

**AMERICANA**

QUALITY

®



# Cakes & Biscuits

Taste  
of  
Happiness

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# CAKES

CHILLED



Vanilla Pound Cake  
1 x 12 x 290 gm



Chocolate Pound Cake  
1 x 12 x 290 gm



Marble Pound Cake  
1 x 12 x 290 gm



Orange Pound Cake  
1 x 12 x 290 gm



Chocolate Chips Pound Cake  
1 x 12 x 290 gm



Vanilla Fresh Cake  
1 x 12 x 220 gm



Chocolate Fresh Cake  
1 x 12 x 220 gm



Marble Fresh Cake  
1 x 12 x 220 gm



Orange Fresh Cake  
1 x 12 x 220 gm



Fruits Fresh Cake  
1 x 12 x 230 gm



Vanilla Cupcake  
4 x 12 x 55 gm



Orange Cupcake  
4 x 12 x 55 gm



Chocolate Cupcake  
4 x 12 x 55 gm



Strawberry Filled Cupcake  
4 x 12 x 65 gm



Chocolate Filled Cupcake  
4 x 12 x 65 gm

# ROLLS

CHILLED



Rolls 6pcs Vanilla  
1 x 24 x 120 gm



Rolls 6pcs Strawberry  
1 x 24 x 120 gm



Rolls 6pcs Chocolate  
1 x 24 x 120 gm



Rolls 6pcs Orange  
1 x 24 x 120 gm



Super Roll Vanilla  
8 x 6 x 50 gm



Super Roll Strawberry  
8 x 6 x 50 gm



Super Roll Chocolate  
8 x 6 x 50 gm



Super Roll Orange  
8 x 6 x 50 gm



Coated Super Roll  
8 x 6 x 50 gm



CHILLED



Rolls 3pcs Vanilla  
1 x 48 x 60 gm



Rolls 3pcs Strawberry  
1 x 48 x 60 gm



Rolls 3pcs Chocolate  
1 x 48 x 60 gm

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**BUTTER COOKIES**



Butter Cookies Blue Tin  
1 x 6 x 908 gm



Butter Cookies Blue Tin  
1 x 12 x 454 gm



Butter Cookies Blue  
4 x 12 x 44 gm



Butter Cookies Blue Packet  
4 x 6 x 100 gm



Mini Butter Cookies  
8 x 6 x 40 gm

**CHOCO COOKIES**



Choco Cookies Original Tin  
1 x 6 x 1040 gm



Choco Cookies Original Tin  
1 x 12 x 605 gm



Choco Cookies Chocolate Tin  
1 x 6 x 1040 gm



Choco Cookies Chocolate Tin  
1 x 12 x 605 gm



Choco Cookies Original  
1 x 12 x 180 gm



Choco Cookies Chocolate  
1 x 12 x 180 gm



Choco Cookies Chocolate  
8 x 6 x 45 gm



Choco Cookies Original  
8 x 6 x 45 gm



Mini Choco Cookies Chocolate  
8 x 6 x 40 gm



Mini Choco Cookies Original  
8 x 6 x 40 gm

**SOFT COOKIES**



Soft Baked Cookies Original with Chocolate Chips  
8 x 10 x 50 gm



Soft Baked Cookies Oatmeal & Raisins  
8 x 10 x 50 gm



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# BISCUITS



Wafer Bar Chocolate  
4 x 12 x 45 gm



Wafer Bar Hazelnut  
4 x 12 x 45 gm



Wafer Bar Strawberry  
4 x 12 x 45 gm



Wafer Bar Vanilla  
4 x 12 x 45 gm



Sandwich Biscuits Vanilla  
1 x 24 x 90 gm



Sandwich Biscuits Strawberry  
1 x 24 x 90 gm



Sandwich Biscuits Chocolate  
1 x 24 x 90 gm



Tea Biscuits  
12 x 6 x 165 gm



Tea Biscuits  
12x 12 x 90 gm

# RUSKS



Diet Fresh Rusks  
1 x 8 x 350 gm



Fresh Rusk with Black Seeds  
1 x 8 x 375 gm



Brown Fresh Rusks  
1 x 8 x 375 gm



Diet Rich Rusks with Grains  
1 x 8 x 385 gm



Original Rich Rusks with Grains  
1 x 8 x 385 gm



Brown Rich Rusks with Grains  
1 x 8 x 385 gm

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# HISTORY

## OUR COMPANY:

Since its foundation in 1972 as one of the Americana Group of companies and with 100% Arab capital, National Food Company - Americana Cake has continued to make its way towards the peak of the food industry with its pioneering operations, mainly manufacturing snacks for the Middle East in its entirety. The recipe of this unprecedented ascent to success mainly stemmed from the deep understanding of Arab taste, robust technical potentials and experienced manpower.

Today, we continue to grow steadily thanks to a clear, uncompromising commitment to high quality. Our products consistently gain a reputation of excellence across all markets in which they operate.

It is a long success story, engraved via a sharp-sighted management equipped with a long persistence to achieve the desired goals.

Americana Group, the Middle East's most successful group of companies operating consumer food, restaurants, and food-related products, making it a respectable trust worthy name along the years.

## OUR FACTORY:

Americana Cake anticipated the need to build a specialized factory to produce snacks to meet demand across the Middle East at large and in particular the Arabian Gulf. In 1972, the idea came to life with the construction of Americana Cake first plant in Kuwait with the passage of years, Americana Cake responded to the changes in the economic climate by shifting the company's manufacturing infrastructure from Kuwait to Jeddah due to the strategic location and economic weight of the Saudi market among the GCC countries. The move was effectively a starting point for a new era of expansion. Americana Cake comprised the latest equipment, technology and installed new production lines, enabling Americana Cake to introduce new product innovations. Today, the

factory in Jeddah is considered one of the most significant and largest food factories in the Middle East; it operates to provide the local, regional and international markets with the highest quality and most delicious variety of wheat-based snacks.

## OUR SOURCING:

Americana Cake places a special emphasis on the source of all the raw materials. Americana Cake secures that the ingredients used meet the highest standards of health and hygiene as regards the ingredients according to the following criteria:

- Ingredients are Islamic Sharia Compliant
- Ingredients are 100% natural
- Ingredients are free from chemical additives and genetic modifications

In addition to the diligent care through the constant selection of nutritious food products.

## Quality Control:

Americana Cake operation includes state-of-the-art laboratories for ingredients and raw material inspection prior to production to ensure maximum safety. All factory products are under strict quality control and subject to thorough tests and analysis at all production stages to ensure proper hygiene and ideal environmental conditions.

The Americana Cake factory is also equipped with an advanced R&D laboratory for taste analysis to ensure the conformity of new products to local taste. In order to enforce the highest quality measures, Americana Cake has set strict additional standards other than the prevalent quality standards of the Kingdom and other GCC countries.

## Quality Certification:

In view of strict quality and hygienic controls, the factory easily obtained the ISO 9001, ISO 22000, ISO 17025 and BRC certificates in addition to other Arab and regional recognition awards.

