



COMPANY PROFILE 2023



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Importer & Distributor
of High Quality Food
& Equipment

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OVERALL PERFORMANCE

Another successful year for Italian Food Masters marked by several positive advancements and a continuous growth.

This year we have developed a supply chain and FCL shipping system outside Italy as well. No longer only consolidation of goods from various European suppliers in Italy with departures from Genoa or Venice, but also logistics organized through new platforms in Spain and Turkey with departures of our containers respectively from Istanbul and Valencia.

A new exclusive agreement has been signed with Skyfield Agritech, a UAE based Company specialized in the production of top quality and rare vegetables, herbs and edible flowers, all hydroponically farmed in the UAE. This new development represents a considerable opportunity for IFM to increase its turnover, reinforce its presence and name within certain key F&B operators and in general in the UAE market as one of the leading providers of F&B goods.

As of September 2023, our own food production is now taking place in our new Dubai factory.

Besides the frozen pizza, buns, waffles, bread and ready liquid ice cream mixes we have started producing also mini fluffy pancakes, hotdog buns, American pancakes and English muffins.

A lot of preparatory work was also carried out this year to start new productions and improve existing ones during 2024.

WE ARE ON

-  www.italianfoodmasters.com
-  www.frozenpizzabases.com
-  www.ifmgourmet.com
-  www.ifmfoodindustries.com
-  www.facebook.com/italian.food.masters
-  www.twitter.com/IFM_Dubai
-  www.instagram.com/italian_food_masters
-  www.pinterest.com/ifmdubai
-  www.italianfoodmasters.wordpress.com



QUICK FACTS

Over 80 suppliers from 20 different Countries all on exclusive basis, including Italy, Spain, Germany, France, Austria, Belgium, USA, Canada, South Africa, Turkey, India, Saudi Arabia, South Africa, Poland, Portugal, Holland, Brazil,

More than 2000 sku's

Our own Bakery production for frozen pizzas, bread, buns and viennoiserie.

Serving over 1000 clients including

- 6 and 5 Stars Hotels & Resorts
- Airlines
- Fine and casual dining Restaurants
- Coffee shops
- Lounges
- Bars
- Catering companies
- Theme Parks
- Hospitals
- Schools
- Food trucks
- Kiosks
- Ice cream parlours
- Burger joints



MARKET ANALYSIS

Like in 2022, also 2023 continued to be characterized by major instabilities, geopolitical conflicts and associated record-breaking inflationary levels with obvious and inevitable repercussions on supply and demand patterns across different industries including F&B, tourism and business travel movements as well as goods transportation.

The year ended with an escalation of these issues that tangibly affected our business. Problems like the Suez Canal blockage due to the repeated attacks on commercial ships by Houthi guerrillas and the subsequent re-routing of the vessels through Africa circumnavigation besides disrupting our sales and operations are also leaving us like many others to wonder what the future holds.

With our thoughts and prayers going out to the victims and all people directly affected by the various conflicts around the world, it's worth observing the associated multiple dramatic repercussions that this unfortunate event has had on the market.

First of all, the geopolitical instability that obviously creates tensions on the dynamics of international traveling and tourism. Then of course the increases in gas, oil, energy costs and therefore production, transport, etc etc. A sequence of negative factors that have had a significant impact on IFM's performance.

- *Correct, constant and continuous exploitation of IT communication channels.*
- *Intelligent product development.*
- *Diversified sales and distribution channels.*
- *Increasing local production capabilities.*



ONLINE SALES OF GOURMET PRODUCTS

The growth trend of our online sales both directly on our portal and on other large digital platforms has been constantly increasing thanks to the continuous introduction of new products of great attractiveness, sourced from different Nations.

Many IFM products are now present and sought after on the most important portals of the UAE. The results achieved are very positive and encouraging so much so that we can anticipate some highly rewarding results and a significant contribution to the overall turnover of the company for the years to come.

SMART FOOD SOLUTIONS

With over 25 years of business and industry knowledge, our team of top sales professionals, along with our committed marketing, administration and logistics teams, provides helpful and consistent sales and delivery service to over 1000 food businesses across the UAE.

Italian Food Masters (IFM) offer clients and suppliers a passionate approach to Smart Food Solutions, innovative and desirable specialty food products and reliable/consistent service.

IMPORTING

We work together with our local and global supply partners to identify, select and bring great food to all UAE F&B operators! Through efficient handling of logistical and regulatory procedures, Italian Food Masters facilitate an efficient and consistent supply chain solution for all parties.

Leveraging our volume from strategic shipping points across the globe, IFM keep freight costs minimized and value maximized for all stakeholders.

Our team of administration and operations experts assist our suppliers in ensuring that their packaging and labelling meet regional and national market and regulatory requirements and are designed to resonate with our clients and final consumers.

Our customer-oriented approach also allows us to assist our clients in importing unique products specifically for their needs.

The trend of continuous, incessant increase in prices applied by our suppliers has continued and even picked up more speed during 2023, due as mentioned earlier to global macro-economic disruptions, increases in energy costs and shortage of raw materials.

Adding to all this also the inevitable speculative mechanisms that normally take place during these circumstances.

KEY SUCCESS

FACTORS FOR THE FIRM

- Frozen, chilled, ambient, dry, preserved goods sold at 360° across all F&B operations.
- Deep Business knowledge and competence.
- Professional and motivated team of Italian/European/Middle East, Asian F&B experts
- Economy of scale and critic mass
- Competent and skilled H/R
- Focus on Quality/Added value Food and Non-food segments
- Extreme attention to details and customers services

WAREHOUSING

Our new strategically located warehouses with cold and dry stores allow us to efficiently manage inventories for an ever increasing variety of foods including frozen, dry and temperature-controlled products.

DISTRIBUTION

We offer timely direct to store delivery to Hotels, restaurants, coffee shops, catering companies, schools, hospitals, airlines, theme parks, museums, independent retailers, specialty food shops, delis, and any other type of food service customers across all the UAE. Consistency and reliability are the keys to our success!

FOOD MANUFACTURING

2023 was characterized by a significant investment in our food production division that can now count on an area of about 1500 square meters. The new production unit in Dubai Investments Park has also been equipped with new machinery to increase the production of existing products and to prepare that of new products that will complement and integrate the current range.

The turnover of the production unit has continued to increase incessantly and so has the level of quality and consistency.

