



Golden Harvest Foods (Pvt) Ltd

Company Profile:

We are a family-owned company committed to providing Pakistanis with nutritious and superior quality bread products. Within a decade of our inception, we have grown to capture 35% of the consolidated market share of all bread products in Pakistan, a fact that speaks volumes about how well consumers have connected with our products and our values. Beginning with the plant in Karachi, commissioned in October 1981, Dawn Bread built up a reputation for freshness, quality and taste. Creating nationwide awareness and a demand for our bread products, we set up our plant in Islamabad in January 1985.

Our next plant was opened in Hyderabad in January 1987, a year that also witnessed the establishment of another plant in Lahore, in November. In 1989, we established our fifth plant in Multan. After this expansion, the sixth plant was commissioned at Faisalabad in February 1992. Today, our customers can find Dawn's quality and freshness from the southern end to the northern tip of Pakistan.

For the purpose of standardization, the company associated itself with FMBRA of United Kingdom in 1990 to bring itself in line with international standards of production, technology, machinery and formulation. Owing to that, all the Dawn Bread plants now boast of the latest machinery used in the bread-making process and are managed by senior food technologists with decades of experience. Mezban Frozen Foods has carved a niche for itself as a standout in public perception in the international export markets- and it is reflected in its significant and ever-growing market share. In quality and freshness, Mezban Frozen Foods mirrors its parent company, the top-notch Dawn Bread. A remarkable aspect of Mezban Frozen Foods, which is also a proof of universal public acclaim here and abroad, is its ever-expanding product range.

Having started with Frozen Dough Products, Mezban Frozen Foods now offers a wholesome range in a combination of native and international cuisine in ready-to-cook and ready-to-eat vegetable and wheat products. Mezban Frozen Foods are meant to satisfy taste buds of everyone - from ordinary folk looking for a quick but tasty and nutritious fix to a discerning, hard-to-please gourmand. Moreover, Mezban Frozen Foods products are 100% natural - with no preservatives. The company has heavily invested in Quality Assurance in its entire production process and upgrading itself with international and local innovations in technology is an ongoing affair. State-of-the-art equipment and the International Food Safety System, HACCP, at Mezban Frozen Foods ensures that the entire procedure is meticulously implemented at every step of the way - from procurement of raw ingredients to production and final delivery to the consumer's neighborhoods outlets through an extensive distribution and delivery network, which is one of the largest and safest in the country. All these factors combined have made Mezban Frozen Foods a synonym for Quality, Freshness and Taste. Mezban Foods is SANHA (South African National Halal Authority) Certified.

Area of Interest/Sector:

FMCG

Contact Details:

Contact Person: Amir Sohail
Designation: Director Marketing.
Address: Golden Harvest Foods (Pvt) Ltd, Plot 33 , Sector 24, Korangi Industrial Area, Karachi , Pakistan
Phone: +92 21 111 -111-999, Mob: +92 -3332220888
Email: sohail@dawngroup.net
Web: www.dawnbread.com , www.mezban.net