



## MARKET

Emborg is a global player in the market for fast moving consumer goods within foods. The FMCG business is traditionally very dynamic, requiring consumer insights to ensure the right offers. Especially since the recent global financial crisis, the market has experienced alterations, causing changes in consumer behaviour. Today consumers are significantly more aware of their purchase. They require high quality food products with a sense of the "real thing", at affordable prices. A product's origin and its appearance is of great importance to the consumer. The tendency is that grocery purchasing has become more planned and impulse buys have been reduced.

## ACHIEVEMENTS

Emborg has, for many years, been a well-known brand in the UAE and was, in 2001, awarded the status of Superbrand. During 2010 Emborg has undergone a profound brand renewal and distribution has expanded extensively. Today Emborg is a leading player in the market for chicken franks and frozen vegetables and offers a varied range of superior quality food products to thousands of consumers daily. During 2010 and 2011 the Emborg assortment has been extended to include a wider range of cheese such as natural sliced cheese and seafood such as Pangasius and superb quality tiger shrimps.

## HISTORY

Emborg is today marketed and owned by Uhrenholt A/S. Originally Emborg was launched in 1947 by the Danish businessman Erik Emborg, who founded the family company Emborg Foods. With a product range of frozen meat products, seafood and vegetables Emborg Foods developed to become a pioneer within frozen foods.

In 1960 Emborg was launched in the Middle East, starting up in Lebanon followed by Saudi Arabia. The product portfolio included beef burgers, steaks, poultry and canned seafood. In the 1980s the product portfolio was extended with frozen vegetables and chicken franks which became a great success in the Middle East market.

In 2005 Emborg Foods was acquired by Uhrenholt A/S. Uhrenholt A/S is a family owned

company established by Frank Uhrenholt in 1978. Uhrenholt A/S was, at the time of the acquisition, based on trading food products and supplying frozen seafood and dairy products.

In 2007 the son of Frank Uhrenholt, Sune Uhrenholt, took over the role as CEO of Uhrenholt A/S and, in 2009, Sune Uhrenholt carried out a complete fusion of Emborg Foods and Uhrenholt A/S, with Emborg as the primary retail brand of the company. Emborg became a global brand with more than 300 products within the seafood, vegetable, meat and dairy categories.

Today Emborg is marketed in 67 countries across the globe and sustains significantly strong positions in Asia, Africa and the Middle East. In the UAE and the rest of the GCC Emborg operates closely with distributors and leading retailers in order to reach its many daily consumers. In the UAE Emborg has been imported and distributed by Federal Foods for almost three decades. Recently a strong local presence based in the UAE was established, to support partners across the Middle East in reaching the many retailers and millions of consumers frequently consuming Emborg products.

## PRODUCT

Being a global brand the Emborg product range includes more than 300 products within dairy, frozen seafood, frozen vegetables and frozen meat.

Since its launch in the 1980s Emborg frozen vegetables have been their consumers' number one preference, due to their premium European quality. Emborg frozen vegetables are harvested in Belgium where they have optimum conditions. In order to retain their taste and vitamins the vegetables are peeled, washed and frozen only a



few hours after being harvested.

Being the first to introduce American Style meat cuts in the Middle East in the 1960's Emborg has for many years been known for frozen meat products, mainly chicken franks and hamburgers. The majority of Emborg meat products are today locally produced in the UAE, in order to meet the local consumers' requirements for real taste.

The range of Emborg dairy products counts a varied number of cheeses, UHT milk and butter. The cheeses are delivered by hand-picked European suppliers and by Uhrenholt's own dairy, producing award winning cheeses like Havarti and Fontaine.

Emborg Frozen Seafood counts a wide range of products from cold and warm water shrimps



to various skin-and-boneless fillets. Some seafood products are farmed whilst others are wildly caught in, for example, the North Atlantic sea and the Pacific Ocean.

## RECENT DEVELOPMENTS

During 2010 EMBORG has gone through an extensive design update, emphasising the premium quality that EMBORG delivers. Based on profound consumer research a new design has been developed in a deep, royal purple colour with a strong consumer appeal. Each packaging shows a delicious serving photo along with a recipe to inspire the consumers in their home cooking. Because consumers care for the origin of the food they consume each Emborg packaging tells a short story on the origin of the product.

## PROMOTION

The essence of the Emborg brand, is to bring real taste to the homes of the consumers. This is reflected on all Emborg communications across the globe with the pay off 'Bring the real taste home'. A purple map with an arrow pointing towards the serving suggestion illustrates that the product is brought from its origin to the home

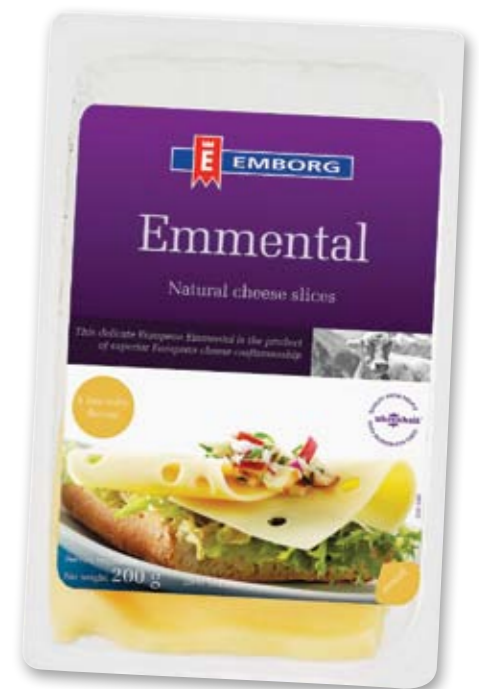
of the consumer. The photo is in the moment of giving the food the last touch before enjoying the delicious meal.

Focusing on communication to shoppers and consumers Emborg is primarily promoted in-store through colourful POS materials and consumer promotions, such as multiple buy and price offers.

## BRAND VALUES

With 'Bring the real taste home' as the carrying pay off, Emborg offers consumers quality food products with real taste. With the perception that a tasteful meal starts with natural ingredients, Emborg food products are hand-picked from where they have the best conditions. With expertise and passion it is the ambition of Uhrenholt A/S to reassure that the superb quality corresponds with the consumer's requirements for real taste. All Emborg products marketed in the Middle East are therefore Halal certified and come from critically selected and high quality approved producers worldwide, which all meet international standards with regards to food products.

[www.uhrenholt.com](http://www.uhrenholt.com)



## Things you didn't know about EMBORG

Consumers in the UAE enjoy more than 1,000,000 kilos of Emborg Frozen vegetables a year.

Emborg hamburgers were so popular after the launch that they were popularly called "Emborgers".

Emborg was the first to introduce the original chicken franks to the UAE.

Emborg is sold in all modern retail networks in the GCC.

All suppliers of Emborg products are quality approved by Uhrenholt Quality Assurance.

Superbrands