



Doing it right ✓ since 1972

A stylized, light green illustration of a landscape. It features several curved, wavy lines representing hills or fields. In the background, there are three teardrop-shaped trees and a simple house with a gabled roof.

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

### Mastery

As a pioneer in the poultry industry, we continuously aim in improving our mastery in raising chicken, in processing them, in delivering them to market, and in doing a follow-up with our consumers.

### Innovation

We rise above the average level of service to innovate with the aim to create an emotional impact on our internal and external customers consumers. We encourage Out Of The Box thinking to improve our products and optimize our processes. We differentiate ourselves through resourcefulness, originality and inspiration while listening to consumer needs.

### 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.

### 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.



THE FRESH LINE





## THE FRESH

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



Filet Halves  
650g | 900g



Chicken Breast with skin  
650g | 900g



Skinless boneless thighs  
650g | 900g



Drumsticks  
650g | 900g



Whole Legs  
650g | 900g



Whole Thighs  
650g | 900g



Whole Wings  
650g | 900g



Whole Chicken

Average weight per tray 650g

**Family size** Average wt. per tray 900g  
**Also available frozen**



THE FROZEN LINE  
PRE-COOKED



# THE PRE-COOKED *Meals*

Our precooked frozen line products are tasty products that 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



Broasted Chicken  
500g



Zinger Chicken Filet  
500g | 900g



Zinger Chicken Filet  
Hot & Spicy  
500g | 900g



Kids Chicken Biscuits  
500g

NEW

- Chicken Escalope
- Chicken Burger
- Breaded Filet
- Chicken Cordon Bleu
- Broasted Chicken
- Zinger Chicken Filet
- Zinger Hot & Spicy
- Kids Chicken Biscuits

PACK	PIECES	CASE	PACK	PIECES	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	900g	8 pcs	6
500g	5 pcs.	12	900g	8 pcs	6
500g	~16 pcs.	12			



THE PRE-COOKED *Snackers*



Chicken Breast Nuggets  
500g | 900g



Crispy Filet  
500g | 900g



Crispy Filet Hot & Spicy  
500g | 900g



Chicken Breast Tenders  
500g | 900g

NEW



Crispy Wings  
900g

NEW



Chicken Pops  
500g

NEW

- Chicken Breast Nuggets
- Crispy Filet
- Crispy Filet Hot & Spicy
- Chicken Breast Tenders
- Crispy Wings
- Chicken Pops

PACK	PIECES	BAGS/CASE	PACK	PIECES	BAGS/CASE
500g	19 pcs.	12	900g	40 pcs	6
500g	11 pcs.	12	900g	22 pcs	6
500g	11 pcs.	12	900g	22 pcs	6
500g	12 pcs.	12	900g	21 pcs	6
			900g	26 pcs	6
500g	~35 pcs.	12	900g	-	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 Cocktail	2kg	4
Chicken Cocktail	2kg	4			
			Meat Plain	400g	12
Chicken Plain	400g	12	Meat Olives	400g	12
Chicken Olives	400g	12	Meat Cocktail	400g	12
Chicken Paprika	400g	12			
Chicken Cocktail	400g	12			

THE DELI

A variety of tasty chicken and meat mortadella that are perfect for any type of sandwich. They are prepared with Tanmia’s special spice mix.



Chicken Mortadella Plain 2kg



With Olives, Paprika or Cocktail



Meat Mortadella Plain 2kg



With Olives or Cocktail



Chicken Mortadella 400g  
Plain, Olives, Paprika or Cocktail



Meat Mortadella 400g  
Plain, Olives, or Cocktail



## THE LUNCHEONS

Our canned line features a selection of high quality chicken and beef luncheons 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





## THE HOT DOG

Indulge in Tanmia's Hot Dogs, impeccably smoked to achieve a distinctive flavor made from premium chicken meat.

These top-tier items are ideal for creating family-friendly sandwiches and snacks.



### Chicken Hot Dog

Total weight 440g  
Net weight 220 g  
Packs per case: 24

### Meat Hot Dog

Total weight 440g  
Net weight 220 g  
Packs per case: 24



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