



**COMPANY
PROFILE
2023**

CONTENTS

The Anud Story

Our Purpose

Our Mission

Our Vision

Core Values

Code of Conduct

Our Facilities

Sister Concerns

Products and services

Products

Services

Major brands we deal with

Anud Brand Family

Customers

Suppliers

Careers

Contact us



THE ANUD STORY



Al Anud Arabia Trading Company was established in the year 2002 as a small wholesale and retail store in the Al Anud district of Dammam, eastern province of Saudi Arabia as Fawzi Cold Store.

It was our founder's and management team's perception that there was an absence of a convenient food and beverage wholesale distributor for the hospitality sector customers in the Dammam region, which led to the founding of Al Anud Arabia Trading Company.



We started with 350 of different products in a 300 sq. ft. facility with 15 employees and 2 no of vehicles. Today, after two decades from our humble beginnings, we are the leading food and beverage wholesale distributor for the HORECA+ market in the eastern province region of Saudi Arabia and we have also expanded our business to the UAE market.

Currently, we deal with 8000+ different products, operating in a facility of 10000+ sq. ft area with multiple warehouses, having a strong team of 300+ no of employees, with 25+ no of vehicles and are driven with the assistance of latest technology.

Our service strategy involves the establishment of a trusted supplier network with the combination of a highly skilled workforce and a technology-driven logistics and supply chain network which ensures the timely and accurate delivery of products to our customers. To be the most preferred and convenient food and beverage supplier for the HoReCa+ customers in the GCC region, we are constantly working to improve our services and products by upgrading our supply chain by adopting the latest technological advancements to reduce the delivery time, by continually growing our supplier network to increase the product portfolio and to reduce the cost of the products.



*Today, we are proud to serve more than **5000+** no of delighted customers across Saudi Arabia and UAE.*

Currently, Al Anud Arabia Trading Company is the most convenient supplier for hospitality sector customers in the eastern province of Saudi Arabia.

Our expertise lies in the wide variety of products required for the HoReCa+ market which comprises of



Frozen food items such as frozen meat, frozen poultry and frozen seafood



Chilled food items such as dairy and eggs.



Beverages such as fruit juices and soft drinks.



Dry food items such as pantry essentials and bakery ingredients.



Nonfood items such as disposable products, household cleaning products, and office supplies.

OUR PURPOSE

Creating and expanding a network of people to bring the world closer, to share food and support for one another.

OUR MISSION

Our mission is to assist our customers in achieving success by providing them with the products they require at a fair price, industry-leading services, and solutions.

OUR VISION

We strive to be the most preferred wholesalefood and beverage supplier for the HoReCa+ customers in the GCC region in terms of choice of products, reasonable prices, and exceptional services.

OUR CORE VALUES



INTEGRITY

We make all our decisions based on the highest ethical standards and all our actions are made transparent. We respect our commitments to our customers, suppliers, employees, and all other people involved.



TEAM WORKING

We believe that the strength each of our employees possess is the faith they have in our team. We work as a team by caring for and developing one another to create success for our customers, our suppliers, and our people.



ACCOUNTABILITY

We take responsibility for all our actions and their outcomes. We go to great lengths to ensure that the acts of our employees, suppliers and customers will never have an adverse effect on society and the planet.



INNOVATION

Technology and innovation are at the heart of our business operations. We regularly adopt the latest technological advancement in our day-to-day operations to ensure the best-in-class customer service.



EXCELLENCE

Our founders started this organization due to their passion for food and we have grown to be the leading F&B wholesale distributor for HoReCa+ customers in the eastern province of KSA due to our industry-leading services. We work hard to be the leading F&B wholesale distributor in the GCC region by continually improving our services, widening our product portfolio, reducing the cost of products, and adopting the latest technological solutions..

CODE OF CONDUCT

OUR FACILITIES

SISTER CONCERNS

PRODUCTS AND SERVICES

OUR PRODUCTS ---

Our product portfolio consists of all the items required for the hospitality sector customers who prepare and serve food away from home. Currently, we are identified as the lowest-priced wholesale food and beverage products distributor in the market we serve.

Our product category includes

- FROZEN MEAT
- FROZEN POULTRY
- FROZEN SEAFOOD
- DIARY PRODUCTS
- EGGS
- PANTRY ESSENTIALS
- BAKERY INGREDIENTS
- BEVERAGES
- DISPOSABLE PRODUCTS
- HOUSEHOLD CLEANING PRODUCTS
- OFFICE SUPPLIES



SERVICES

Exceptional customer service is what differentiates us from our competitors. We Stock 8000+ no of products at a storage facility of 10000+ Sqft area to ensure a continuous supply to our customers throughout the year.

Over the years, we have built a strong supply chain network, which consists of 25+ no of vehicles and 300+ no of people working round the clock to guarantee the delivery of required products at the required time to our customers

We are regularly updating the technology we use in our business operations and are frequently training our employees to improve our customer satisfaction.

Anud Brand Family



We cater to the needs of hospitality business customers, who prepare and serve food away from home. We specialize as the one-stop solution for all the requirements of HoReCa+ customers at the lowest market prices.

We provide all the ingredients required for a chef to prepare the food, which delights his customers.

Anud Wholesale Division

Customers we primarily focus on



Hotels



Cafes



Restaurants



Healthcare



Government facilities



Educational institutions



Catering services

We also serve to

1. Wholesalers
2. Supermarkets
3. Groceries

Anud Retail Division

Our retail division consists of 4000+ no of products offered at the lowest prices every day. To meet the needs of various ethnic groups of this multicultural country, we offer numerous products required for different nationalities.



SUPPLIERS

We believe in partnership for mutual success. Like, helping our customers achieve success by assisting them in achieving their objectives, we make a great effort in the growth of our suppliers along with our development. At the same time, we go to great lengths to ensure that our supplier's decisions and actions are in accordance with our values.

We periodically make sure that our suppliers are socially, economically, and environmentally responsible, all the time.

Apart from sourcing our products locally, we procure from various suppliers around the world. Currently, we are one of the leading importers of FMCG products in the Kingdom of Saudi Arabia.



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