



PRIMA

Prima International  
*gourmet bakes*

20  
22  




We are delighted to bring you your new catalogue. You will be pleased to see that we have improved our sector approach giving you even more useful tips and must have recommendations to inspire your creative flair.

Our aim is to meet the needs of different food businesses across various channels by providing brand solutions which represent our collective capabilities.

It is our belief that through our brand, logistics, insights and innovation, we can deliver a leading service which will continue to meet the growing needs of our customers.

we place people at the centre of our concerns at Prima, bringing a saying that is close to my heart to life: "The only wealth is man".

As in everything we do, we are proud that our actions strengthen and place value on those shared by our customers.

Othman Aba Hussain



Our 3  
sustainable  
development  
commitments

**To consumers**

Offering consumers quality products by encouraging responsible consumption and guaranteeing food safety.

**To employees**

Establishing motivating and stimulating working conditions to promote the well-being of our employees and ensure workforce stability.

**To the environment**

Minimizing the impact of our activities on the environment at every step of the chain leading to the manufacture of our products, and all the way until the end of the products' life.



# PRIMA



*Premium quality*



## COMMITMENTS

“

We want to invent Bakery and Patisserie of the future to help our customers grow- that's our goal !

”

Careful selection of highest-quality raw materials:

- Flour from local milling companies,
- Homemade 'Chef' starter,
- Pure-butter viennese pastries.

Manufacturing that respects techniques and products:

- Slow kneading,
- Steady, gentle lamination,
- Long rest for the dough.

Lines developed for well-being and health:

Breads that qualify as high in fibre or as a source of fibre.



PRIMA



## CORE VLUES

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### VISION

To be a leading bakery brand in KSA and the surrounding territories, with an emphasis on high quality and convenient products the journey focuses on managing the business processes to deliver a transportable model for company and market expansion that will provide improve job security and quality of life for all and ultimately lead to stakeholders' achievement in a deeper and broader vision.

### MISSION

To satisfy the needs of corporate customers, commercial users by providing traditional as well as innovative bakery products that are delivered through our distribution channels, branded outlets & joint venture operations and expanded to overseas market with continued commitment of wholesome ingredients, authentic recipes, product consistency, taste, hygiene, and value for money.

# CORE VALUES

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## VALUE

We understand that costumers taste will decide the destiny of our organization.

We understand that technology plays a vital role in the success of our business.

We value personality, professional and charisma of everyone in the organization.

We value the contribution of our employees as the most essential ingredient of our success.



We serve  
all the Kingdom  
regions



PRIMA



## Key



weight



pieces/kg per box



defrosting time



baking temperature



baking time



half baked



instande



semi-processed



with butter



new product



PRIMA

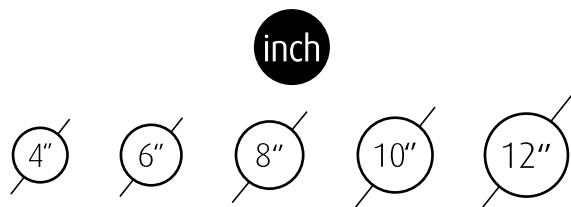
# Tortilla

TORTILLA



insta

# TORTILLA



Plain tortilla

 instantde

   
10x10 10 min



Grilled tortilla

 instantde

   
10x10 10 min



Spinach tortilla

 instantde

   
10x10 10 min



tomato tortilla

 instantde

   
10x10 10 min

*Chili* | *Tomato*





BREAD

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# BREADS

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Burger Bun  
Sesame



80gr 1x24 20 min



Burger Bun  
Plain



150gr 1x50 20 min






# BREADS

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Baguette  
Half White






 half baked

 290gr  1x20  20 min  08±  200°



Bloomer  
Rye

 half baked

 550gr  1x15  30 min  10±  210°



# BREADS



half baked

Baguette  
Wholemeal



250gr 1x40 20 min 08± 200°



half baked

Baguette  
Wholemeal



400gr 1x30 20 min 10± 200°



half baked

Baguette Mini  
White




150gr 1x60 20 min 08± 200°








# BREADS

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 half baked  
Bloomer  
Multicereal

 550gr  1x15  40 min  12±  210°




 half baked  
Bloomer  
Corn n` Ceral

 550gr  1x15  40 min  12±  210°






# BREADS

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Pelite Pain Rolls  half baked

Multi Cereal

      
40g 1x200 20 min 03+ 200°



Kraftcorn rolls  half baked

      
40gr 1x200 30 min 03+ 200°

# BREADS

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Pizza Base  
White



200gr



1x30

Toast Bread  
White



1425gr



1x8



60 min



# BREADS



Toast Bread  
Wholemeal

 instantly



1425gr



1x8



60 min



Focaccia Sheet  
Plain

 semi  
processed



2800gr



5.6 kg



30 min



10-12  
min



180°






# BREADS



Ciabatta White







half baked

 140gr  1x40  20 min  3-4±  200°

Ciabatta Olive



half baked






 140gr  1x40  20 min  3-4±  200°



Ciabatta  
Sundried Tomato




half baked

 110gr  1x60  20 min  3-4±  200°








# BREADS




Panini Plain  half baked






 110gr  1x50  20 min  3-4±  200°

Panini Mixed Herbs  half baked

 110gr  1x50  20 min  3-4±  180°



Panini white  half baked

 140gr  1x40  20 min  3-4±  200°









VIENOISERIE

# CROISSANT

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With Butter



semi processed

Croissant  
Zatter



40gr



1x150



00 min



12±



175°



With Butter



semi processed

Croissant  
Cheese



40gr



1x150



00 min



12±




175°




# CROISSANT






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 With Butter


 semi processed

Croissant Plain






 25gr  1x200  00 min  11±  175°



 With Butter

 semi processed

Croissant Almond

 25gr  1x200  00 min  11±  175°



 With Butter

 semi processed

Crossiant  
Chocolate




25gr

1x200

00 min

11±

175°

 With Butter

 semi processed

Danish Bear  
Claw



40gr

1x150

00 min

11±

175°








 With Butter

 semi processed

Danish Whirl  
Raisin custard

 40gr  1x150  00 min  11±  175°



 With Butter

 semi processed






Danish Whirl  
Cinnamon & Custard

 40gr  1x150  00 min  11±  175°

 With Butter

 semi processed

Danish Whirl  
Cherry & Custard

 40gr  1x150  00 min  11±  175°













SAVORY








Cheese Rolls 

      
40gr 1x200 20 min 02± 200°

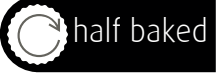
**NEW** New Product





 instantde  
Fathayer  
Mince Meat

      
25gr 1x200 20 min 02± 170°



**NEW** New Product

Garlic Bread 

     
1x60 00 min 03± 180°











# SAVORY

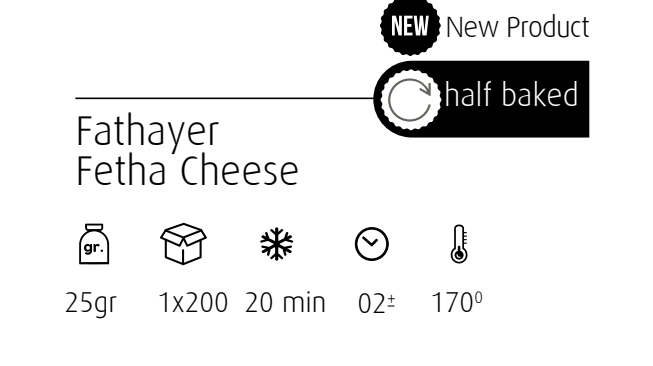


**NEW** New Product


 half baked

Dinner Rolls Soft  
Semsem






      
40gr 1x200 20 min 02± 200°



**NEW** New Product

 half baked

Fathayer  
Fetha Cheese






      
25gr 1x200 20 min 02± 170°



**NEW** New Product

 instant de

Fathayer  
Lebneh Zatter






      
25gr 1x200 20 min 02± 170°



**NEW** New Product

 instant de

Fathayer  
Chicken

      
25gr 1x200 20 min 02± 170°



A close-up photograph of four muffins in brown paper liners. Two are chocolate chip muffins, and two are plain golden-brown muffins. The muffins are arranged on a dark, textured surface with scattered chocolate chips and a cinnamon stick. The word "Pastry" is written in a white, cursive font across the center of the image.

*Pastry*




A close-up, high-angle photograph of a dark, textured surface, possibly a countertop or table, covered with scattered chocolate shavings and cocoa powder. The shavings are in various sizes and shapes, some appearing as thin, elongated strips and others as small, irregular pieces. The cocoa powder is a fine, light-colored dust that has settled in some areas, creating a contrast with the dark background. The lighting is dramatic, highlighting the textures of the chocolate and the surface.

PASTRY



Muffin  
chocolate



    
70gr 1x24 30 min

Muffin  
Vannila



    
70gr 1x24 30 min





Brownie  
Chocolate

 instantly

   
45 min 1x24

 instantly

Donuts  
Ring

    
60gr 1x36 20 min





PRIMA



Prima International  
*gourmet bakes*

P.O.Box 2242 Riyadh 11451  
T 966 11 542 7000  
Kingdom of Saudi Arabia  
E-mail: [info@primainternational.com](mailto:info@primainternational.com)  
[primainternational.com](http://primainternational.com)

THANK YOU





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