# *Frozen Vegetables*

*There are occasions when frozen vegetables are mixed with other food types, such as pasta or cheese. Frozen vegetables have some advantages over fresh ones, in that they are available when the fresh counterpart is out-of-season, they have a very long shelf life when kept in a freezer and that they often have been processed a step or more closer to eating. In many cases, they may be more economical to purchase than their fresh counterparts.*

The logo for Spring Pak, featuring the brand name in a green, sans-serif font with a small green leaf icon above the letter 'P'.

*Pick your own*

## Dolly's french fries

**Dolly's** offers you a unique Double **Dolly's** eating experience, delightful and delicious. With its Dutch origin Grade A frozen potatoes to accompany your favorite meals or enjoy on their own with any dip of your choice.

**Dolly's** brand is a guarantee of its high-quality standards. **Dolly's** French fries are available in most parts of the Middle East, Europe and Africa, enjoying an excellent reputation for its superior taste.

When it comes to performance, you can count on **Dolly's** quality for consistent yield, cooking time, less oil absorption and appearance.

*Best consumed with Dolly's Ketchup & Mustard !*

## Reem french fries

As the « **Reem** » holds the reins and leads the desert herd, so does **Reem** Frozen French Fries in the world of potatoes.

Offering consumers a high yield but with less oil absorption, **Reem** Frozen French Fries's from Dutch origins is rich in 100% cholesterol-free vegetable oil and low in saturated fats. You will appreciate its quality, appearance and crispiness.

# French Fries



# Frozen Fish

- White Fish Fillet
- Squid
- Hake
- Mackerel
- Shrimp
- Rohu
- SBW
- Trevally
- Dory Fillets



- *Butter*
- *Milk powder*
- *Cheeses:*
  - *Mozzarella*
  - *Kashkaval*
  - *Edam*
  - *Gouda*
  - *Slices*
  - *White cheese in brine*



# Butter

## REEMPAK Unsalted Sweet Cream Butter

**Reempack** Unsalted Butter is produced from fresh sweet cream which has been pasteurised, churned and worked in continuous butter making machines, to produce a premium quality butter.

**Reempack** Unsalted Butter is uniform in composition, yellow with a clean nutty flavour typical of butterfat.



**Reduced Fat Butter**  
10 g pack



**Margarine**  
10 g pack



**Spreadable Butter**  
10 g pack



Reempak  
ريم باك  
Your daily dairy

زبدة نهارك هي





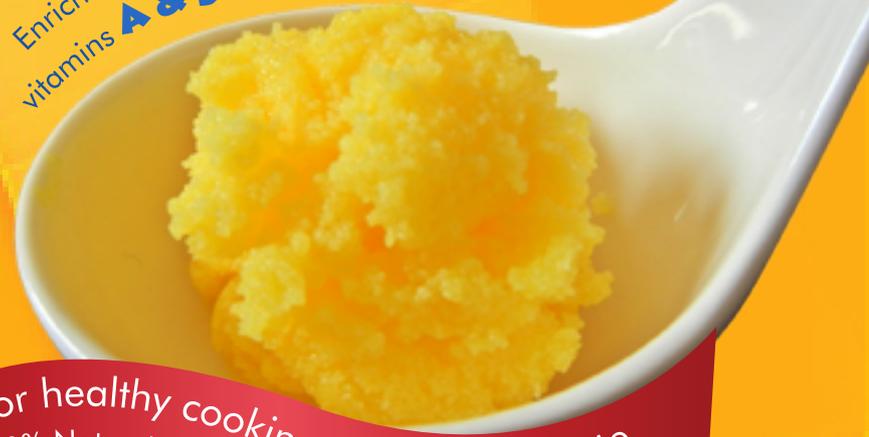
ReemPak®  
ريم باك

# Pure Vegetable Ghee



Produced from 100% pure palm oil it serves as a vegetarian alternative for traditional ghee. "Reempack" is wholesome, nutritious and rich in natural goodness and is an important ingredient for all your favorite dishes.

Enriched with  
vitamins **A & D**



For healthy cooking and a great taste  
100% Natural.No Cholesterol.No Preservatives

# Processed Cheese



## Reem ريم Processed Cheese

**Reem** Processed cheese is a unique cheese that is most notably used in the preparation of pizza, frozen entrees, lasagna, tacos, omelets, sauces, salad spreads, salad bars and cheese breads, anything that contains cheese.

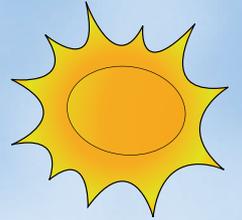
Some of the benefits of **Reem** Processed Cheese are extended shelf life, price stability and functionality qualities like resistance to separation when cooked, melt, stretch, uniformity of product and texture. Currently we manufacture a variety of custom and stock formulations to meet your needs.



# Evaporated Milk



Ideal to mix with tea, coffee, cocoa & to be used for desserts and cooking.  
Packed in cans of 170 grs & 400grs



# Total Yogurts

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It was produced and standardized for the first time in 1975 and became the first branded yogurt. Its patented production process is unique. Its unsurpassed taste and unique texture have made **Total** the most popular strained yogurt among consumers. Its name defines the whole strained yogurt category. It is the «ambassador» of the greek dairy industry abroad, ranking number one in sales volume among all exported dairy products.



# The Greek Influence

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## Flair Cottage Cheese

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An ideal fresh cheese for people who appreciate the benefits of a healthy diet. It's rich in proteins, very tasty and offers a distinct flavour irrespective of the way it is consumed.

**Flair** Cottage Cheese is the ideal and delicious snack, at any time of the day. In addition, it gives a distinct taste to salads, pasta and sweets.



# *Canned Meat*

- *Corned Beef*
- *Corned Beef Loaf*
- *Beef &/or Chicken Luncheon Meat*
- *Beef & Chicken Sausages*
- *Cocktails Sausages*





# *Rice & Rice based products*

- Arborio Risotto: a «classic» for all food lovers
- Roma
- ORO: Ideal for all dishes
- Long grain, Long grain parboiled, Round grain, Extra rice & Risotto
- Organic/ Brown
- Ermes
- Basmati - Thai
- Rapid Risotto
- Rapid
- Risotto All' Italiana
- Rapid Style

**Restyling**

FROM RISO SCOTTI

## Italian Risotto

- 7 APPETIZING RECIPES
- JUST ADD WATER
- HIGH QUALITY
- LARGE KERNELS WHICH DON'T OVERCOOK
- NO ADDED PRESERVATIVES
- 2 RICH PORTIONS

An easy way to prepare the real Italian Risotto

Dear partners,  
we are pleased to officially present you our brand new line of dry Risotto which will replace the current line of "Risotto all'Italiana". The line has been launched in Italy this February and being extremely successful we decided to expand it also abroad. 7 appetizing recipes for the real taste of Italian risotto very easy to prepare as just water needs to be added. We count on all of you for a proper launch on your market! Price indication will be included in the new year pricelist.

Best regards,  
RISO SCOTTI SPA - Italy

**Scotti**  
FOOD SERVICE

TOP QUALITY RICE FROM THE ITALIAN LEADING COMPANY

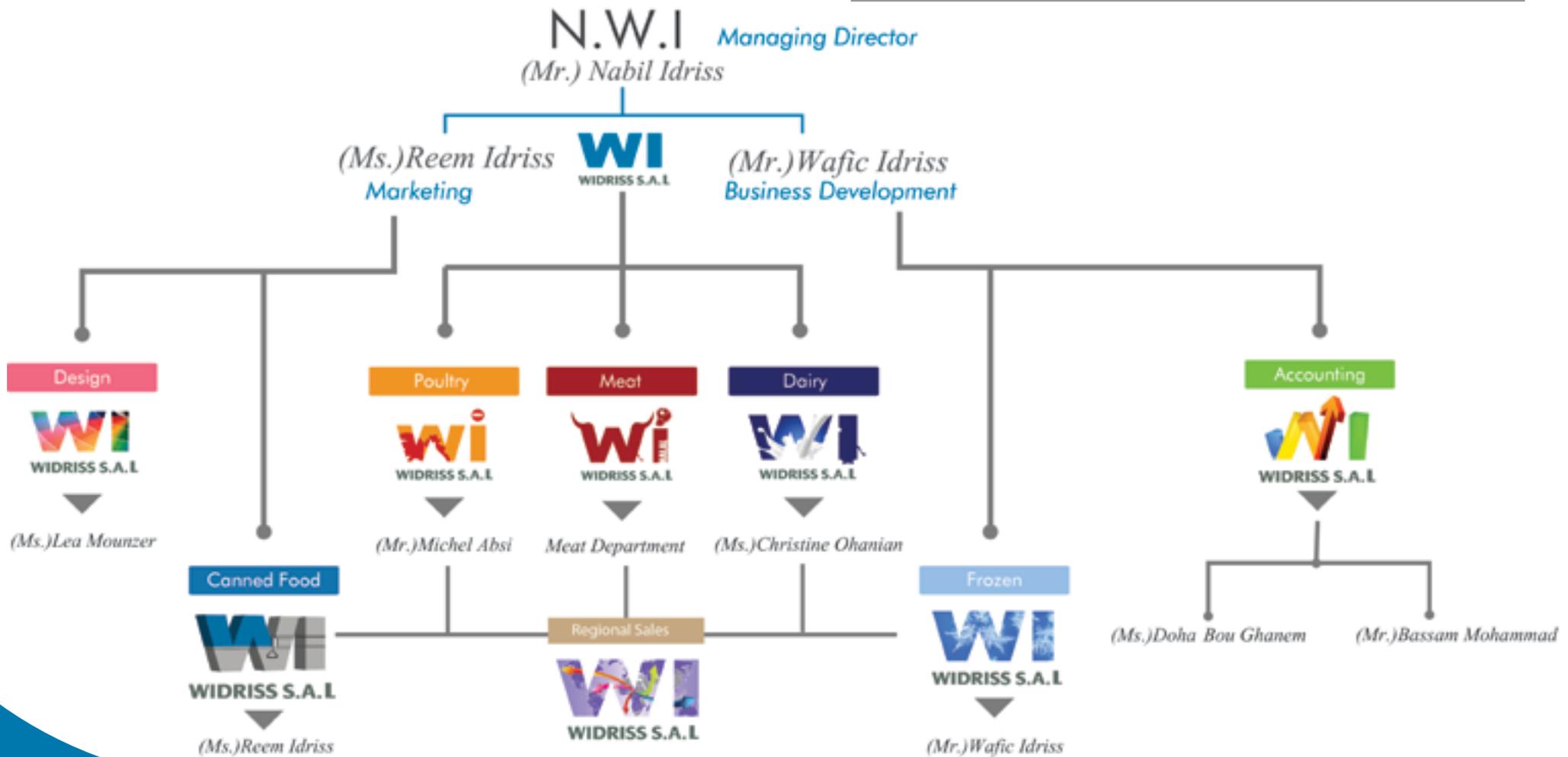
**EASY TO HANDLE**

WHITE RICE PARBOILED RICE (Easy Cook)

NEW 10kg

NEW 5kg

Product of ITALY

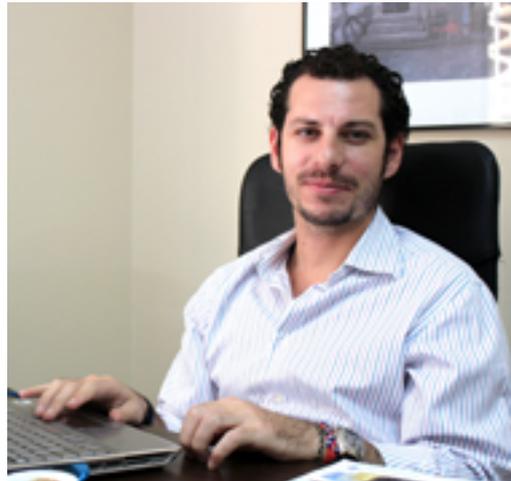


# *Board of Directors*

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(Mr.) Nabil Idriss  
*Managing Director*



(Mr.) Wafic Idriss  
*Business Development*



(Ms.) Reem Idriss  
*Marketing Manager*

# Events & Exhibitions



Widress SAL has been exhibiting for the past 20 years in major *Trade Exhibitions*

\*Anuga- Germany

\*Gulfood- Dubai

\*Sial-France

# References



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Mr. Harris Panorios



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