

LARI GROUP  
مجموعة لاري





# About Lari Group



Lari Group is an 80-year-old family-owned company that has established itself as a prominent player in food and confectionery business in Qatar. Since its inception, Lari Group has earned a reputation for excellence and integrity in the industry.

**Quality Assurance:** Lari Group's inspection team ensures that systems and processes are up to date. Our supply chain management is timely and meets retail channel requirements.

**International Brands:** Lari Group works with more than 60 international brands supplying the retail, hospitality, on-trade, government and private sectors. Its extensive network includes more than 5000 retail locations.

**Financial Strength:** The company has a paid-up capital of QR 25 million and an impressive annual turnover of USD 60 million.



# About Lari Group



- **Business Focus:** Lari Group is committed to innovation and excellence. They have deployed cutting-edge systems, including SAP, and hold ISO certification. Our mandate includes investing in developing a skilled and unskilled, professional, and energetic workforce.
- **Research & Development:** An integral part of Lari Group's strategy, they continuously study the market, competitors, socio-economic factors, and trends to apply best practices to our business.
- **Logistics Excellence:** With an impressive 8,000 square meters of warehouse space, Lari Group efficiently stores products at different temperatures. The logistics strategy follows industry best practices, including the FIFO system. Our distribution is at the core of the business, and they own fleets of temperature-controlled vehicles for timely deliveries.





# About Lari Group



We prioritize the quality of our products, with an unwavering commitment from our inspection team to maintain the highest standards. Our focus extends to the modernization of our systems and processes, ensuring timely supply chain management and meeting the demands of our retail channels. Central to our human resources strategy is the provision of ongoing training, avenues for career advancement, and fostering the well-being of our team members. Furthermore, research and development form an integral part of our overarching strategy, driving innovation and evolution within our operations.





# Some Of Our Brands



Made in USA



Made in USA



Made in USA



Made in USA



Made in Germany



Made in UK



Made in UK



Made in Italy





## Some Of Our Brands



Made in Italy



Made in Italy



Made in Italy



Made in Italy



Made in Italy



Made in Italy



Made in Italy



PASTAI IN PIEMONTE DAL 1881



Made in Poland







# Some Of Our Brands



Product of Colombia



Product of Colombia



Made in Malaysia



Made in Kuwait



Made in Malaysia



Made in Thailand



Qatari brand





# Some Of Our Brands



Made in Belgium



Made in Hungary



Made in Greece



Made in Turkey



Made in Turkey



Made in Turkey



Made in Turkey



Made in Tunisia







# Some Of Our Brands



Made in UAE



Made in Turkey



Made in UAE



Made in Indonesia



Made in Indonesia



Made in Bahrain



Made in Jordan



Made in UK



Made in Iran





# Some Of Our Brands



Made in Czechia



Made in Spain



Made in Poland



Made in UAE



**Bakeman's  
Chips**



Made in Kuwait



Made in Kuwait



Made in UAE



Made in KSA

epic!

**APPROVED**

إمي | **emi**







# Some Of Our Brands



Made in China

Barbie

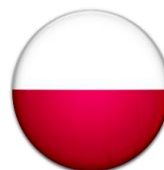


Made in China

LOL  
SURPRISE!



Made in Turkey



Made in Poland



Made in Spain

Fini



Made in Kuwait

Mates  
CHOCOLATE



# Some Of Our Brands



Made in China



Made in India



## ***NATIONAL BRAND - QATAR TEA***



شاي قطر  
QATAR TEA  
QATAR TEA







# Cake



Family Pound  
Marble 220Gm



Family Pound  
Fruits 220Gm



Family Pound  
Vanilla 220Gm



Double Chocolate  
Filled Pack of 12



Coconut Pack of 12



Choco Salted Caramel  
Filled Cupcake



Strawberry Filled  
Pack of 12



Vanilla Flavor  
Pack of 12



Banana Flavor  
Pack of 12



Pound With Vanilla Cream  
Pack of 12x55Gm



Pound Strawberry Jam  
Pack of 12x55Gm



Pound With Cinnamon and  
Dates Pack of 12x55Gm



Pound With Fruits  
Pack of 12x55Gm

إمي | emi Emi food

We work day in and day out to gather the goods of mother nature, blending it together and **baking** it with ultimate care to bring to you some of the tastiest **cupcakes** out there.





# Sauces



**PIZZA SAUCE TOMATO KETCHUP MAYONNAISE**



**PIZZA SAUCE**



**HOT SAUCE**



**ORIGINAL RANCH**



**ORIGINAL BBQ**



**MAYOCHUP**



**GARLIC MAYONNAISE**



**FRENCH**



**THOUSAND ISLAND**



**"HAND PICKED INGREDIENTS"**



## OUR FLAVOURSOME TOMATOES

Baidar's tomatoes are handpicked from the world's leading technicians and are freshly blended into a rich and tasty ketchup paste formulated for the Saudi palate. After the tomatoes are harvested, they go through several steps of selection, boiling, extraction, and cooking to develop the supreme, best tasting sauce, guaranteed to improve the flavor of your dishes.







# Toffee

**EDWARD JOSEPH WALKER**  
FOUNDER OF WALKER'S NONSUCH TOFFEE

We currently export to  
**45 countries** and still rising.  
From Aruba to Australia.

Walker's Nonsuch was **invited to**  
**No. 10 Downing Street** by  
The Prime Minister to celebrate  
British Food.

Some say our Liquorice Toffee has  
**medicinal properties** and  
our Treacle Toffee is particularly  
**good for sore throats.**

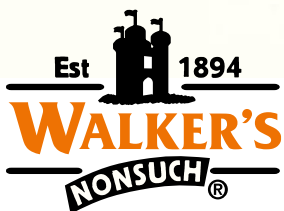
Since Victorian times our Toffee has  
travelled far and wide in the  
backpacks of explorers and  
mountaineers who value it as a  
**great source of energy**  
and the fishermen of the Faroe  
Islands love it too.

Walker's Nonsuch Toffee can be  
seen in all the best places... it was  
recently **enjoyed in the**  
**Royal Box at Wimbledon.**

We sent The Queen  
**some** of her favourite to  
celebrate her 90th birth



Made in UK



## FUN FACTS FROM WALKER'S NONSUCH TOFFEE

Many people ask us "why the name Walker's Nonsuch?" It's something of a family legend that when our founder Edward Joseph was establishing the company, he wanted a distinctive brand name to stand out from his competitors and describe the quality of his toffee.

He happened upon the story of Nonsuch Palace, the grandest of all palaces built by Henry VIII between 1538 and 1546. Its very name a boast that nowhere else could compete with its exquisite splendour. A palace of all palaces, there was 'nonsuch' like it – just like Great Grandad's special toffee.

There's 'nonsuch' toffee like Walker's Toffee!





# PROTEIN BAR

## Welcome to Mates where delicious meets healthy!

At Mates Chocolates, we believe that indulgence should never come at the cost of health. Established in Kuwait in 2023, our mission is to craft premium, high-quality chocolate products that are as wholesome as they are delicious. Every bar, bite, and treat is a testament to our dedication to creating healthier alternatives for chocolate lovers. We take pride in reducing artificial ingredients and minimizing sugar in our recipes, ensuring our products align with a healthier lifestyle. Whether you're an athlete, a fitness enthusiast, or simply someone who values nutritious options, Mates Chocolates is your partner in making better choices. Our offerings include protein-packed chocolate bars and other innovative creations, catering to a wide range of tastes and preferences. Rooted in Kuwaiti excellence, we are committed to raising awareness about healthy living, particularly for individuals managing diabetes or looking to maintain balanced diets. By choosing Mates Chocolates, you're not just indulging in rich, satisfying flavors—you're embracing a lifestyle that prioritizes health and wellness. Welcome to Mates Chocolates: where premium quality meets mindful indulgence.



LOW  
CALORIES



NO TABLE  
SUGAR ADDED



15 GRAMS  
OF PROTEIN



Made in Kuwait



# Marshmallows



Regular Marshmallows



Giant Roasters



Mini White Marshmallows



Mini Fruit Marshmallows



Fruitswirlers



S'More Pops







# Pretzel Pete



Snacks You Can  
Feel Good About

[Shop Now ▶](#)

[Find a Store ▶](#)

## Seasoned Pretzel Pieces



Our broken pieces pack a wallop of flavor that will satisfy each time.

## Mini Twists



Classic flavors in the familiar mini twist format – now available in 100 calorie packs.

## Nuggets



Our very first product line and still one of our bestselling!

## Better-for-You



We are pleased to introduce our gluten free and whole grain pretzels.



American product







# Coffee & Cocoa Powder



German product

It's  
a **Hintz**  
Break







# Caramel Wafer







# Liquorice & Candies



Prepare your tastebuds for a most **wonderful** journey through the world of classic British confectionery. A world full of everyone's **favourite** sweets, wine gums, liquorice allsorts, jelly babies and oh so much more.

Some call them delectable, others call them **irresistible**, we simply call them **Taverners**, classic **British** sweets since 1904.







# Chocolate Pralines







# Wafer Biscuits







# Organic Vinegar



## DE NIGRIS

ITALIAN VINEGAR MAKER  
SINCE 1889



## Organic vinegar





# Surprise Eggs



Italy







# Pistachio Spread



Made in Italy







# Chocolate & Spread

**Alamieh**  
Chocolate



**l'amore**  
CHOCOLATE

## Alamieh Chocolate Love Story...

Since the establishment of the Alamieh Chocolate Factory, we have not hesitated to update our devices, equipment, and training staff to maintain the progress of love and obsession for chocolate lovers around the world with high-quality products and luxury, establishing concepts of beauty and absolute perfection to feel the taste of luxurious chocolate.





# Healthy Biscuits



بدون  
إضافة  
سكر

**Forbú**  
*mi Forbú*



Made in Spain





# Organic Pasta



PASTA  
BERRUTO®

PASTAI IN PIEMONTE DAL 1881



Italy







# GUMMY



**Life is like a store of Fini**  
*enjoy the variety!*



## Who We Are

Our way of doing business goes beyond the basics; for us, being different is inspiring, aspirational and transformational. In everything we do we put our touch of magic. The Fini Company is our global corporate brand launched in 2021, which connects our commercial brands, Fini and Dr. Good. The group integrates reputation, credibility and innovation as a catalyst for business growth. Based in Molina de Segura (Murcia), Spain, we are present in more than 100 countries with branches in Brazil (second country responsible for world production), Chile, Peru, Colombia, Ecuador, France, Portugal, United Kingdom, Italy, Morocco and soon new locations. Our team has more than 3,600 people around the world.



Made in Spain







# Cream Fudge



Made in Poland





# Biscuits



Made in Poland



## COMPANY

GOŁĘBIEWSKI HOLDING sp. z o.o., TAGO Branch in Ciemne, a confectionery manufacturer, is a family-run business present on the market since 1966. The company's registered office is located in Ciemne near Warsaw.

TAGO is one of the biggest confectionery production plants in Poland that uses modern technologies. Its production is based on raw materials of the highest quality that come from carefully selected suppliers, and is carried out in the plants that meet the strictest quality requirements. Thanks to that the company may offer perfect products at good prices, in line with the present trends and meet the expectations of the clients.

For 50 years of their operations, TAGO gained recognition domestically and worldwide. The company exports to more than 60 countries on 5 continents.

Tago manufactures wide variety of confectionery products: chocolate covered biscuits, shortbread, French puff pastries, gingerbreads, spiced cookies, sponge cakes, oat cookies, wafers, wafer rolls, sandwich cookies, Swiss rolls and products in chocolate .







# Sauce



Product of Colombia

MADE FROM **100%**  
Colombian peppers







# Lollipops



Product of Colombia



# BON BON BUM

COLOMBINA LOLIPOP- LARI - GROUP







# Crackers

**munchy's**<sup>TM</sup>







# Puffs

## Mr. Krisps



Made in UAE







# Protein Puffs

**Prolife**

eat FRESH



Made in Kuwait







# Cafe Crisps



Made in Belgium







# Chocolates



Made in Turkey







# Chips

## OUR RANGE

Produced from premium natural potatoes with great flavors and cooked with the world's most efficient equipment that reduce unnecessary sugar and oil levels to ensure the best quality of potato chips.



Made in Bahrain



PAPRIKA



FRESH CHILLI & SALSA



YOGHURT & HERBS



SEA SALT & VINEGAR



SEA SALT



CHEESE & ONION



TOMATO KETCHUP



# Nuts and Seeds

star  
Leo®



Made in UAE







# Nuts and Seeds

**star  
Leo**

LOV  
SESAME  
CANDY



Single Piece

15 grm

6297000802-03-9

Box

( 15 grm x 30 Pcs )

450 grm

6297000802-05-3

Carton

( 15 grm x 30 Pcs x 12 Boxes )

5.4 Kg

6297000802-08-4

LOV  
MIXTURE  
CANDY



Single Piece

15 grm

6297000802-13-8

Box

( 15 grm x 30 Pcs )

450 grm

6297000802-14-5

Carton

( 15 grm x 30 Pcs x 12 Boxes )

5.4 Kg

6297000802-15-2



LOV  
PEANUT  
CANDY



Single Piece

15 grm

6297000802-01-5

Box

( 15 grm x 30 Pcs )

450 grm

6297000802-06-0

Carton

( 15 grm x 30 Pcs x 12 Boxes )

5.4 Kg

6297000802-07-7

LOV  
PISTACHIOS  
ROASTED



Single Piece

13 grm

6297000802-19-0

Box

( 13 grm x 25 Pcs )

325 grm

6297000802-21-3

Carton

( 13 grm x 25 Pcs x 6 Boxes )

1.95 Kg

6297000802-23-7

LOV  
CASHEWS  
ROASTED



Single Piece

13 grm

6297000802-18-3

Box

( 13 grm x 25 Pcs )

325 grm

6297000802-20-6

Carton

( 13 grm x 25 Pcs x 6 Boxes )

1.95 Kg

6297000802-22-0

LOV  
PEANUTS  
ROASTED



Single Piece

13 grm

6297000802-09-1

Box

( 13 grm x 30 Pcs )

390 grm

6297000802-10-7

Carton

( 13 grm x 30 Pcs x 8 Boxes )

3.12 Kg

6297000802-11-4

Made in UAE



# Pofaki & Chips



**Mr. Krisps**



Sizes: 15g, 80g and 65g Canister



**Mr. Krisps**

Made from real potatoes  
No Preservatives added  
Trans-Fat Free  
Cholesterol Free  
Gluten Free

Sizes: 15g, 15g x 21pkts Duplex Boxes or Bags, 80g Pouches & 65g Canister

**Mr. Krisps**



Made in UAE







# Puffs



Made in Kuwait







# Crisps

PROTEIN  
**12G**

**APPROVED**  
*High protein*  
For both

*Wonderful taste*



Made in Kuwait





# Wafer Sticks

Turkish product





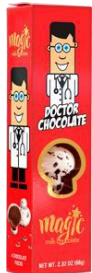


# Choco Spread



Made in Turkey

# DOCTOR CHOCOLATE







# Candies



HAINAN







# Organic Tea



Turkish product





The image displays a variety of Al Jazira brand olive oil products. On the left, there is a large bottle of Refined Olive Pomace Oil (500 ml / 17 Fl.oz) with a green cap and a label featuring a landscape illustration. Next to it is a bottle of Extra Virgin Olive Oil (250 ml / 8.4 Fl.oz) with a green cap and a label showing olives. To the right of these are three spray bottles. The first spray bottle is labeled 'NATURAL SPRAY' and 'EXTRA VIRGIN OLIVE OIL'. The second spray bottle is labeled 'NATURAL SPRAY' and 'EXTRA VIRGIN OLIVE OIL'. The third spray bottle is labeled 'NATURAL SPRAY' and 'EXTRA VIRGIN OLIVE OIL'. All products feature the Al Jazira logo and Arabic text.





# Retail Trends

Strong Local Players



سفاري  
**SAFARI**  
World Class Shopping Experience





# Distribution Infrastructure

SUPPLY CHAIN	
TYPE OF VEHICLE	NUMBER
SEDAN CARS	40
REEFER TRUCKS	17
REEFER VANS	20
TOTAL	77





# Staff Strength

Title	Number of Employee	Total No. of Emp
Chairman	1	105
Managing Director	3	
Managers	4	
Supervisors	8	
Sales Reps	19	
Merchandising Reps	21	
Store and Delivery Staff	35	
Van Sales Reps	14	



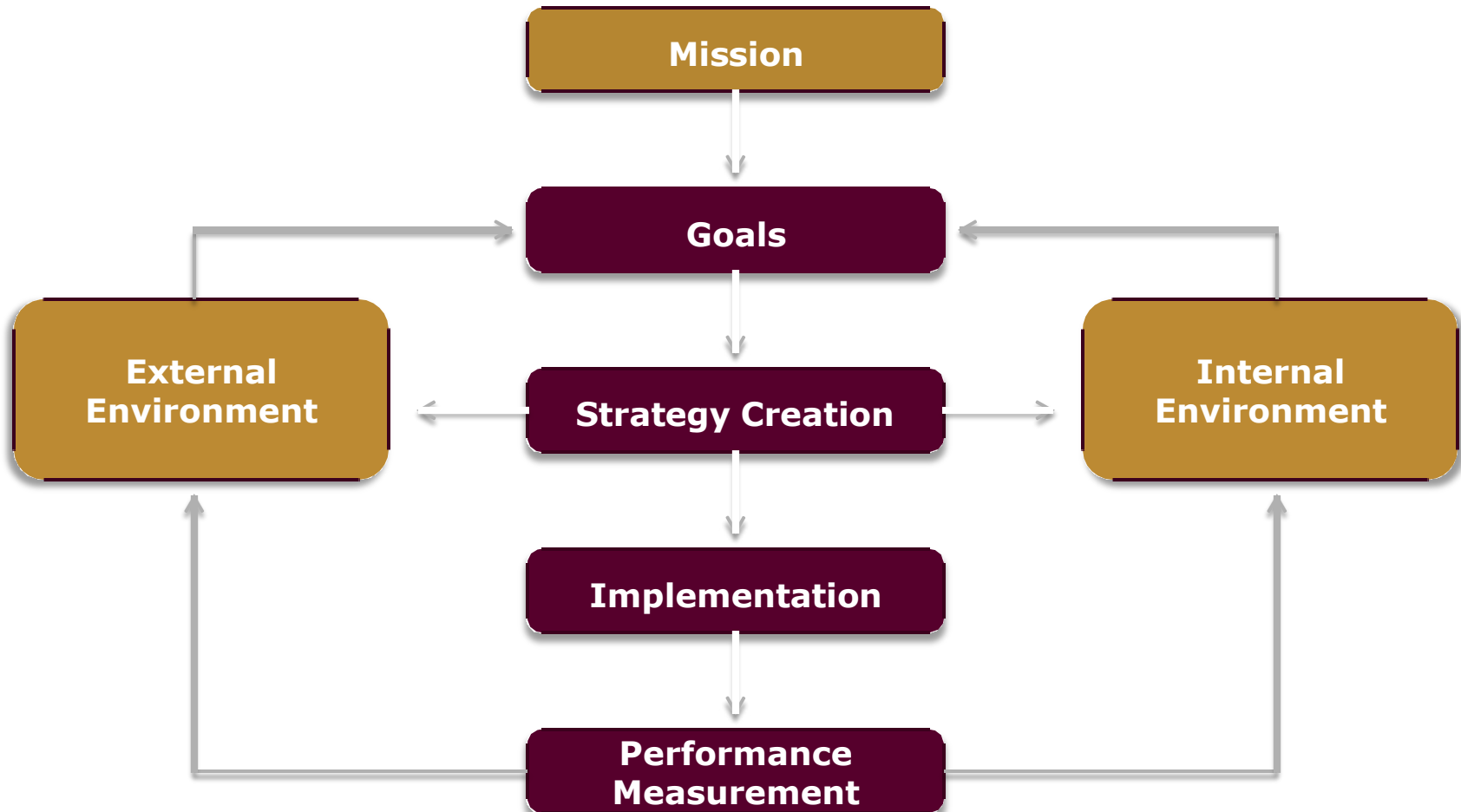
# Market Coverage

Modern Trade	Universe	Coverage
Hypermarkets	96	96
A-Class Market	400	350
Petrol Station Outlets	103	103
Down Trade	Universe	Coverage
Groceries	4000	2850
Traditional Stores	36	36





# Overall Strategy





# Portfolio Strategy

## **Product introduction Strategy:**

### KEY FOCUS AREAS

1. BRAND availability across all channels.
2. Share of Shelf of brands at key accounts PRIMARY AND SECONDARY categories
3. Strict emphasis on a NATIONWIDE distribution campaign
4. Development of Alternate channels of distribution
5. Regular promo bursts- consumer promos as well as trade promotions

### Objective:

1. Deliver the growth expectations as agreed with partners.
2. Direct all tactics and programs towards the goal of geographic coverage.
3. Execute promo drives.
4. Emphasis on Brand engagement using free tasting and brand awareness via social media .





# Distribution Channels Core Values

Qatari market

**A**

**HYPERMARKETS, UPLINE ACCOUNTS**

**B**

**COUNTRY WIDE GROCERY DISTRIBUTION**

**C**

**WHOLESALE AND RE DISTRIBUTION**

**D**

**B CLASS OUTLETS**

**E**

**SPECIALTY SHOPS, HORECA**



# Marketing Strategy

- We will deploy various marketing tactics to increase customer awareness.
  - In-store marketing and sales promotion
  - Below-the-line marketing
  - Local Media
  - Online







# In-Store Marketing

- **In-Store Marketing Strategy:**

- In-store brochures.
- Wall Posters.
- Special Signage.
- Launch Promotion.
- Eye Catching Displays
- Free sampling at local store events.

- **Placement Strategy:**

- Easily accessible
- Eye Level
- Near checkout counters
- End of aisles



# Sales Promotions

- **Sales Promotion Strategy:**
  - Price Deals
  - Loyal Reward Programs
  - Price-pack Deal
  - Sampling
  - Point-of-purchase displays
  - Retail Mechanics
    - Free gift with purchase
    - Buy 1 get 1 free



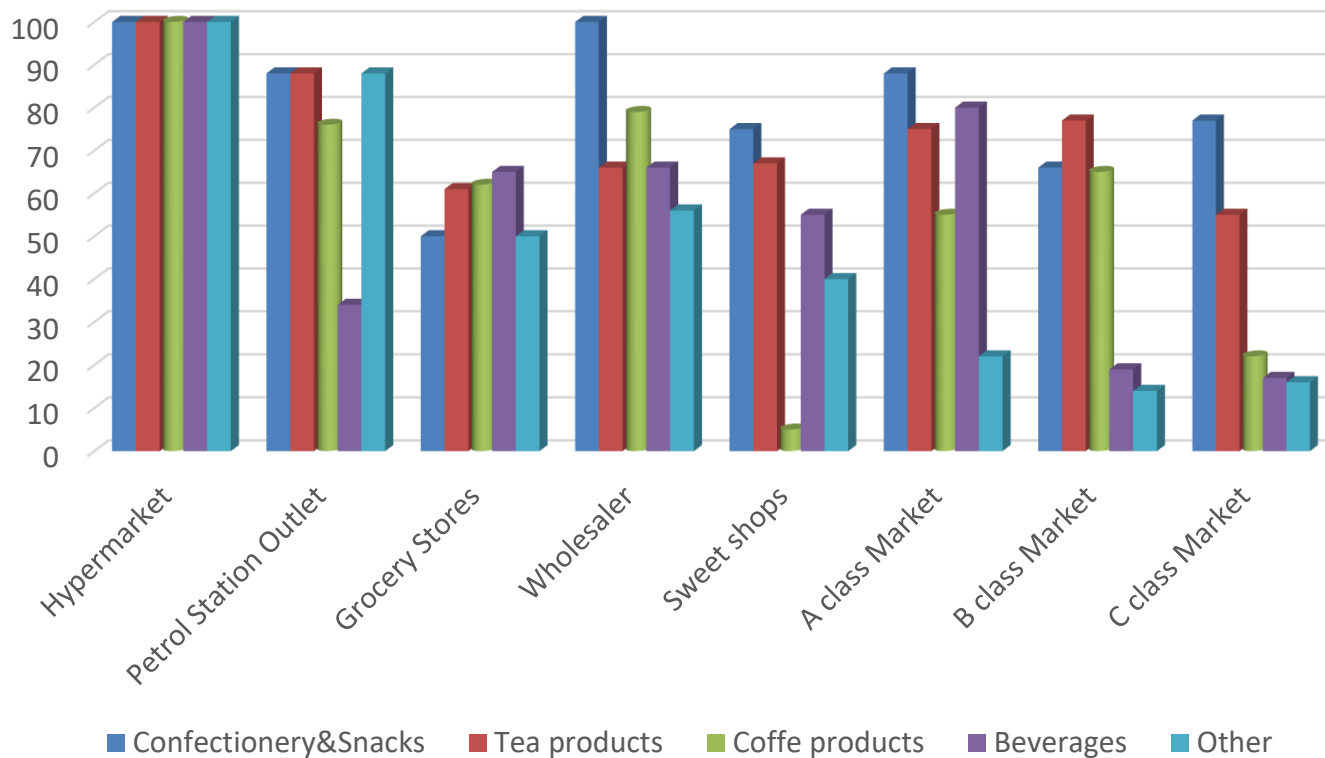




# Group Portfolio Statics

## Number of SKU Listed

Diagram of the spread of products within the State of Qatar





# Online

- Develop social media platforms in Qatar, including:
  - Instagram
  - Twitter
  - Facebook
  - YouTube Channel
  - Tik Tok
  - Snap chat
  - Website
  
- Create a comprehensive content calendar for online communications to streamline the regular posting of engaging and informative social media content. The calendar will encompass educational material in both Arabic and English to ensure broad reach and engagement.
  
- Content Calendar to include:
  - Text
  - Info graphics
  - Engagement activities





# Social Media

## OUR POPULAR SOCIAL MEDIA





## Contact Us



**Building-79, Block-41,  
Street- 965, Zone-56  
Doha-Qatar**



**(+974) 4458-1139  
(+974) 5551-4650**



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[rafeeque@lari-group.com](mailto:rafeeque@lari-group.com)**



**[www.lari-group.com](http://www.lari-group.com)**



LARI GROUP  
مجموعة لاري



Thank You