

2022 PREMIUM PANDORO IN FANCY WRAPPING



SMART FOOD SOLUTIONS

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SMART FOOD SOLUTIONS



COMPANY PROFILE 2022

**IMPORTER & DISTRIBUTOR
OF HIGH QUALITY FOOD & EQUIPMENT**

www.italianfoodmasters.com
www.ifmgourmet.com

Overall Performance

The year 2022 closed in the wake of a Covid not yet completely eradicated and of a war that is increasingly taking international dimensions at least in terms of the repercussions that the whole world is suffering particularly with regard to increases in raw materials and their scarcity.

With our thoughts and prayers going out to the victims and all people directly affected by the Russian-Ukraine conflict, 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.

The trend of continuous, incessant increase in prices applied by our suppliers started during Covid has continued and even picked up more speed during 2022, 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, the 2022 situation has been little short of apocalyptic. In spite of all such local/global markets uncertainties and the challenges they have posed on the F&B operators in terms of limiting their forecasting and procurement planning activities, IFM was able to generate a 10% increase in its turnover as compared to the previous year.

At the same time, however, many running costs have increased at times suddenly and uncontrollably and so have also the prices of the goods purchased from our suppliers.

Certainly not easy to manage these prices increases in an "import" market like that of the UAE with a massive presence of general tradings, import-export companies, wholesalers and associated compulsive pricing policies. All this, of course, in favor of HORECA and Hospitality operators who have taken and continue to take advantages from all this fierce competitiveness.



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.



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.

the traditional methods of communication and interfacing and therefore in 2021 we have started re-structuring our sales system giving more priority and attention to telesales, follow up in the back office and customer service.



All Under Control

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!

Manufacturing

After the drastic slowdown of 2020, production activity has resumed its pace, almost reaching pre-covid levels. New machinery and new human resources have contributed to the consolidation of activities and the improvement of productivity. Towards the end of the year, production development and diversification plans for the following year were also set.

Sales

Our experienced team plays a key role in achieving sales targets for all parties by matching clients and suppliers in the creation and execution of regional strategic plans.

With the increase in inflation and the consequent cost of living, the possibility of finding valid human resources in sales / marketing has been further reduced. On the other hand, the pandemic has changed Deep Business knowledge and competence.

Professional and motivated team of Italian/European/Middle East F&B experts.

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.

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.

Key Success Factors For The Firm

- ▶ 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
- ▶ Correct, constant and continuous exploitation of IT communication channels.
- ▶ Intelligent product development.
- ▶ Diversified sales and distribution channels.



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, airlines, restaurants, coffee shops, catering companies, Theme Parks, hospitals and schools.**
- ▶ **Products and equipment sold at 360° across all F&B operation.**



We are on

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