



Omani



شركة ظفار
للمرطبات والمواد الغذائية
DHO FAR BEVERAGES & FOODSTUFF CO.

Dhofar Beverage and Food Stuff Co. S.A.O.G One of Oman's most Dynamic and Successful Beverage & Food Stuff Company.

Salalah – Head Office: P.O Box: 390, PC211 – Sultanate of Oman

Tel.: +968 23225705/23225293, Fax: +968 23225706

Emails: dbcsal@dhofarbeverages.com / dbcsal@omantel.net.om

Website: www.dhofarbeveras.com





شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع Dhofar Beverage & Food Stuff Co. S.A.O.G



مياه طبيعية معدنية نقية
Pure Natural Mineral Water



شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع. Dhofar Beverage & Food Stuff Co. S.A.O.G

Dhofar Beverage And Food Stuff Company S.A.O.G one of Oman's most Dynamic and successful Beverage & Food Stuff Company.

The company established in 1978 as a leading Oman conglomerate as joint stock beverage company. The factory is strategically located in Salalah, and is involved in manufacturing and distribution of juices, Soft Drinks, Mineral Water, Carbonated Beverages, Energy Drink, Facial Tissues and Food Products to cover whole of Oman as well as growing market, with strong supply and distribution chain, the company has strong presence of Oman market flanked by fleet over 60 distribution vehicles Covering all corners of Sultanate of Oman.

The company holds an affective infrastructure in distribution system. Due to its strong supply and distribution chain we are the single authorized distributor for Shark (internationally leading brand in energy drink).



شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع. Dhofar Beverage & Food Stuff Co. S.A.O.G

Our Mission, Goals And Brands:

Our mission to lead with refreshing idea and create innovate beverages that refresh, revitalize and delight people, everywhere they go. Today our **Al Khaleej**, **Meeza**, **Darbat**, **Jarziz** brands have found their way into the hearts and homes of people of all over Oman. We continue to spread Happiness & joy among people of all ages. The consumer is the focus of all activities.

The company is in process of expending and diversifying its activates, creating value by providing safe & refreshing experience. Many new planned projects are on execution that will open new vistas for company we also contribute towards industrial and economic growth of Oman.





شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع. Dhofar Beverage & Food Stuff Co. S.A.O.G

Quality Control:

The safety, satisfaction, refreshing, highest-quality products for our customers is our highest business objective and our lasting obligation.

At every stage of our operations, all employees work seriously and tirelessly to ensure that our system keeps its promise of quality products and services, to ensure the uncompromising safety of the products we produce and distribute.

We will continue to operate in a responsible manner in accordance with all applicable quality, food safety, environmental and occupational health and safety standards, statutory and regulatory requirements. Also below international standards are followed to achieve our quality targets.



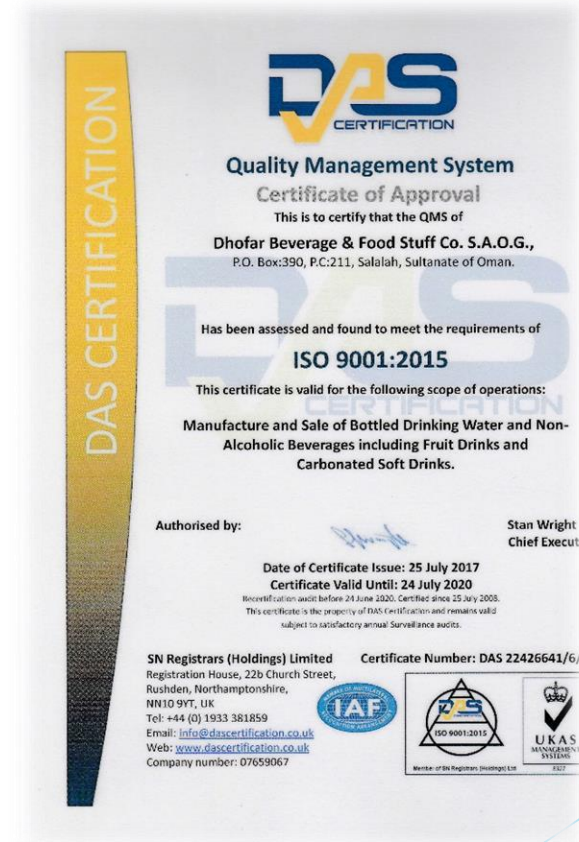


شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع. Dhofar Beverage & Food Stuff Co. S.A.O.G

ISO-9001-2015 (Quality Management System):

Advantages of ISO 9001-2015 Certification

- ▶ It gives improved product, process and service quality.
- ▶ It can increase customer satisfaction levels.
- ▶ It can lead to improved productivity and less waste.
- ▶ It may provide competitive advantage.
- ▶ It gives a clear demonstration of commitment to quality.
- ▶ It enables to work with the many organizations where it is a contractual obligation or expectation.



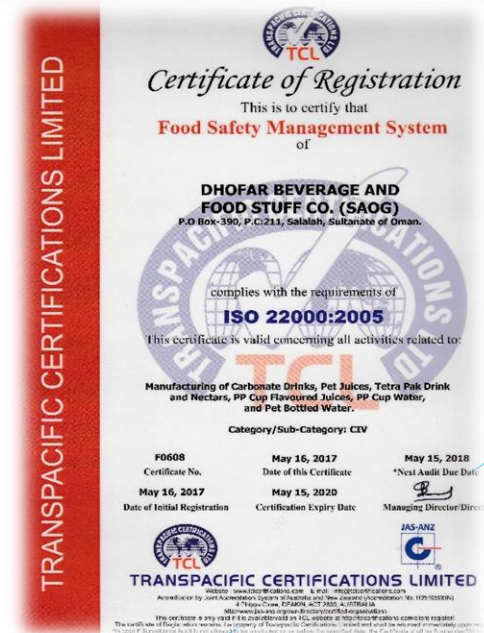


شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع. Dhofar Beverage & Food Stuff Co. S.A.O.G

ISO-22000:2005 (Food Safety Management System):

Advantages ISO-22000:2005 Certification

- ▶ greater confidence in food
- ▶ fewer health risks
- ▶ improved protection for brands
- ▶ lower auditing costs
- ▶ improved supply chain management
- ▶ The ultimate aim of FSMS is to improve standards of food safety, and restore consumer confidence in the integrity of the food supply.





شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع. Dhofar Beverage & Food Stuff Co. S.A.O.G

HACCP CERTIFIED (Hazzard Analysis Critical Control Point):

Advantages of HACCP Certification

- ▶ Commitment - increasingly companies within the food chain must be able to demonstrate an effective HACCP system, depending on varying local and national requirements. Meeting local food hygiene regulations and applying hazard analysis techniques, such as HACCP, add to what may already seem to be a complex and daunting process for those in the food chain. However, taking a formalized approach to assuring food safety helps you demonstrate your commitment by meeting the demands of legislation.
- ▶ Trust - from customers and stakeholders who see that the organization take a serious and managed approach to food safety.
- ▶ Competitive - Organization will stand out from competitors who do not have this standard and it will help to become a supplier of choice.





شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع. Dhofar Beverage & Food Stuff Co. S.A.O.G

General Manager: Ghazi Taher Jaber

- Has more than 38 years of experience in quality, dairy, juice, beverage and plastic industries.
- Previously, he served as Executive Director and Board Member of the International Plastic Industries Company in Oman for more than 12 years.
- Formerly Deputy General Manager of Operations for Dhofar Feed Company (Al Safwa Dairy) for more than twenty years. During this period he supervised the construction of the new dairy factory in 2005.
- Worked from 2009 to 2013 as Managing Director of Dhofar Beverages Company. Member of the Board of Directors from 2009 to 2018.
- Previously worked in Jordanian Danish Dairy Company until 1998, Deputy Director of Production and Quality Manager of the company.
- Previously worked in Kuwait in laboratories until 1990 for 10 years.
- Currently General Manager of Dhofar Beverages Company.





شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع. Dhofar Beverage & Food Stuff Co. S.A.O.G

Company Profile

Basic Information

Company Name: Dhofar Beverage & Food Stuff Company S.A.O.G

Business Type : Manufacture, Trading Company

Product/Service : Manufacture of fruit drinks, soft drinks, carbonated beverage, mineral water (we sell), Energy Drink, Tuna, Facial Tissues.

Address: P.O Box: 390 Salalah – 211, Sultanate of Oman

Number of Employee: 200 – 250 People

Company Website: www.dhofarbeverages.com

Ownership Capital: 2,000,000

Par value per share: 100 Baiza

Trade & Market: Africa, Yaman, Mid East, Eastern Asia

Total annual sales volume: 5 Million – 10 Million

Certification: ISO9001:2000, HACCAP ISO 22000:2005





شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع Dhofar Beverage & Food Stuff Co. S.A.O.G

Picture From Company





شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع Dhofar Beverage & Food Stuff Co. S.A.O.G

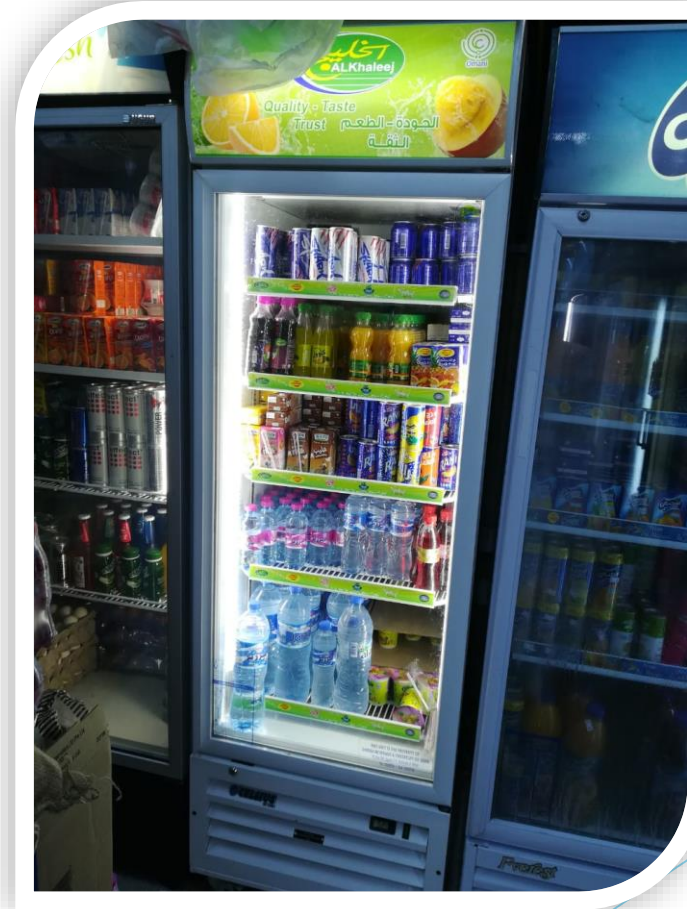
Picture From Company





شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع. Dhofar Beverage & Food Stuff Co. S.A.O.G

Picture From Our Costumers





شركة ظفار للمرطبات و المواد الغذائية ش.م.ع.ع. Dhofar Beverage & Food Stuff Co. S.A.O.G

Picture From Our Costumers

