



mayfair

The little joys of life 

ASIAN FOOD INDUSTRIES LIMITED

HEAD OFFICE

46-49 Industrial Area,
Gulberg-III, Lahore, Pakistan.
Tel: (+92 42) 111-666-123
Fax: (+92 42) 3576 4848
Email: Export@mayfair.com.pk

PLANT

Dars Road, Off Manga Road,
Raiwind, Lahore, Pakistan.
Tel: (+92 42) 3539 2341
Fax: (+92 42) 3576 4848
Email: Export@mayfair.com.pk



www.mayfair.com.pk





ASIAN FOOD INDUSTRIES LIMITED

About Us

Asian Food Industries Limited (AFI) - Mayfair is one of the oldest food companies in Pakistan that started their business operations in 1969, since then the company has been growing and expanding their horizons in multiple industries and businesses. The production facility of the company is located at Raiwand with the total land of approx. 70 acres. The food segment of the company has been divided in to 2 divisions that includes Confectionery and Biscuits.

Confectionery Division started its operation in 1969 as the first confectionery company in Pakistan, In 1972 the company became the leader of Bubble Gum category. Afterwards the successful journey has been continuous and the company ruled the Soft chews category from 1994 to 1997. Currently AFI offers wide range of Soft Chews, Chew Toffees, Center Filled Sour Candies, Hard boiled Candies, Swirl Cream Candies, Pectin Jellies, Eclairs, Bazooka Bubble Gum, Sour Chew Bars and Center Filled Gums.

Biscuit Division started the biscuit category production in 2005 with the successive launch of Tea Biscuits, Café Biscuit that brought the new concept of Biscuits in Pakistani market. Afterwards the company expanded their product portfolio by launching some new categories in different brands like ChocDay, Special Egg & Milk Cookies, Cremo, Chip Xpress, A1 Egg & Milk Cookies, Wow Center Filled Biscuit and Hearts Puff Pastry.

Asian Food Industries Limited is currently exporting to over 35+ countries and had a vision to turn into a global food player by expanding their business operations, differentiated products, premium quality and innovative approach. The state of the art production facility is certified with International labs and authorities that includes; Halal, BRC Food Grade 8, ISO 9001, OSHAS 18001, Food Safety 22000 and others.

Today **MAYFAIR** products are the choice all over the world. Our motive is to provide premium quality products in which high standards permeate all aspects of the company.

www.mayfair.com.pk



VALUES

PASSION

We are committed in heart and mind to deliver results and continuous growth.

TRANSPARENCY

We believe that transparency helps us make partners for life. Being open in our dealings is integral to our work ethic.

CONSUMER CENTRIC

We see the world through the eyes of our consumers. We exist because of them.

TEAMWORK

We coach and support each other to ensure everyone wins. We believe in a We vs. I mindset.

INTEGRITY

We practice ethical and responsible behavior in all our dealings. We have a zero tolerance policy towards violations of our codes and beliefs.

INNOVATION

We believe in continuous innovation, which inspires us to discover and develop products that make life happier. It is the basis of our success.

ACCOUNTABILITY / EMPOWERMENT

We believe that it's up to each of us to do what it takes to drive growth. If it is to be, it's up to me.



The little joys of life



Entered into Global Market

1972



1979-89

Launched Confectionery Range

Launched Biscuit Category

2005



Launched Tea Biscuit

2012



Got recognition

2017



Launched Center Filled Biscuit

2018



Launched Puff Pastry

2020



1969

Asian Food Industries Limited started its operations

1976

Pioneer of Bubblegum Category in Pakistan



1994-97

Pioneer of Chew Category in Pakistan

2010

Implemented in operations



2015

Pioneer of Pectin Jelly in Pakistan

2018

Launched Aala Biscuit

Aala

Launched Center Filled Biscuit

2019

WOW

Launched Tube Bubble Gum

2021

BUBBLE GUM



Journey to Success



Global Certifications



ISO 9001



ISO 14001



OHSAS 18001



BRC ISSUE 8



FSSC 22000



HALAL

Asian Food Industries Limited strongly believes to provide high quality and hygienic products to its worldwide customers, in order to maintain the quality standards the production facility is certified with various international labs and authorities that includes ISO 9001, ISO 14001, FSSC 22000, BRC Issue 8, OHSAS 18001 and Halal.

Global Presence

Asian Food Industries Limited had a vision to conquer the whole world and in order to achieve the goal, the company is focusing more on Export business by developing innovative and quality product range.

Currently Asian Food Industries Limited is exporting various OEM manufactured products under the umbrella of international brands along with its own registered brand Mayfair & Sweetway.

The global presence of the company has reached to more than 35+ countries and is expanding after every passing year, the major international market for the company is Afghanistan followed by United States of America, Canada, Brazil, Australia, United Kingdom, Spain, Netherland, Czech Republic, France, Malaysia, Maldives, Taiwan, Vietnam, China, United Arab Emirates, Saudi Arabia, Oman, Kuwait, Qatar, Bahrain, Yemen, Iraq, Jordan, Palestine, Libya, Turkey, South Africa, Ghana, Nigeria, Senegal, Mauritius, Congo, Liberia and Mauritania.





SWEETS AND CANDIES

Asian Food Industries Limited started their business operations in 1969, as the pioneer of confectionery products in Pakistan and became the leader of Bubble Gum category in 1972, afterwards the success journey has been continued and the company become the market leader in the Soft chews category from 1994 to 1997.

Currently Asian Food Industries is offering wide range of Soft Chew Bars, Chew Toffees, Center Filled Candies, Hardboiled Candies, Swirl Candies, Pectin Jellies, Eclairs, Bazooka Bubble Gum, Sour Candies, Tube Bubble Gum and Center Filled Gums in various brands locally and Internationally.



Xtreme Fun

SOUR CHEW BAR



PACKAGING SKU

Pieces /
Pack

Weight /
Pack

Pack /
Box

Boxes /
Carton

20ft

40ft

XTREME FUN SOUR CHEW BAR

01

20

24

12

1700

3000

XTREME FUN SOUR CHEW BAR

01

20

24

24

900

2000

Chewix

FRUITY FLAVOR TWISTED CHEW



PACKAGING SKU

Pieces /
Pack

Weight /
Pack

Pack /
Box

Boxes /
Carton

20ft

40ft

CHEWIX FRUITY CHEW FLO PACK

05

23.5

24

12

750

1780

CHEWIX FRUITY CHEW FLO PACK

04

18.8

24

12

750

1780



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
FRUIT GALA LONG ROPE	01	20	24	24	600	1450



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
DROPS SOUR CANDIES	06	15	30	12	500	1210
MIX SOUR CANDIES	10	25	24	12	500	1210



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
FIZZY CHEW BOX	06	18	60	30	850	2000
MAGIC SPARKLING CANDY BOX	01	200	60	30	1675	1575



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
DROPS SOUR CANDIES	06	15	30	12	500	1210
MIX SOUR CANDIES	10	25	24	12	500	1210

COLA

Cola Bottle Jelly



HOOPIX

FRUITY FLAVOR
JELLY



eclairs



CHOCOLATE
CENTERED



MILK ECLAIRS



CHOCOLATE
CENTERED



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
WOBBLE POUCH	05	8.0	24	24	650	1575
HOOPIX FRUITY JELLY / BEAR	12	16	24	12	550	1350
HOOPIX FRUITY JELLY / BEAR	18	32	24	08	650	1575
HOOPIX FRUITY JELLY / BEAR	60	90	12	06	500	1200

PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
ÉCLAIR CLASSIC BAG	01	200	50	30	1150	2750
MILK ECLAIRS TOFFEE BAG	01	200	40	20	1300	3050
ÉCLAIR CARAMEL TOFFEE JAR	01	440	125	12	1250	3000



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
CREAMERS BOX	01	200	60	30	850	2000
CREAMERS ZIPPER POUCH	01	200	60	30	1675	1575
CREAMERS JUNIOR BOX	05	18	24	12	500	1210



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
SENSATIONS TOFFEE BAG PACK	01	5.5	23	36	1250	3050
SENSATIONS CANDY BAG PACK	01	5.5	23	36	1250	3050
COFFEE CANDY JAR PACK	01	3.5	180	12	525	1280



CUBE SHAPE FRUITY
CHEW

FRUIT DROPS

CENTER FILLED
CHEW



PACKAGING SKU



Pieces /
Pack



Weight /
Pack



Pack /
Box



Boxes /
Carton



20ft



40ft

FRUIT GALA BOX PACK

01

4.6

60

30

600

1450

FRUIT GALA JAR PACK

01

4.6

100

18

525

1280

FRUIT DROPS PARTY PACK

01

4.5

22

36

600

1450

FRUIT DROPS FAMILY PACK

01

4.5

55

24

650

1500



CENTER FILLED FRUITY CANDIES



PACKAGING SKU



Pieces /
Pack



Weight /
Pack



Pack /
Box



Boxes /
Carton



20ft



40ft

FROOTO CANDY BOX PACK

01

4.0

60

30

600

1450

FROOTO CANDY JAR PACK

01

4.0

100

12

1500

3500



PASTE BUBBLE
GUM IN TUBE



PACKAGING SKU

Pieces /
Pack

Weight /
Pack

Pack /
Box

Boxes /
Carton

20ft

40ft

TUBE BUBBLE GUM

01

45

24

06

1000

2200

TUBE BUBBLE GUM

01

35

24

06

1000

2200

EXTRA CENTER

CENTER FILLED LIQUID
GUM



PACKAGING SKU

Pieces /
Pack

Weight /
Pack

Pack /
Box

Boxes /
Carton

20ft

40ft

TIGER BUBBLE GUM JAR PACK

01

4.5

200

18

525

1280

ENERGY BUBBLE GUM BOX PACK

01

4.5

48

48

800

1775

CARTOON BUBBLE GUM JAR PACK

01

5.0

200

18

550

1275

BUBBLE GUM TATTOO BAG PACK

01

3.5

200

12

1300

3000

Bubblegum

BAZOOKA GUM



PACKAGING SKU



TIGER BUBBLE GUM JAR PACK

01

4.5

200

18

525

1280

ENERGY BUBBLE GUM BOX PACK

01

4.5

48

48

800

1775

CARTOON BUBBLE GUM JAR PACK

01

5.0

200

18

550

1275

ENERGY BUBBLE GUM PACK

01

3.5

200

12

1300

3000

Bubblegum

CENTER FILLED LIQUID GUM



PACKAGING SKU



VAMPIRE TOUNGE PAINTER JAR PACK

01

3.5

120

12

750

1750

ROSHAN BUBBLE GUM BOX PACK

01

3.25

36

36

950

2200

AAGHAZ BUBBLE GUM BOX PACK

01

4.0

100

20

775

1850

Bubblegum

CENTER FILLED LIQUID GUM



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
CENTER FRESH BUBBLE STICK PACK	07	26	54	08	800	1800
EXTRA FRESH BUBBLE GUM STICK PACK	07	26	24	12	2200	

Sweetway

Smile! life is Sweet

ASSORTED FRUITY RANGE



PACKAGING SKU	Pieces / Pack	Weight / Pack	Pack / Box	Boxes / Carton	20ft	40ft
PECTIN JELLY ZIPPER BAG	01	114	01	24	1150	2700
SOUR CANDY ZIPPER BAG	01	128	01	24	1150	2700
BUTTER TOFFEE ZIPPER BAG	01	114	01	24	1150	2700
MARBLED CANDY ZIPPER BAG	01	128	01	24	1150	2700

Café
KATAI STYLE BISCUIT

A1

CHOCDAY

SPECIAL
Egg & Milk Cookies

**CHOCO
ZOO**

Hearts
Sweet and Crunchy

WOW

Crema
Sandwich Biscuit

Energi



BISCUITS

In 2005 Asian Food Industries Limited expands their product portfolio by entering in the Biscuit Category, with the successive launch of Tea Biscuit Café that brings the new concept of biscuits in Pakistani market. Afterwards the company expanded their product portfolio by launching some new categories in different brands like ChocDay, Special Egg & Milk Cookies, Crema, Chip Xpress, A1 Egg & Milk Cookies, Wow Center Filled Biscuit and Hearts Puff Pastry.



Café

Khatai Style Biscuit



Khatai
Style Tea
Biscuits



WOW



CHOCOLATE FILLED BISCUITS



PACKAGING SKU

Pieces /
Pack

Weight /
Pack

Pack /
Box

Boxes /
Carton

20ft

40ft

CAFÉ BISCUITS TICKY PACK

3

14.4

24

18

650

1525

CAFÉ BISCUITS SNACK PACK

6

28.8

12

18

650

1525

CAFÉ BISCUITS HALF ROLL

14

57.6

06

24

675

1590

CAFÉ BISCUITS FAMILY PACK

20

96

01

96

525

1275

PACKAGING SKU

Pieces /
Pack

Weight /
Pack

Pack /
Box

Boxes /
Carton

20ft

40ft

WOW BISCUIT BOX

06

9.6

48

12

425

1050

WOW BISCUIT TRAY

10

16

24

12

505

1210

WOW BISCUIT BOX

18

28.8

12

12

435

1090

WOW BISCUIT FAMILY PACK

22

70.4

01

96

525

1275

SPECIAL



EGG & MILK
COOKIES



Hearts

Puff Pastry



PACKAGING SKU



SPECIAL BISCUITS TICKY PACK

03

14.1

24

18

600

1400

SPECIAL BISCUITS SNACK PACK

06

28.2

12

18

745

1750

SPECIAL BISCUITS HALF ROLL

09

42.3

06

24

700

1670

SPECIAL BISCUITS FAMILY PACK

16

84.8

01

96

525

1275

PACKAGING SKU



HEARTS PUFF PASTRY SNACK PACK

02

18

24

12

525

1210

HEARTS PUFF PASTRY FAMILY PACK

12

108

02

48

1100

2500

A1



EGG & MILK BISCUITS



Chocday



CHOCOLATE COATED SANDWICH BISCUITS



PACKAGING SKU



Pieces / Pack



Weight / Pack



Pack / Box



Boxes / Carton



20ft



40ft

A1 BISCUIT TICKY PACK

2

12.6

24

18

600

1400

A1 BISCUIT SNACK PACK

4

25.2

12

18

600

1400

A1 BISCUIT HALF ROLL

9

56.7

06

24

700

1670

A1 BISCUIT FAMILYPACK

14

88.2

01

96

525

1275

PACKAGING SKU



Pieces / Pack



Weight / Pack



Pack / Box



Boxes / Carton



20ft



40ft

CHOCDAY TICKY PACK

1

8.0

24

18

900

2150

CHOCDAY SNACK PACK

1

13.0

24

18

1050

2550

CHOCDAY SMART PACK

3

24.0

24

12

550

1350

Cremono

Sandwich Biscuit



SANDWICH CREAM
BISCUITS



Energi



GLUCOSE BISCUITS



PACKAGING SKU

Pieces /
Pack

Weight /
Pack

Pack /
Box

Boxes /
Carton

20ft

40ft

CREMO BISCUITS TICKY PACK

02

13

24

18

475

1175

CREMO BISCUITS SNACK PACK

04

26

12

18

550

1325

CREMO BISCUITS HALF ROLL

06

39

06

24

545

1280

CREMO BISCUITS FAMILY PACK

12

78

01

96

525

1275

PACKAGING SKU

Pieces /
Pack

Weight /
Pack

Pack /
Box

Boxes /
Carton

20ft

40ft

MAYFAIR ENERGY BISCUITS

08

50

200

--

635

1500

HIGH ENERGY BISCUITS



PACKAGING SKU	 Pieces / Pack	 Weight / Pack	 Pack / Box	 Boxes / Carton	 20ft	 40ft
HIGH ENERGY BISCUIT (HEB 2.0)	08	50	200	--	635	1500
HIGH ENERGY BISCUIT (HEB 2.0)	09	75	134	--	635	1500
HIGH ENERGY BISCUIT (HEB 2.0)	12	100	100	--	635	1500
RUSF - FOOD SUPPLEMENT	--	100	150	-	650	1300