



Modern Food

TIMELESS CRUNCH

Company Profile



www.modernfood.ae

ABOUT

"Built on experience. Focused on quality. Driven by consistency"



مصانع حسن بن الشيخ لتصنيع المواد الغذائية ذ.م.م.
HASSAN BIN AL SHAIKH FOOD INDUSTRIES L.L.C

Modern Food is a Dubai-based snack food manufacturer operating under the HBAS Group of Industries. Located in Al Garhoud, Dubai, the company produces a range of chips and snack products with a focus on quality, hygiene and production efficiency.

Its product portfolio includes Dubai Pofak, Papy Snacks, Dubai Bites and Chipstix, offering consumers a variety of flavours and snack experiences. Modern Food's manufacturing facility uses advanced production lines to support consistency across Extrude, Oven Baked, seasoning and packaging.

COMPANY HERITAGE

مجموعة مصانع حسن بن الشيخ

Hassan Bin Al Shaikh Group of Industries

الإمارات العربية المتحدة United Arab Emirates

HBAS Group of Industries

Modern Food is part of the HBAS Group of Industries, with its business heritage connected to the group's leadership and manufacturing background.

Our Heritage

The company's heritage represents an established foundation in the UAE, supported by a focus on manufacturing capability and product quality.

For Modern Food, this heritage provides a foundation for continuing to develop its snack portfolio and manufacturing capabilities.

QUALITY & SUSTAINABILITY



HACCP

Systematic food-safety controls based on Codex principles.



V-Label Vegan

VEGAN

Papy Snacks and Dubai Pofak are individually licensed under the V-Label Vegan certification, making them as *"First in GCC as a vegan-certified snack brand."*



ISO 22000:2018

Food safety management certification for processing maize and potato-based snacks.



Gluten-Free Food program

Verified to contain 5 ppm or less of gluten, making Modern Food the *"First snack company in the UAE"* with this certification.

OUR MANUFACTURING

State-of-the-Art Manufacturing Facility

Modern Food produces chips and snacks at a state-of-the-art facility in Dubai, designed with an emphasis on quality, hygiene and efficiency.



Production Capabilities



Our Manufacturing Priorities

Quality

Maintaining consistent product standards.

Hygiene

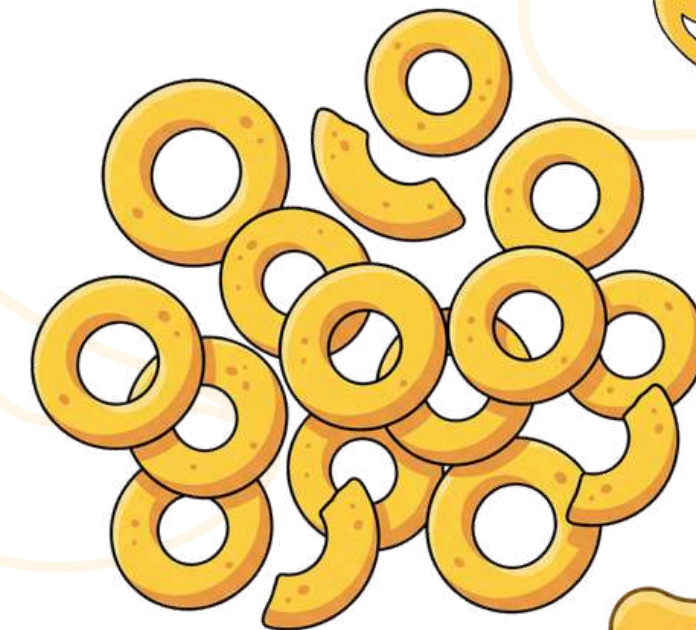
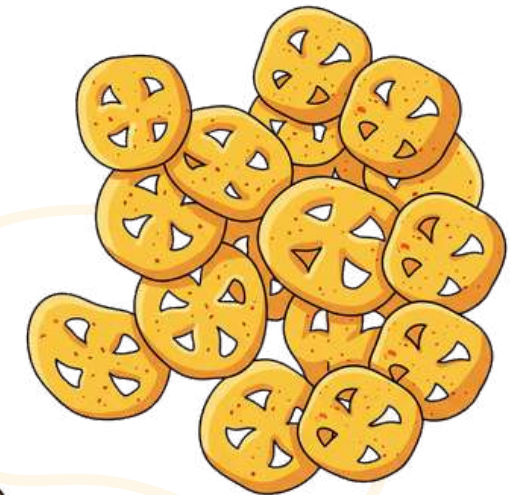
Operating with a strong focus on cleanliness and hygienic.

Efficiency

Operating with a strong focus on cleanliness and hygienic production.

Consistency

Maintaining consistency across slicing, frying, seasoning and packaging.



PRODUCT PORTFOLIO

Modern Food offers a diverse range of snack products designed around different flavours and consumer preferences.

DUBAI POFAK

A signature snack product within the Modern Food portfolio.



PAPY SNACKS

A snack range offering distinctive flavour and crunch.



DUBAI BITES

A bold and spicy snack option featuring Chilli & Tangy Tomato flavour.



CHIPSTIX

A bold and spicy snack option featuring Tangy Tomato flavour.



DUBAI POFAK CHILLI CHEEZE

This is latest snack product within the Modern Food portfolio. Filled with Chilli and Cheeze.



FLAVOURS & PRODUCT VARIETY

Modern Food's portfolio includes a variety of flavour profiles designed to provide different taste experiences.

Cheese



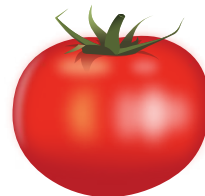
A bold, cheesy flavour made with real cheese, created for consumers who enjoy rich and satisfying savoury snacks.

Herbs



Fresh herb notes meet a satisfying crunch for a savoury, herb-infused flavour experience.

Tomato & Vinegar



A tangy and savoury flavour profile combined with herbs for a distinctive crunchy snack experience.

Chilli & Tangy Tomato



A zesty combination of chilli and tangy tomato, developed for consumers who enjoy bold and spicy flavours.

PACKAGING & PRODUCT SIZES

Modern Food offers its snacks in a range of convenient pack sizes to suit different occasions:



Cartons of 50 snack packs are available for selected products, supporting both individual snacking and retail distribution.

OUR MARKET

Modern Food is based in Dubai, UAE, giving the company a strong local manufacturing presence. The company can position its product portfolio across:

Retail

Snack products designed for everyday consumer purchase.

Distribution

A diverse product portfolio suitable for distribution across different retail channels.

Business Partnerships

Opportunities to work with retailers, distributors, wholesalers and other food-sector partners.

Our Market

From Dubai to international markets, Modern Food products are supplied across: GCC, Wider Middle East, Africa and Australia



OUR BRAND

Brand Positioning

Modern Food can be positioned as a UAE-based snack manufacturer delivering flavourful, crunchy products through modern manufacturing capabilities and a diverse product portfolio.

Our Core Brand Values

Quality

We focus on maintaining consistent product standards.

Consistency

Our production processes are designed to maintain consistency across products.

Taste

We offer a variety of flavour profiles to suit different preferences.

Innovation

Our production processes are designed to maintain consistency across products.

Efficiency

Our production processes are designed to maintain consistency across products.

WHY MODERN FOOD?

UAE-Based Manufacturing

Modern Food operates its manufacturing facility in Dubai, UAE.

Modern Manufacturing

Advanced production lines support the production process from slicing through packaging.

Consistent Production

Integrated production processes help maintain consistency across the product range.

Diverse Product Portfolio

Four key product ranges provide variety across different snack preferences.

Quality & Hygiene

The manufacturing facility is built with a focus on quality, hygiene and efficiency.

FUTURE DIRECTION

Modern Food's future direction can be built around product development, manufacturing capability and market expansion.

Product Development

Continue developing snack products and flavour profiles that respond to evolving consumer preferences.

Manufacturing Growth

Continue strengthening manufacturing capabilities, production efficiency and consistency.

Market Expansion

Build opportunities to expand the reach of Modern Food products across the UAE and regional markets.

"Our focus is simple: create quality snacks, strengthen our capabilities and continue growing from Dubai to wider markets."

Thank you

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