



COMPANY PROFILE



COMPANY PROFILE:

Founded in 1954 in Cairo, Egypt, by the late Agamemnon Paraskevas under the name United Foods Company, Tag El Melouk (TEM) has established itself as a leading dry-powder mixing company in Egypt. As a pioneer in the Egyptian food industry, TEM is dedicated to continuous innovation, ensuring that our products meet the highest standards of quality, taste, and affordability to cater to the evolving needs of consumers. Over the years, TEM has become a trusted name for those seeking premium baking ingredients, powdered desserts, cooking essentials, and beverages. Our unwavering commitment to excellence, innovation, and customer satisfaction has earned us the confidence and loyalty of Egyptian consumers.



Established in 1954, Cook's is one of Egypt's oldest and most reputable dry-powder mixing businesses. A well-known and cherished brand in the Egyptian market, Cook's is recognized for its heritage, exceptional quality, trusted products and loved by the Egyptian consumer.

As a key player in multiple categories, including baking ingredients, powdered desserts, and cooking essentials, Cook's has solidified its position as a market leader. Notably, its salt products are a household staple, found in nearly every Egyptian home.



Since 1991, Tag El Melouk has been a well-established and trusted brand in the Egyptian market, known for its high-quality products and affordability. TEM offers a diverse range of products, including baking ingredients, powdered desserts, cooking essentials, tea, and powdered beverages, catering to the needs of households across Egypt.



Café O

Launched in 2023, Café O is a premium powdered beverage brand that brings first-of-its-kind innovations to the Egyptian market. As a trendsetter in the powdered beverages category, Café O introduces unique and exciting innovations, including Powdered Milkshakes, Classic & Flavored Hot Chocolate 3-in-1, and Classic & Flavored Coffee 3-in-1 and 2-in-1.

For those seeking high-quality, indulgent, and easy-to-prepare beverages, Café O offers a diverse range of flavorful options designed for everyday enjoyment. With a quick and convenient preparation time of under two minutes, Café O ensures a delightful experience in every sip.



Baking Ingredients



Product Name: **Baking Powder**
Pack Type: **Jar**
Product Size: **500 GM**
Case Configuration: **6 Jars x 4 Shrinks**
Case Net Weight: **12.0 KGs**
Shelf Life: **18 Months**



Product Name: **Baking Powder**
Pack Type: **Sachet**
Product Size: **16 GM**
Case Configuration: **50 Sachets x 12 Display Boxes**
Case Net Weight: **9.6 KGs**
Shelf Life: **18 Months**



Product Name: **Vanillin With Sugar**
Pack Type: **Sachet**
Product Size: **1 GM**
Case Configuration: **100 Sachets x 20 Display Boxes**
Case Net Weight: **2.0 KGs**
Shelf Life: **24 Months**



Product Name: **Vanillin With Orange**
Pack Type: **Sachet**
Product Size: **5GM**
Case Configuration: **24 Sachets x 12 Display Boxes**
Case Net Weight: **5.76 KGs**
Shelf Life: **18 Months**



Product Name: **Instant Dry Yeast**
Pack Type: **Sachet**
Product Size: **10 GM**
Case Configuration: **25 Sachets x 12 Display Boxes**
Case Net Weight: **3.0 KGs**
Shelf Life: **12 Months**



Product Name: **Cake Masters**
Pack Type: **Sachet**
Product Size: **20 GM**
Case Configuration: **24 Sachets x 12 Display Boxes**
Case Net Weight: **5.76 KGs**
Shelf Life: **18 Months**



Powdered Desserts



Product Name: **Vanillin Custard Cream**
Pack Type: **Pouch**
Product Size: **50 GM**
Case Configuration: **12 Pouches x 12 Display Boxes**
Case Net Weight: **7.2 KGs**
Shelf Life: **18 Months**



Product Name: **Chocolate Custard**
Pack Type: **Pouch**
Product Size: **50 GM**
Case Configuration: **12 Pouches x 12 Display Boxes**
Case Net Weight: **7.2 KGs**
Shelf Life: **12 Months**



Product Name: **Custard**
Pack Type: **Jar**
Product Size: **300 GM**
Case Configuration: **6 Jars x 4 Shrinks**
Case Net Weight: **7.2 KGs**
Shelf Life: **18 Months**



Product Name: **Whipping Cream**
Pack Type: **Sachet**
Product Size: **45 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **6.48 KGs**
Shelf Life: **12 Months**



Powdered Desserts



Product Name: **Jelly**
 Pack Type: **Bag in Box**
 Product Size: **80 GM**
 Case Configuration: **12 Packs x 10 Shrinks**
 Case Net Weight: **9.6 KGs**
 Shelf Life: **18 Months**



Product Name: **Crème Caramel with caramel sauce**
 Pack Type: **Bag in Box**
 Product Size: **103 GM**
 Case Configuration: **12 Packs x 10 Shrinks**
 Case Net Weight: **12.36 KGs**
 Shelf Life: **12 Months**



Hot Beverages



Product Name: **Chocolate Drink**
Pack Type: **Sachet**
Product Size: **20 GM**
Case Configuration: **12 Pouches x 18 Display Boxes**
Case Net Weight: **4.3 KGs**
Shelf Life: **12 Months**



Product Name: **Chocolate Drink**
Pack Type: **Pouch**
Product Size: **40 GM**
Case Configuration: **12 Pouches x 12 Display Boxes**
Case Net Weight: **5.7 KGs**
Shelf Life: **12 Months**



Product Name: **Chocolate Drink**
Pack Type: **Jar**
Product Size: **400 GM**
Case Configuration: **6 Jars x 4 Shrinks**
Case Net Weight: **9.6 KGs**
Shelf Life: **12 Months**



Cake Mixes



Product Name: **Vanilla Cake Mix**
Pack Type: **Bag In Box**
Product Size: **400 GM**
Case Configuration: **18 Boxes**
Case Net Weight: **7.2 KGs**
Shelf Life: **12 Months**



Product Name: **Chocolate Cake Mix**
Pack Type: **Bag In Box**
Product Size: **400 GM**
Case Configuration: **18 Boxes**
Case Net Weight: **7.2 KGs**
Shelf Life: **12 Months**



Product Name: **Orange Cake Mix**
Pack Type: **Bag In Box**
Product Size: **400 GM**
Case Configuration: **18 Boxes**
Case Net Weight: **7.2 KGs**
Shelf Life: **12 Months**



Product Name: **Coffee Cake Mix**
Pack Type: **Bag in Box**
Product Size: **400GM**
Case Configuration: **18 Boxes**
Case Net Weight: **7.2 KGs**
Shelf Life: **12 Months**



Cake Mixes



Product Name: **Brownies Mix**
Pack Type: **Bag In Box**
Product Size: **400 GM**
Case Configuration: **18 Boxes**
Case Net Weight: **7.2 KGs**
Shelf Life: **12 Months**



Product Name: **Chocoflan Cake**
Pack Type: **Bag In Box**
Product Size: **406 GM**
Case Configuration: **12 Boxes**
Case Net Weight: **4.9 KGs**
Shelf Life: **12 Months**



Product Name: **Pancake Mix**
Pack Type: **Bag In Box**
Product Size: **400 GM**
Case Configuration: **18 Boxes**
Case Net Weight: **7.2 KGs**
Shelf Life: **12 Months**



Cake Mixes



Product Name:	Mug Cake Family Pack
Pack Type:	Bag In Box
Product Size:	260 GM
Case Configuration:	18 Boxes
Case Net Weight:	4.68 KGs
Shelf Life:	12 Months



Product Name:	MugCake
Pack Type:	Pouch
Product Size:	65 GM
Case Configuration:	12 Pouches x 12 Display Boxes
Case Net Weight:	4.68 KGs
Shelf Life:	12 Months



Cooking Ingredients



Product Name: **Fine Iodized Salt**
Pack Type: **Bottle**
Product Size: **700 GM**
Case Configuration: **12 Bottles x 1 shrink pack**
Case Net Weight: **16.8 KGs**
Shelf Life: **18 Months**



Product Name: **Fine Iodized Salt**
Pack Type: **Bottle**
Product Size: **200 GM**
Case Configuration: **6 Bottles x 12 Shrinks**
Case Net Weight: **14.4 KGs**
Shelf Life: **18 Months**



Product Name: **Pink Himalyan Salt**
Pack Type: **Bottle**
Product Size: **600 GM**
Case Configuration: **12 Bottles x 2 Shrinks**
Case Net Weight: **14.4 KG**
Shelf Life: **36 Months**



Product Name: **Pink Himalyan Salt**
Pack Type: **Bottle**
Product Size: **200 GM**
Case Configuration: **6 Bottles x 12 Shrinks**
Case Net Weight: **14.4 KG**
Shelf Life: **36 Months**



Product Name: **Fine Iodized Rock**
Pack Type: **Pouch**
Product Size: **400 GM**
Case Configuration: **16 Pouches**
Case Net Weight: **6.4 KGs**
Shelf Life: **18 Months**



Cooking Ingredients



Product Name: **Corn Starch**
Pack Type: **Pouch**
Product Size: **240 GM**
Case Configuration: **6 Pouches x 8 Display Boxes**
Case Net Weight: **11.52 KGs**
Shelf Life: **18 Months**



Product Name: **Corn Starch**
Pack Type: **Pouch**
Product Size: **50 GM**
Case Configuration: **12 Pouches x 12 Display Boxes**
Case Net Weight: **7.2 KGs**
Shelf Life: **18 Months**



Baking Ingredients



Product Name: **Baking Powder**
Pack Type: **Sachet**
Product Size: **16 GM**
Case Configuration: **50 Sachets x** 12 Display Boxes
Case Net Weight: **9.6 KGs**
Shelf Life: **18 Months**



Product Name: **Vanillin With Sugar**
Pack Type: **Sachet**
Product Size: **1 GM**
Case Configuration: **100 Sachets x** 20 Display Boxes
Case Net Weight: **2.0 KGs**
Shelf Life: **24 Months**



Product Name: **Super Cake**
Pack Type: **Sachet**
Product Size: **20 GM**
Case Configuration: **24 Sachets x** 12 Display Boxes
Case Net Weight: **5.76 KGs**
Shelf Life: **18 Months**



Cooking Ingredients



Product Name: **Table Salt**
 Pack Type: **Pouch**
 Product Size: **400 GM**
 Case Configuration: **16 Pouches / Bag**
 Case Net Weight: **6.4 KGs**
 Shelf Life: **24 Months**



Product Name: **Corn Starch**
 Pack Type: **Pouch**
 Product Size: **50 GM**
 Case Configuration: **12 Pouches x 12 Display Boxes**
 Case Net Weight: **7.2 KGs**
 Shelf Life: **18 Months**



Powdered Desserts



Product Name:	Custard Vanilla
Pack Type:	Jar
Product Size:	300 GM
Case Configuration:	6 Jars x 4 Shrinks
Case Net Weight:	7.2 KGs
Shelf Life:	18 Months



Beverages



Product Name: **Tea**
Pack Type: **Jar**
Product Size: **250 GM**
Case Configuration: **4 Jars x 10 Shrinks**
Case Net Weight: **10.0 KGs**
Shelf Life: **36 Months**



Product Name: **Tea**
Pack Type: **Jar**
Product Size: **100 GM**
Case Configuration: **10 Jars x 10 Shrinks**
Case Net Weight: **10.0 KGs**
Shelf Life: **36 Months**



Product Name: **Tea**
Pack Type: **Bag in Box**
Product Size: **40 GM**
Case Configuration: **24 Packs x 10 Shrinks**
Case Net Weight: **9.6 KGs**
Shelf Life: **36 Months**



Powdered Milkshake



Product Name: **Coffee Milkshake**
Pack Type: **Sachet**
Product Size: **36 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **5.184 KGs**
Shelf Life: **12 Months**



Product Name: **Strawberry Milkshake**
Pack Type: **Sachet**
Product Size: **31 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **4.464 KGs**
Shelf Life: **12 Months**



Product Name: **Chocolate Milkshake**
Pack Type: **Sachet**
Product Size: **36 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **5.184 KGs**
Shelf Life: **12 Months**



Hot Cocoa 3in1



Product Name: **Classic Hot Cocoa**
Pack Type: **Sachet**
Product Size: **27 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **3.888 KGs**
Shelf Life: **18 Months**



Product Name: **Mocha Hot Cocoa**
Pack Type: **Sachet**
Product Size: **23 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **3.312 KGs**
Shelf Life: **18 Months**



Product Name: **Hazelnut Hot Cocoa**
Pack Type: **Sachet**
Product Size: **23 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **3.312 KGs**
Shelf Life: **18 Months**



Product Name: **Caramel Hot Cocoa**
Pack Type: **Sachet**
Product Size: **24 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **3.456 KGs**
Shelf Life: **18 Months**



Coffee 3in1



Product Name: **Original Coffee 3in1**
Pack Type: **Sachet**
Product Size: **16 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **2.304 KGs**
Shelf Life: **18 Months**



Product Name: **Hazelnut Coffee 3in1**
Pack Type: **Sachet**
Product Size: **16 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **2.304 KGs**
Shelf Life: **18 Months**



Product Name: **Caramel Coffee 3in1**
Pack Type: **Sachet**
Product Size: **16 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **2.304 KGs**
Shelf Life: **18 Months**



Product Name: **Vanilla Coffee 3in1**
Pack Type: **Sachet**
Product Size: **16 GM**
Case Configuration: **12 Sachets x 12 Display Boxes**
Case Net Weight: **2.304 KGs**
Shelf Life: **18 Months**

CERTIFICATES



SOCOTEC

APPENDIX T
CERTIFICATE

No. SCU000725E

Tag El Melouk for Food Industries
(Products of TAG EL MELOUK - COOK'S)

Piece 3, 1st Industrial Zone, 6th of October City, Giza, Egypt

Mo Ghaus Operations Director

SOCOTEC Certification UK Ltd, 6 Gordano Court
Serbert Close, Portishead, Bristol BS20 7FS
UNITED KINGDOM
<http://socotec-certification-international.co.uk>

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REGISTRATION
CERTIFICATE

this is to certify that the management system of
Tag El Melouk for Food Industries
(Products of TAG EL MELOUK - COOK'S - Dr. Oetker)
have been assessed by A CUBE TIC LIMITED and registered against the requirements of

ISO 22000:2018

scope of registration

Production and Sale of Dry Mixed Powder (Baking Powder, Vanillin with Sugar, Cocoa with Sugar, Custard Powder, Jelly Powder, Whipping Cream, Instant Juice Powder) and packing of (Corn Starch, Instant Dry yeast, Iodized Vacuumed Salt and Tea).

Block 24, 3rd Industrial Zone, 6th of October City, Giza, Egypt.
Piece 3, 1st Industrial Zone, 6th of October City, Giza, Egypt.

C, CIV	Sites Registered	22/17451
EAC		Certificate Number
15th July 2016	8th July 2022	11th July 2025
Date Original Registration	Date Of Re-registration	Expiry Date
11th May 2025	N/A	N/A
Next Re-Audit Due Date	Revision Date	Previous Expiry Date

Alfonso Pagliuca, President & Founder, A Cube TIC Limited



This certificate is the property of A Cube TIC Limited Unit 5 Middle Bridge Business Park Bristol Road Portishead Bristol BS20 6PN UK and must be returned on request.

CERTIFICATE

No. SCU000725E

certifies that :

Tag El Melouk for Food Industries
Products of TAG EL MELOUK - COOK'S)

Block 24, 3rd Industrial Zone, 6th of October City, Giza, Egypt

certifies a management system that has been assessed as conforming to :

ISO 14001:2015

for the scope of activities :

- Production of Dry Mixing Powder Products.
- Packing Tea.

Mo Ghaus Operations Director SOCOTEC Certification UK

SOCOTEC Certification UK Ltd, 6 Gordano Court
Serbert Close, Portishead, Bristol BS20 7FS
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<http://socotec-certification-international.co.uk>

HACCAP accredited, ISO 18001 ,22000 ,9001 certified



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