



Doing it right ✓ since 1972



SALES KIT



## THE BRAND

Tanmia Agricultural Development Company was founded in 1972 in Lebanon as a day-old chick producer. By 1998, the company had launched its meat products and became one of the leading chicken meat processing companies in Lebanon and the Middle East.

Over the years we have perfected our practices in broiler farming, poultry processing and further processing to provide consumers with the healthiest variety of original chicken products.

Our objective is to be the leader of branded chicken products in Lebanon through mastery, Innovation & readability.

## OUR CARE

We guarantee the most hygienic products because all Tanmia chicken are nurtured and cared for in the best way possible:

- They are raised in hygienic farms located in the heart of the Bekaa valley and are provided with the highest level of biosecurity, which includes the implementation of preventive measures that reduce the risk of transmission of infectious diseases in livestock.
- They are fed with natural and vegetarian feed, which we produce.
- The final products are processed in our own plant, which abides by strict-quality and food-safety measures, making us proud to brand them "Tanmia".



## OUR AWARDS



### Lebanese Cleaner Production award

After completing the “Cleaner Production Program” implemented by the Lebanese Cleaner Production Center, UNIDO and the Austrian Embassy, we were proudly awarded for our excellent environmental performance in Lebanon.

### Green Mind Award 2012

Tanmia proudly earned the Green Mind Award in 2012, thanks to our high standards of hygiene and continuous commitment to protecting the environment.





## OUR VALUES

### Excellence

We assume full responsibility for our decisions, actions and performance. We honor our commitments and keep our promises. We have the ability to prioritize and act in a timely fashion. We respect and value all our stakeholders.

### Innovation

We rise above the average level of service to create an emotional impact on our internal and external customers. We encourage «out of the box» thinking to improve our products and optimize our processes. We differentiate ourselves through resourcefulness, originality and inspiration.

### Customer Driven

We believe our business exists to attract and satisfy customers. We anticipate their needs and we channel all efforts in developing and improving our products and services to fulfill their requirements. We do this by mutual communication and beneficial partnerships with our stakeholders. We strive for continuous improvement by learning from our mistakes and celebrating our achievements.

### Social Responsibility

We value the safety and quality of life of our employees and support their personal aspirations. We promote mutual trust between our business and the public at large and we dedicate resources to protect and help improve the community and the environment we operate in.



THE FRESH LINE





# THE FRESH

Our fresh line includes top-quality premium cuts and family pack chicken products, cleaned and prepackaged for the convenience and safety of our customers.



Filet Halves



Breast with skin



Skinless boneless thighs



Mafrumeh “Minced chicken”



Drumsticks



Whole Legs



Whole Chicken



Whole Thighs



Whole Wings



Average weight per tray 650g

Average weight per whole chicken 1400g

**Family size** Average wt. per tray 950g

**Also available frozen**

## PRODUCTS & WEIGHTS

Filet Halves	650g
Drumsticks	650g
Whole Legs	700g
Whole Wings	650g
Skinless boneless Thighs	650g
Mafrumeh	400g
Whole Chicken	1000g
Half Chicken in Tray	

THE FROZEN LINE  
PRE-COOKED





# THE PRE-COOKED MEALS

Our precooked frozen line products are made with the lowest possible fat content. These tasty products can be fried or baked for a lighter alternative. A wide range of chicken classics cooked in no time to be enjoyed by the whole family as meals or snackers with sautéed vegetables & potatoes for a wholesome lunch or dinner.



Escalope  
500g | 900g



Breaded Burger  
500g | 900g



Breaded Filet  
500g | 900g



Cordon Bleu  
500g | 900g



Crispy Mix  
500g



Zinger Chicken Filet  
500g



Chicken Escalopes  
Chicken Burgers  
Breaded Filet  
Chicken Cordon Bleu  
Crispy Mix  
Zinger Chicken Filet

PACK	PIECES	BAGS/CASE	PACK	PIECES	BAGS/CASE
500g	5 pcs.	12	900g	8 pcs	6
500g	5 pcs.	12	900g	8 pcs	6
500g	5 pcs.	12	900g	8 pcs	6
500g	5 pcs.	12	900g	8 pcs	6
500g	6 pcs.	12	-		
500g	5 pcs.	12	-		



# THE PRE-COOKED SNACKERS



Chicken Nuggets  
500g | 900g



Chicken Crispies  
500g | 900g



Chicken Crispies Hot  
500g | 900g

Chicken Nuggets  
Chicken Crispy  
Chicken Crispy Hot

PACK	PIECES	BAGS/CASE	PACK	PIECES	BAGS/CASE
500g	19 pcs.	12	900g	40 pcs	6
500g	9 pcs.	12	900g	20 pcs	6
500g	9 pcs.	12	900g	20 pcs	6

THE DELI LINE







PRODUCTS & WEIGHTS

	Weight	Packs Per Case		Weight	Packs Per Case
Chicken Plain	2kg	4	Meat Plain	2kg	4
Chicken Olives	2kg	4	Meat Olives	2kg	4
Chicken Paprika	2kg	4			
			Meat Plain	400g	12
Chicken Plain	400g	12	Meat Olives	400g	12
Chicken Olives	400g	12			
Chicken Paprika	400g	12			

THE DELI

A variety of tasty chicken and meat mortadella that are perfect for any type of sandwich. They are produced with the least possible fat content and combined with the Tanmia special spice mix.



Chicken Mortadella Plain 2kg



With Olives, Paprika or Cocktail



Meat Mortadella Plain 2kg



With Olives



The 400g



## THE LUNCHEONS

Our canned line features a selection of high quality chicken and beef luncheons, made with the least additives possible and that are ideal for sandwiches.

### Chicken Luncheon

850g pack - Packs per Case: 12  
340g pack - Packs per Case: 24  
200g pack - Packs per Case: 24

### Meat Luncheon

850g pack - Packs per Case: 12  
340g pack - Packs per Case: 24  
200g pack - Packs per Case: 24



### Chicken HotDog

400g pack - Packs per Case: 12

### Meat HotDog

400g pack - Packs per Case: 12



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