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Edita Food Industries launches new Oniro biscuits

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange and EFID.L on the London Stock Exchange), a leader in the Egyptian packaged snack food market, announced today the launch of its new brand, Oniro, marking the company's entrance into Egypt's biscuits market, which is in line with the company's diversification strategy to create new revenue streams and drive future growth, capitalizing on the fast-growing Egyptian biscuit market with an estimated size of c. EGP 4.6 billion and a three-year CAGR of 16%.

The first product to hit the shelves under the Oniro flagship is the Oniro Cookie Crisp Filled, a vanilla chocolate chip cookie filled with chocolate cream. The Oniro Cookie Crisp Filled is the first locally produced chocolate chip cookie in Egypt. Furthermore, two larger SKUs in plain vanilla and chocolate are set for launch in the coming weeks. The new Oniro Cookie Crisp range is produced at Edita's E08 facility following the installation of the company's new biscuits line with a total investment cost of EGP 55 million.

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