



**A TRUSTED SOURCE OF
WHOLE, PITTED & DICED DATES**

Organic | Conventional

TABLE OF CONTENTS

■ Our History & Vision	01
■ Our Mission	02
■ Our Products	03
■ Products we offer	04
■ Our Products Specifications	06
■ Product Flowchart	07
■ Industries we Serve	08
■ Packaging we offer	10
■ Our Retail Line	11
■ Quality Control & Certification	12
■ Our Export Network	13

Our History & Vision

Established in 1988, Sharmeen Group has envisioned being the best across the globe and has excelled significantly by utilizing opportunistic gaps and marking its presence in developed markets and growing economies. Being inspired by our ability to innovate,

we have decided to vertically integrate into the retail industry and move a step forward with our tested recipes. Sharmeen Foods, a subsidiary company of the group has a well-established customer base in the dates (dry fruit) market. We have our own ISO 22000:2005, HACCAP & BRC certified processing plant in Khairpur, Sukkur which is known as the heart of date processing in Pakistan. We have been exporting organic and conventional whole, pitted and chopped/diced dates from Pakistan since the 1990s. Therefore, having realized the potential, our team with an optimistic view has molded the use of dates by giving them a confectionary touch. We aspire to formulate our recipes in association with Royah delicacy and expect to see them compete with other fast moving consumer eatables in the near future. Our passionate team of professionals, understand the importance of market orientation strongly emphasize on the continuous development of variants and strives to seek efficient methods of research & development to comply with. We adopt and enforce a strict control over the quality of our products.

We believe our success lies in our customer satisfaction; hence we go the extra mile to maintain our customer loyalty and implement all possible quality control measures which can assist us in meeting our quality standards.



Our Mission

Our one and only aim is to provide the finest quality products to our customers and our success lies in being their choice of supplier repeatedly. Their faith and loyalty is what drives us forward and vouches for our success and credibility.



Our Products

Sharmeen Foods Pvt. Ltd has the capacity to offer a wide range of certified organic and conventional dates throughout the year. Our competitive edge is that we can also offer yearlong contracts along with limited contracts as per the customer shipment schedule. This enables the customers to focus on their operational needs without worrying about the raw material supply which we efficiently take care of.

Varieties We Supply:

ASEEL

Aseel dates are grown mainly in Sukkur, Sindh which is well recognized for the cultivation of dates. Aseel dates are semi-dry with a medium brown to dark brown skin and oval shape. This variety has high invert sugar and is widely used as table fruit or for ingredient/formulation applications.



BEGUM JHANGI

Begum Jhangi dates are grown in Turbat, Balochistan. These are yellowish-red in color and were named after a warrior woman who originated their cultivation. These dates are rich in nutrition and are very beneficial for nursing mothers. They are widely used as ingredient/formulation in the bakery, snack bar, cereal and paste industry.



Products We Offer

WHOLE UN-PITTED DATES (WITH SEEDS)

We supply certified organic or conventional un-pitted dates of different grades in order to ensure that our customer demand is satisfied. We offer this product in bulk packing as well as in retail packs as per the customer requirement under our brand name or private label.



WHOLE PITTED DATES (WITHOUT SEEDS)

We supply certified organic or conventional pitted dates of different grades in order to ensure the usability of our products in wide range of applications/industries ranging from retail to industrial purposes. We offer this product in bulk packing as well as in retail packs as per the customer requirement under our brand name or private label.



CHOPPED/DICED DATES WITH RICE FLOUR OR DEXTROSE

We supply certified organic or conventional chopped dates in rice flour or dextrose form. We are capable of offering different sizes as per the demand of the customer to ensure that our product is easily used. We offer this product in bulk packing as well as in retail packs as per the customer requirement under our brand name or private label.



DATES PASTES:

We supply certified organic or conventional date paste with a shelf life of more than ten months. It is important to maintain the moisture level of the product to ensure that it is handled/used easily as per the application and stays in the same texture and viscosity. If it needs to be stored for over three to five months, we offer customized moisture levels in our date paste as per the customer demands to ensure they get only the best quality product. We offer this product in bulk packing as well as in retail packs as per the customer requirement under our brand name or private label.



DATES BLOCK:

We supply certified organic and conventional date blocks. We are capable of offering different block sizes as per the demand of the customer to ensure that our product is easily used. We offer this product under our brand name or private label.



DATE SUGAR POWDER

Date powder is a natural sweetener made from dates,. Date powder is granular powder & brown in color and sweet – similar to that of brown sugar.



Our Product Specifications:

Fruit Size:

Aseel/Rabbi: Grade Select: 60 – 65 pcs/lbs. – Grade USDA "B": 70 – 75 pcs/lbs.

Grade USDA "C" / GAQ: Up to 85 pcs/lbs. – Grade FAQ: Up to 95 pcs/lbs.

Grade Industrial: No limit

Begum Jhangi and Turbat Mix: Grade USDA "B" up to 80 Grades USDA "C" up to 95 pcs.

Grade FAQ up to 110 pcs/lbs. – Grade industrial: No limits

Color Variation: Max 7% by count of dates

Flavor: Sweet, no bitter flavors except natural fruit's odors.

Size & Weight Uniformity: Select: 5% Grade B: 10% Grade C/GAQ: 15%

Pits/Seeds: (Pitted Dates): Maximum 01 piece pit's fragment per 10 kg box.

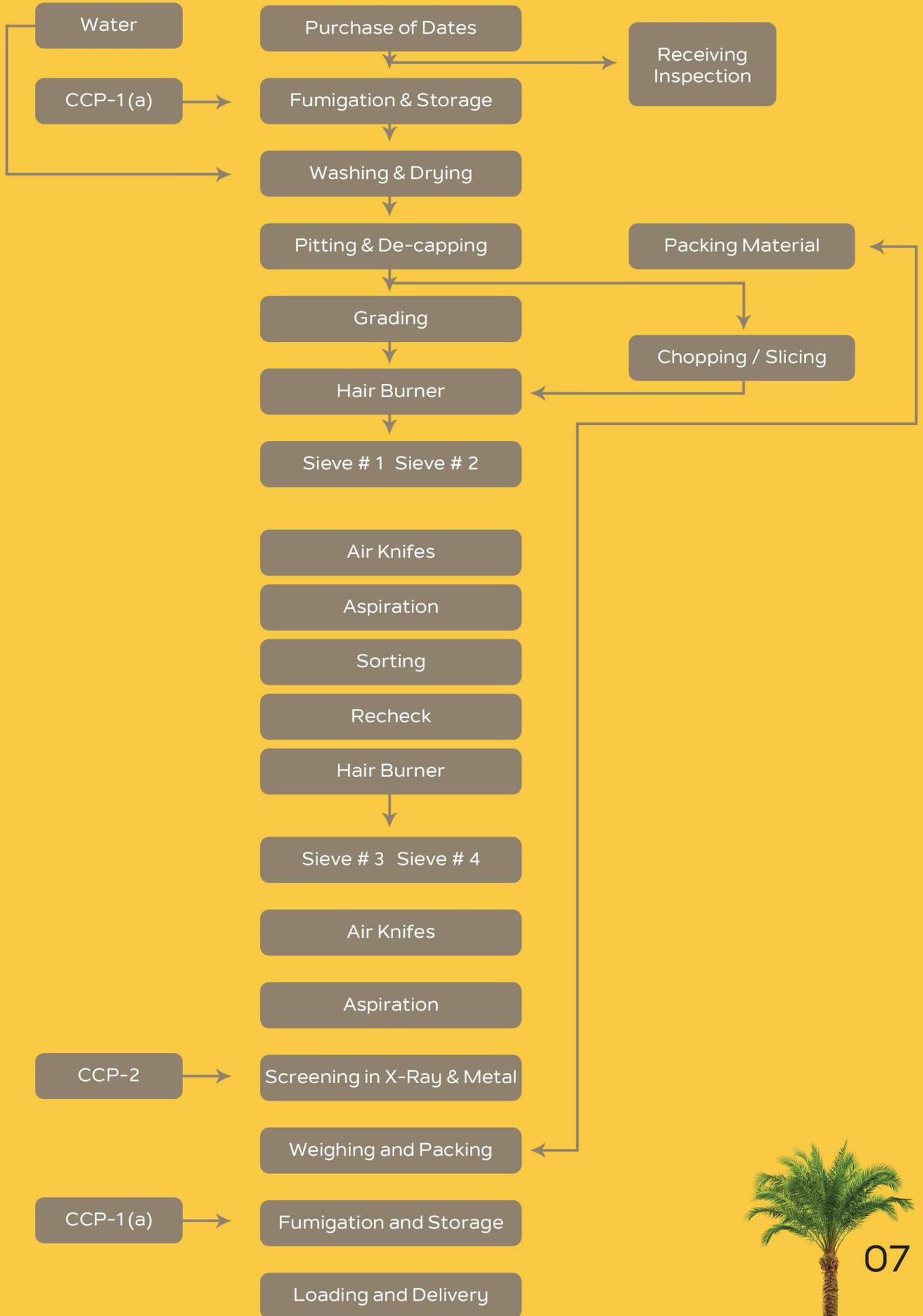
Additional allowances for industrial dates: Up to 10% of dates maybe halves or quarters. Up to 10 % of the dates may be compressed or without proper shape. Up to 10% of dates may have torn skin. Up to 10% of dates may be sugared.

Microbiological limits/gm	
Coliform	: Less than 10
Coagulase	: Nil
Bacillus Cereus	: Nil
Clostridia	: Nil
Staphylococcus Aureas	: 100 Max
Salmonella	: Nil
E.coli	: Nil
Aflatoxin	: Nil
Mold	: Preferably less than 1000 but Upto 10,000 allowed
Infestation	
Live	: Absent
Dead	: Not more than 2 in 500kg

Heavy Metal:(Organic)	
Lead:as PB	: <0.25mg/kg
Cadium as CD	: <0.1mg/kg
Arsenic as AS	: <0.1mg/kg
Chromiam as CR	: <0.1mg/kg
Mercury as Hg	: <0.1mg/kg
Pesticide Resiudes:(Organic)	
Organochlorine	: <0.1mg/kg
Organophosphates	: <0.1mg/kg
Organonitrogen	: <0.1mg/kg
Organohalogen	: <0.1mg/kg
N-methyl Carbamate	: <0.1mg/kg
Others	: <0.1mg/kg



Product FlowChart



Industries we Serve

BAKERY:

Sharmeen Foods has been serving the bakery business for decades. We supply a broad range of organic and conventional products for the bakery business such as whole pitted dates, whole un-pitted dates, chopped dates in mass pack of 10kg and 25kg .



CEREAL MANUFACTURING:

Sharmeen Foods has been contributing to the cereal industry particularly muesli manufacturer for many years. We supply organic and conventional chopped dates diced in rice or dextrose as per the customer's preferred cut sizes in packaging of 10kg & 25kg.



DICED FRUITS:

Sharmeen Foods has been supplying their products to renowned names in the fruit dicing industry. We supply organic and conventional whole pitted dates in bulk packaging of 10kg & 25kg.



FRUIT PASTE/SYRUP MANUFACTURING:

We have been offering our quality whole and pitted dates of industrial grade in bulk packing of 10kg & 25kg for paste and syrup manufacturing.



FRUIT/SNACK/BREAKFAST BAR MANUFACTURING:

Sharmeen food has been providing the fruit/snack/breakfast bar industry for many years. We provide organic and conventional pitted, halves and chopped in packaging of 10kg & 25kg.



RETAIL:

Sharmeen Foods has been supplying their goods to well-known names in the retail trade since long under private label as well as our own label "Desert Palm". We supply organic and conventional whole pitted dates, whole un-pitted, Chopped, clusters and slice dates in different packaging ranging from 80g to 5kg standup pouch, pillow pouch, plastic trays and cartons.



Packaging We Offer

Sharmeen Food offers different types of packaging under own as well as private label.

BULK CARTON:

We offer different sizes of cartons ranging from 5kg to 25kg with a blue food grade poly bag. Cartons have proper labeling and markings in compliance with the requirements of food regulatory authorities such as FDA, DEFRA etc. Labeling and markings can be customized in case of private labels.

RETAIL PACKAGING:

We offer wide range of packaging under private labels suitable for retailer and distributors. This saves them the effort of repacking and is a much more cost and time effective solution.



Our Retail Line



Supreme Dates



Quality Dates



Premium Pitted Dates



Chopped Dates



Organic Pitted Dates



Organic Chopped Dates



Whole Pitted Dates



Chopped Dates



Dates Clusters



Organic Dates Clusters



Dates Slice



Dates Blocks



Giant Feast Family:
 -Peanuts Bar -Almond Bar -Coconut Bar -Mix Fruit Bar



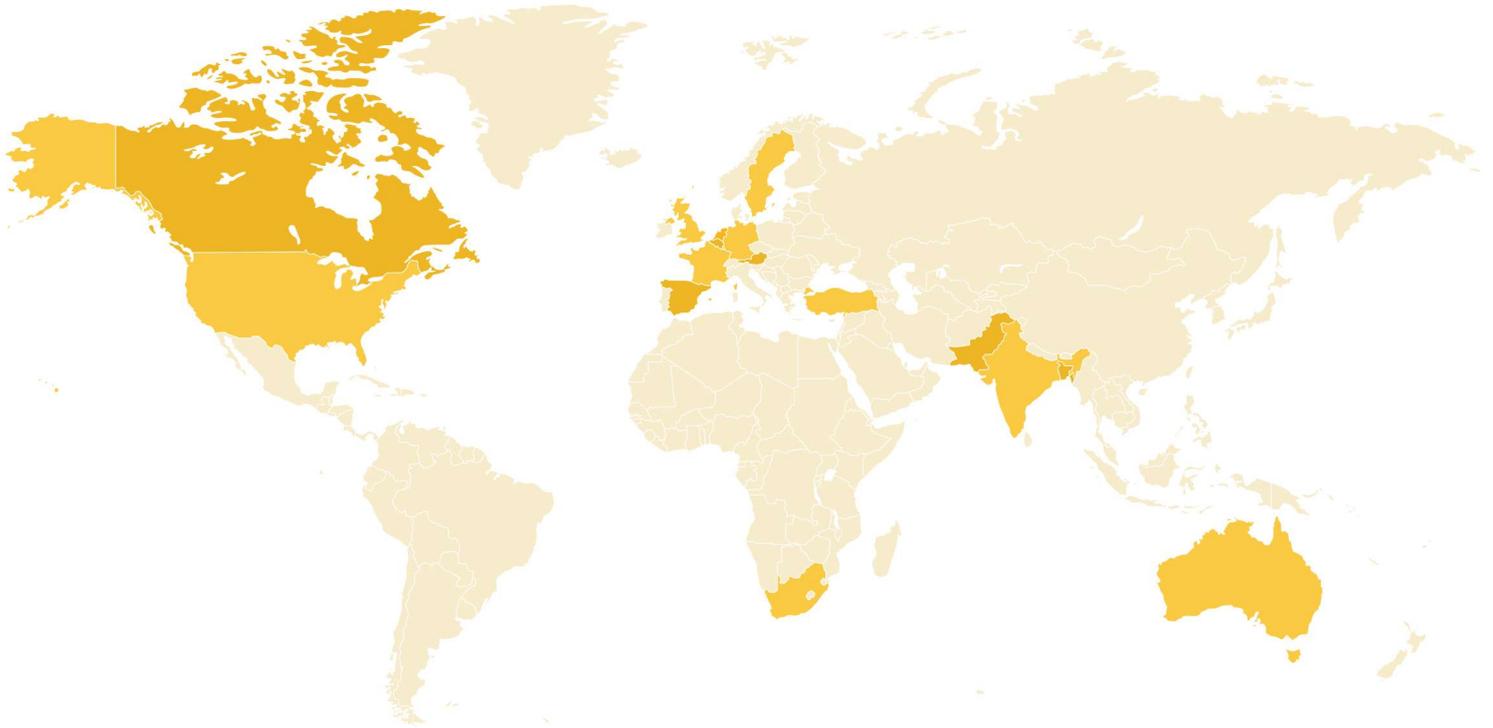
Quality Control & Certification

Sharmeen Foods is committed to ensure the highest standards for its entire product range. We ensure that we only process top of the line quality products. Therefore, our well experienced and trained quality team with accumulative experience of more than 100 years monitors quality control at every step of the production till final packing.

Our manufacturing process and facility has been certified by internationally recognized certifiers and our facility is ISO 22000:2005 and HACCAP Certified. We are committed towards continuous improvement and we plan to qualify for BRC certification in the near future. Furthermore, our products are organically certified (NOP & EU Regions) and are 100% Halal and Kosher.



Export Network



- United States of America
- Canada
- United Kingdom
- Turkey
- Netherland
- Germany
- France
- Belgium
- Austria
- Sweden
- Spain
- South Africa
- India
- Bangladesh
- Australia
- Czech Republic
- UAE
- Bulgaria
- Maldives
- Poland
- Oman
- Sri Lanka



Celebrating
30 Years
in Business





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