

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 UAE



Made in Germany



Made in UK



Made in UK





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 Italy





Some Of Our Brands



Product of Colombia



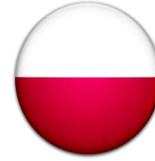
Product of Colombia



Made in Malaysia



Made in Kuwait



Made in Poland



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 UK



Made in Jordan





Some Of Our Brands



Made in Czechia



Made in Kuwait

epic!



Made in Spain



Made in Kuwait

APPROVED



Made in Poland



Made in KSA



Made in UAE



Made in USA





Some Of Our Brands



Made in Turkey



Made in China



Made in Poland



Made in China



Made in India



Made in China





Noodles

6 FIERY FLAVORS



TABASCO® BRAND



TABASCO® Brand

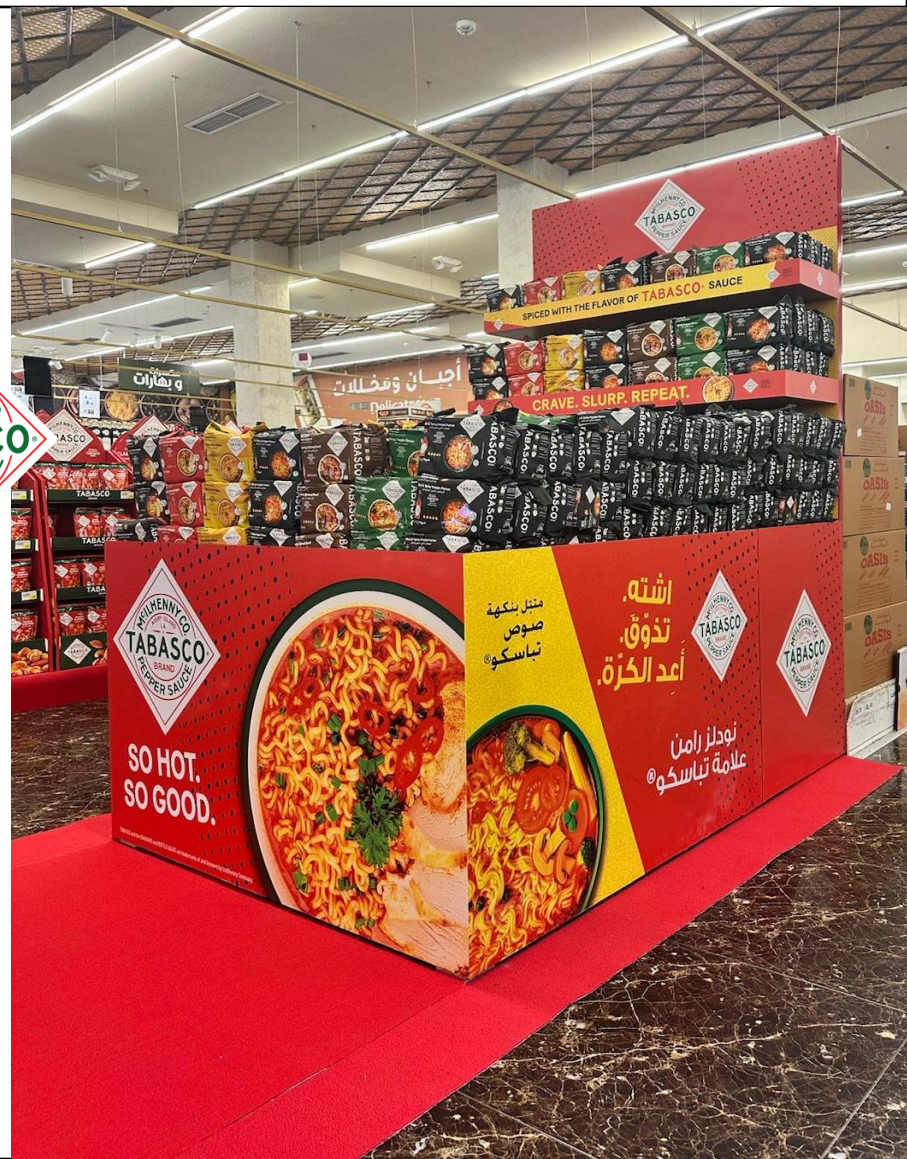
TABASCO® Brand products are made by McIlhenny Company, founded by Edmund McIlhenny in 1868 on Avery Island, Louisiana. It was here that he developed the recipe for TABASCO® Original Red Pepper Sauce that's been passed down from generation to generation. To this day, the company is still family-owned and -operated on that very same island.



©2018 McIlhenny Company. All rights reserved. TABASCO and the TABASCO logo are trademarks of and licensed by McIlhenny Company.



Noodles





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**.

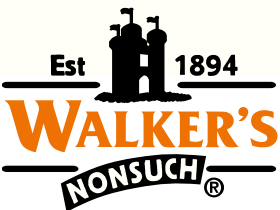
Since Victorian times our Toffee has travelled far and wide in the backpacks of explorers and mountaineers who value it as a **great source of energy** and the fishermen of the Faroe Islands love it too.

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!



Nuts

THAT'S ONE HOT COMPANION



**TABASCO® BRAND
SPICY NUTS**

**Travel Retail
Exclusive** ✈️





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



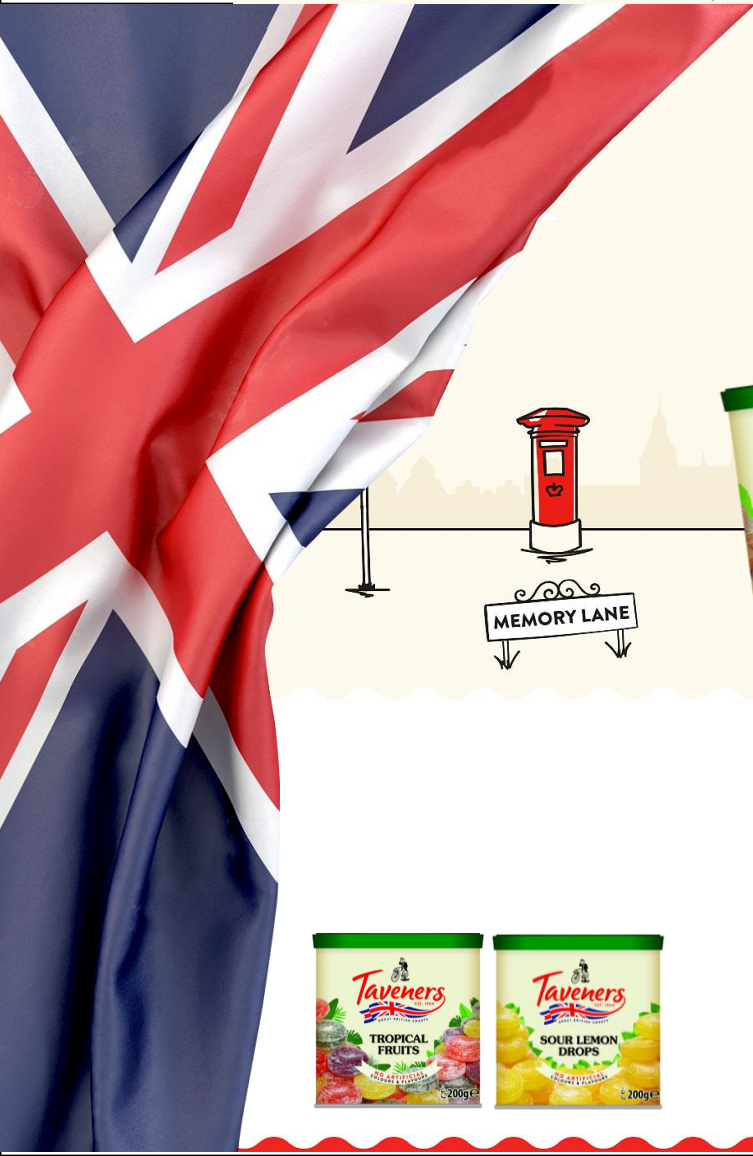
German product

It's
a **Hintz**
Break





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

Italy





Surprise Eggs



RASPBERRY REÀL



Raspberry Reàl is a rich raspberry blend blended with cane sugar, ideal for cocktails and non-alcoholic drinks.

PASSION REÀL



Infused with premium Purple Passion Fruit from Vietnam

STRAWBERRY REÀL



Strawberry Reàl blends California's finest strawberries with cane sugar syrup, ideal for cocktails, lemonades, and desserts.

MANGO REÀL



This blend of Alphonso mango and sugarcane from the Ratnagiri region is ideal for cocktails, soft drinks, and a variety of gourmet recipes.

RASPBERRY REAL



Raspberry Reàl is a rich raspberry blend blended with cane sugar, ideal for cocktails and non-alcoholic drinks.

RASPBERRY REAL



Raspberry Reàl is a rich raspberry blend blended with cane sugar, ideal for cocktails and non-alcoholic drinks.

Reàl Mixology



USA

Simple Syrup
REÀL
INFUSED EXOTICS™

Margarita Mixer



Master of Mixes Margarita Mix offers a perfectly balanced blend—just add tequila, shake, and serve over ice or on the rocks. Ideal for classic or creative margarita variations.

Piña Colada Mixer



Master of Mixes Piña Colada Mix combines tropical coconuts and Costa Rican pineapple juice for an authentic, creamy taste. Just blend with white rum and ice for a perfect Piña Colada every time.

Strawberry Daiquiri



Master of Mixes Strawberry Daiquiri Mix makes summer easy—just blend with rum and ice for a perfect, fruity cocktail with real strawberries and a hint of lime.

MOJITO MIXER



Master of Mixes Mojito Mixer makes crafting the perfect mojito easy—just add rum and soda. Made with mint oil, lime juice, and cane sugar, no muddling needed.

Margarita Mixer



With Master of Mixes, the possibilities are endless. Browse hundreds of recipes, tips, and tricks to unlock the potential of your mixer and discover a world of cocktails.

Mango Daiquiri/Margarita



Master of Mixes Mango Margarita Mixer brings tropical flavor anytime—just mix with tequila or rum for an easy margarita or daiquiri. Quick, delicious, and perfect for cocktails or mocktails.

Master of Mixes.



USA





Pistachio Spread





Healthy Biscuits



بدون
إضافة
سكر

Forbú
mi Forbú



Made in Spain





Organic Pasta



PASTA
BERRUTO®

PASTAI IN PIEMONTE DAL 1881



Italy





Cream Fudge

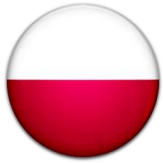


Made in Poland





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 .





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.





Sauce



Product of Colombia



MADE FROM **100%**
Colombian peppers





Lollipops



Product of Colombia



BON BON BUM

COLOMBINA LOLIPOP- LARI - GROUP





Crackers

munchy'sTM





Puffs

Mr. Krisps



Made in UAE





Protein Puffs

Prolife

eat FRESH



Made in Kuwait





Cafe Crisps



Made in Belgium





Chocolates

tayaş



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



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



Chips



Made in UAE



**Bakeman's
Chips**



Today's Chips



**Bakeman's
Chips**





Puffs



Made in Kuwait





Crisps

APPROVED
High protein
For both

Wonderful taste

PROTEIN
12G





Wafer Sticks



Turkish product



ÇİZMECİ
TIME



Choco Spread



Made in Turkey

DOCTOR CHOCOLATE





Candies



HAINAN





Organic Tea



Turkish product





Olive Oil



Made in Tunisia





Retail Trends

Strong Local Players



سفاري
SAFARI
World Class Shopping Experience



HYPERMARKETS • SUPERMARKETS • DEPARTMENT STORES



محلات هايپرماركت • محلات سوبر • محلات سوبر





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

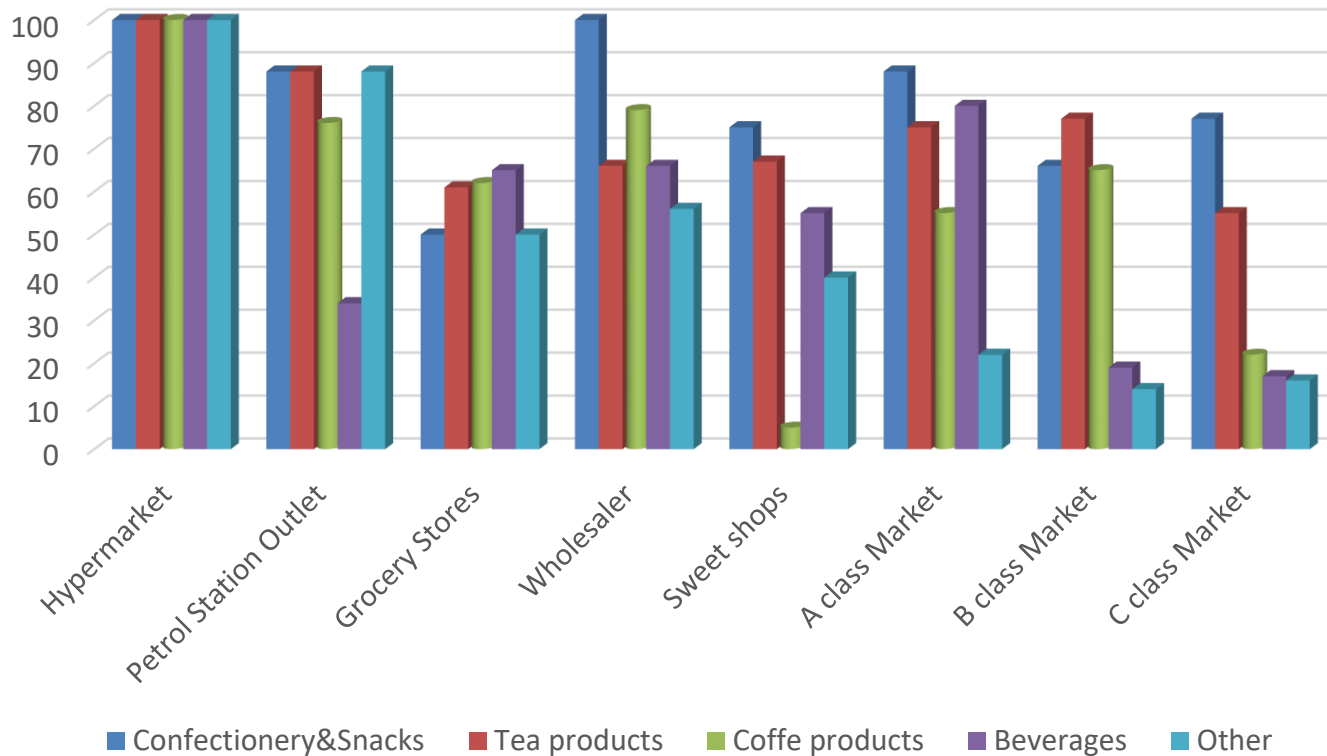




Group Portfolio Statics

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**



**lari@lari-group.com
rafeeque@lari-group.com**



www.lari-group.com

LARI GROUP
مجموعة لاري



Thank You