



COMPANY PROFILE 2024

IFM INVESTMENTS is a leading private Company based in the UAE, specialized in the import, production and distribution of premium quality F&B products to a diverse range of customers across the UAE and GCC.

About Our Company



To ensure that consumers have access to a broad array of nutritious, innovative and high-quality food choices we select and bring the finest international F&B brands to the UAE market, all on exclusive basis terms. This translates in over 60 suppliers from different international markets and more than 2,000 SKU's .

We also have our own artisanal production of frozen bakery products including pizza, burger buns, breads, waffles, pancakes and much more. The latest addition is the production of both fresh and frozen cow milk mozzarella in various formats such as shredded, diced, in blocks or 125 and 30 grams balls.

With over 12 years of expertise in the industry, we cater to various sectors including food service and hospitality, wholesale and gourmet retail.





Mission Statement:

Our mission is to be the premier provider of high-quality, safe and sustainable food products in the UAE, creating long-lasting partnerships with both local and international brands while ensuring customer satisfaction and food safety.



Core Values:

- **Quality:** We prioritize the supply of only value adding F&B products, with a focus on quality control and food safety.
- **Innovation:** Continuously seeking new product offerings to meet the growing demands of the market and respond to consumers' fast changing trends.
- **Sustainability:** Committed to ethical sourcing, sustainable packaging and minimizing environmental impact.
- **Customer-Centric:** We place our customers at the heart of our business, aiming to provide seamless, efficient and reliable services.
- **Integrity:** We build trust through honesty, transparency and by maintaining the highest ethical standards in all of our business practices.



Product Portfolio:

- We import our products from Italy, Spain, Germany, France, Turkey, Greece, US and many other international markets.
- **Frozen Foods:** Meat, seafood, vegetables, pastries and ready-to-eat meals.
 - **Dry Foods:** Flours, cereals, pasta, ice cream cones, honey, jams, canned tomato, oils, vinegars and packaged snacks.
 - **Dairy & Beverages:** Gelato, ice cream, cheese, juices, mineral water.
 - **Organic & Healthy Foods:** Gluten-free, vegan, and organic options for health-conscious consumers.
 - **Confectionery & Sweets:** Chocolates, cakes, desserts, gateaux, nougats, candies.
 - **Gourmet Products:** Premium condiments, sauces, olives, spreads and delicacies from around the world.



Market Segments:

- **Foodservice:** Restaurants, hotels, cafes, theme parks, hospitals, airlines, schools and catering companies.
- **Wholesale:** Bulk distribution to large-scale operators, institutions and distributors across the UAE.
- **Gourmet Retail:** Online and in-store sales.
- **Third party E-commerce:** Selected gourmet products for B-2-C.

Key Strengths:

- **Global Sourcing Network:** Strong relationships with suppliers from around the world, enabling us to offer diverse, high-quality food options to the UAE market.
- **Logistics & Supply Chain:** A robust distribution network and A rated warehousing ensure timely deliveries, even in high-demand periods.
- **Customer Support:** Our dedicated team provides tailored solutions, ensuring customers receive the right products, at the right time and at competitive prices.
- **Regulatory Compliance:** Adherence to UAE food safety standards and international certifications, ensuring the highest levels of safety and quality in all our products.
- **Local Expertise:** An experienced team with a deep understanding of the regional market dynamics and consumers' preferences.



Sustainability Initiatives:

At IFM INVESTMENTS we believe in sustainable business practices and strive to minimize our environmental impact. We are working towards:

- Reducing packaging waste and exploring eco-friendly alternatives.
- Partnering with suppliers who adhere to sustainable farming and production practices.
- Supporting initiatives that promote local food security and reduce food waste.

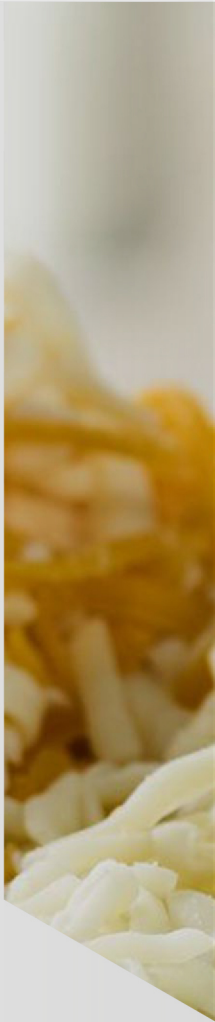
Vision for the Future:

Our vision is to continue expanding our portfolio with unique and innovative food offerings while ensuring the highest standards of product quality and customer service. We aim to establish ourselves as the go-to distributor and local producer for key, high quality F&B products in the UAE, with an emphasis on sustainability and consumer health.

Goals for 2025

- Expand our imported products range by adding new smart food solutions that add tangible value to our customers' operations.
- Consolidate and enhance our local food production to ensure quality consistency and availability.
- Enhance distribution capabilities and reach new foodservice partners across the region.
- Strengthen our digital presence and e-commerce capabilities to cater to changing consumer habits.
- Implement green logistics and reduce our carbon footprint in the supply chain.





Key Partnerships:



International Suppliers:

Collaborations with reputable food manufacturers and suppliers from Europe, Asia, the Americas and other Regions.



Local Distributors & Retailers:

Strategic alliances with leading UAE food manufacturers and e-commerce marketplaces.



Government & Regulatory Bodies:

Active engagement with UAE health and safety authorities to ensure compliance with food regulations



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This profile serves as a snapshot of the Company's operations, key offerings and achievements for the year 2024, while highlighting its commitment to quality, sustainability and customer satisfaction in the competitive UAE food market.



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