

Ellaziq

Halal Food Choices for the Discerning Consumer



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Tasty Singapore-endorsed brands: **El-Dina, Kizmiq**

Driven by the vision to be the leading provider of high quality halal food in Asia, Ellaziq Pte Ltd has established itself as the reliable and innovative supplier of choice when it comes to delicious halal sausage rolls, cold cuts and ready-to-eat canned meats. Leading its marketing thrust is its slogan - "we also enjoy the same products as you" - a clear testament to how this fledgling business has built up a strong reputation for quality halal food products that are fast gaining popularity with its many customers in Asia and the Middle East.

Despite recent rising concerns of safety and hygiene breaches in the regional food manufacturing arena, one food company that has steadfastly built good renown for quality, safe and hygienic food for its customers is halal food specialist, Ellaziq Pte Ltd, a relatively young business certainly deserving of its growing reputation. Like its name which is derived from the Arabic words "El" (meaning "The") and "Lazeez" (meaning "Delicious"), Ellaziq has, since its incorporation, developed an extensive range of tasty halal meat products that are now well appreciated and enjoyed among its clientele.

Offering a wide variety of halal rolls, halal sausages and balls, cold cut meats and ready-to-eat canned products, Ellaziq markets its product range under two key brands, its premium 'El-Dina' brand carrying gourmet halal meats such as turkey bacon and beef pepperoni for Ellaziq's more discerning customers, and 'Kizmiq', a good value brand that includes products such as fish tofu and chicken drumsticks catered mainly for the mass market. In each case, its products are lovingly made under the most stringent quality and safety standards in world-class manufacturing facilities and then distributed to its extensive network of distributors, partners and suppliers.

Product innovation is a key priority at Ellaziq, with its product development team constantly vigilant to changing market taste trends, and adopting these demands into its many products. Today, its product innovations include chicken and beef sausages and slices, in popular flavours such as cheese, black pepper, honey-baked and smoked. The company has also recently introduced its range of halal chinese sausages, to give its customers more options in terms of their halal food choices.

Ellaziq is 100% focused on safety, and it takes pride in the many accreditations, and quality and safety certifications accorded to its products and processes. Among its most notable are its prized Grade A Factory rating from the Agri-Food and Veterinary Authority of Singapore, its ISO 22000 certification for food safety and its HACCP accreditation.

"We take food quality and safety in our facilities very seriously", says Ong Bee Chip, Managing Director of Ellaziq. "Our customers have come to appreciate both our brands not only because of the good range of halal options we offer them, but also because they know that in buying an El-Dina or Kizmiq product, they are assured of the highest food quality and safety, factors that are highly prized among today's discerning customers, especially in the face of many recent food safety scares. As we like to say, we also enjoy the same products as our customers. That in itself is proof of our commitment to ensuring that they have complete satisfaction in our products."

Today, both the El-Dina and Kizmiq brands can be conveniently found in local supermarkets, hotels, cafes and even wet markets, with both brands now also extensively enjoyed in markets across the Middle East and South East Asia. Ellaziq also actively leverages chef endorsements and taste tests in supermarkets across its distribution network, and participates in key food events and exhibitions such as the world-renowned Halal Food Expo and Gulfood. These efforts have served to enhance the awareness of Ellaziq products in its target markets, furthering its growing reputation for high quality, and more importantly, delicious halal food products.