



Hero

Company Overview

We have come a long way

Hero Group

Hero MEA is part of the Swiss "Hero group"; an international brand-focused consumer food group founded in 1886 in Lenzburg, Switzerland.

Today the Hero group has a global footprint with its core product categories of fruit, infant nutrition and healthy snacks with operations predominantly based in Europe, North America, Middle East/Africa, Turkey/Central Asia.

Hero MEA

The French rooted brand Vitrac was introduced in Egypt in 1982 and grew to become synonymous with jam and concentrates.

The success of the brand attracted the Swiss Hero Group, to acquire 65% of the company

in November 2002. The acquisition aimed at introducing the premium Hero brand to the region while building upon Vitrac's positioning and market share strength.

In May 2005, the Hero group acquired 100% of the share capital of Vitrac and the company was consequently renamed into Hero Nutritional Food Industries S.A.E., Hero Middle East and Africa was founded.

We operate the biggest & the most modern fruit processing factory in Middle East & Africa region, specialized in producing our branded and Private Label Jam, Juice and concentrate.

Our flagship brand "Vitrac" is the leading Egyptian brand in jams & liquid concentrates by far.

We lead the international premium jam segment in the Middle East Region with the "Hero" brand, "Frutessa" and "Tova" jam brands are market leaders in the gulf countries.

Hero Baby brand has a wide range and variety of baby food products sourced from Spain, Turkey and Italy, starting from Infant Formula Milks, Jars, Juices, Cereals and Biscuits, we offer healthy safe nutrition for future generations on the basis of three main principles:

Nutrition, Quality and Health.





Hero Jam

350g

Format

Net Weight / Unit (in g)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity

20' Container Capacity Palletized

Glass Jar

350

12

6.58

3000

2640

Variants

Apricot

Bitter Orange

Black Cherry

Blueberry

Fig

Forest Berry

Mixed Fruits

Orange

Pineapple

Raspberry

Red Cherry

Strawberry



Hero Light Jam

320g

Format

Net Weight / Unit (in g)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity

20' Container Capacity Palletized

Glass Jar

320

12

6.58

3000

2640

Variants

Apricot

Bitter Orange

Black Cherry

Forest Berry

Raspberry

Strawberry



Hero Mini Jar

28.3g

Format

Glass Jar

Net Weight / Unit (in g)

28.3

Unit / Case

144

Gross Weight / Case (in kg)

11.70

20' Container Capacity

1600

20' Container Capacity Palletized

1386

Variants

Apricot

Red Cherry

Bitter Orange

Strawberry

Black Cherry

Blueberry

Fig

Honey

Raspberry



Hero Portion

20g

Format

Plastic Portion

Net Weight / Unit (in g)

20

Unit / Case

224

Gross Weight / Case (in kg)

5.54

20' Container Capacity

1500

20' Container Capacity Palletized

1210

Variants

Apricot

Bitter Orange

Honey

Strawberry



Hero Honey

360g

Format

Net Weight / Unit (in g)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity

20' Container Capacity Palletized

Glass Jar

360

12

6.96

3000

2640

Variants

Honey Clover

Honey Citrus



Vitrac Jam

245g

Format

Net Weight / Unit (in g)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity

20' Container Capacity Palletized

Glass Jar

245

12

4.8

4000

3683

Variants

Apricot

Fig

Strawberry



Vitrac Jam

340g

Format

Glass Jar

Net Weight / Unit (in g)

340

Unit / Case

12

Gross Weight / Case (in kg)

6.24

20' Container Capacity

3500

20' Container Capacity Palletized

2772

Variants

Apricot

Mixed Frutis

Bitter Orange

Orange

Date

Pineapple

Fig

Red Grape

Guava

Rose

Mango

Strawberry



Vitrac Jam

450g

Format

Glass Jar

Net Weight / Unit (in g)

450

Unit / Case

12

Gross Weight / Case (in kg)

7.5

20' Container Capacity

2800

20' Container Capacity Palletized

2310

Variants

Apricot

Fig

Mixed Fruits

Strawberry

Strawberry Raspberry



Vitrac Jam

900g

Format

Net Weight / Unit (in g)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity

20' Container Capacity Palletized

Glass Jar

900

12

14.88

1500

1210

Variants

Apricot

Fig

Orange

Strawberry



Vitrac Creamy Jam

380g

Format

Net Weight / Unit (in g)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity

20' Container Capacity Palletized

Glass Jar

380

12

7.50

2700

2080

Variants

Apricot

Fig

Strawberry



Vitrac Diet Jam

290g

Format

Glass Jar

Net Weight / Unit (in g)

290

Unit / Case

12

Gross Weight / Case (in kg)

5.70

20' Container Capacity

3500

20' Container Capacity Palletized

2772

Variants

Apricot

Fig

Orange

Strawberry



Vitrac Jam

850g

Format

Tin

Net Weight / Unit (in g)

850

Unit / Case

12

Gross Weight / Case (in kg)

12.07

20' Container Capacity

1400

20' Container Capacity Palletized

1210

Variants

Apricot

Fig

Strawberry



Vitrac Jam

2.5kg

Format
Net Weight / Unit (in g)
Unit / Case
Gross Weight / Case (in kg)
20' Container Capacity
20' Container Capacity Palletized

Tin
2500
6
17.26
1015
726

Variants

Apricot
Fig
Strawberry



Vitrac Jam

4.7kg

Format
Net Weight / Unit (in g)
Unit / Case
Gross Weight / Case (in kg)
20' Container Capacity
20' Container Capacity Palletized

Plastic Tub
4750
4
20.00
700
360

Variants

Apricot
Strawberry



Vitrac Portion

20g

| Format | Plastic Portion |
|-----------------------------------|-----------------|
| Net Weight / Unit (in g) | 20 |
| Unit / Case | 224 |
| Gross Weight / Case (in kg) | 6 |
| 20' Container Capacity | 1700 |
| 20' Container Capacity Palletized | 1210 |

Variants

Apricot
Fig
Strawberry



Vitrac Honey

340g

| Format | Glass Jar |
|-----------------------------------|-----------|
| Net Weight / Unit (in g) | 340 |
| Unit / Case | 12 |
| Gross Weight / Case (in kg) | 6.30 |
| 20' Container Capacity | 3100 |
| 20' Container Capacity Palletized | 2640 |

Variants

Clover Honey
Citrus Honey
Royal Jelly



Vitrac Honey

880g

Format

Glass Jar

Net Weight / Unit (in g)

880

Unit / Case

6

Gross Weight / Case (in kg)

7.58

20' Container Capacity

2800

20' Container Capacity Palletized

2200

Variants

Clover Honey



Vitrac Portion

20g

Format

Plastic Portion

Net Weight / Unit (in g)

20

Unit / Case

224

Gross Weight / Case (in kg)

5.36

20' Container Capacity

1500

20' Container Capacity Palletized

1210

Variants

Honey



Vitrac Choco Cream

400g

Format

Net Weight / Unit (in g)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity

20' Container Capacity Palletized

Glass Jar

400

12

7.50

2470

1320

Variants

Choco Cream



Vitrac Nectar

1 Liter

Format

Net Weight / Unit (in ml)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity

20' Container Capacity Palletized

Glass Bottle

1000

6

9.24

2000

1320

Variants

Guava

Mango

Mango Orange

Mixed Fruits

Pomegranate

Strawberry Guava



Vitrac Nectar

250ml

Format

Glass Bottle

Net Weight / Unit (in ml)

250

Unit / Case

12

Gross Weight / Case (in kg)

4.95

20' Container Capacity

3700

20' Container Capacity Palletized

2420

Variants

Apple

Strawberry Guava

Guava

Mango

Mango Orange

Mixed Fruits

Pomegranate

Vitrac Nectar

200ml

Format

Tetra Pak

Net Weight / Unit (in ml)

200

Unit / Case

12

Gross Weight / Case (in kg)

5.96

20' Container Capacity

3000

20' Container Capacity Palletized

2200

Variants

Apple

Orange

Guava

Mango

Mix

Pineapple Orange

Pineapple



Vitrac Nectar

1 Liter

Format
 Net Weight / Unit (in ml)
 Unit / Case
 Gross Weight / Case (in kg)
 20' Container Capacity
 20' Container Capacity Palletized

Tetra Pak
 1000
 12
 13.08
 1600
 990

Variants

Apple
 Guava
 Mango
 Mix
 Pineapple Orange
 Pineapple
 Orange



Vitrac Syrup

650ml

Format
 Net Weight / Unit (in ml)
 Unit / Case
 Gross Weight / Case (in kg)
 20' Container Capacity
 20' Container Capacity Palletized

Glass Bottle
 650
 12
 15.170
 1100
 770

Variants

Almond
 Grenadine
 Mint
 Rose
 Red Cherry
 Strawberry



Vitrac Juice Concentrate 650ml

| | |
|-----------------------------------|--------------|
| Format | Glass Bottle |
| Net Weight / Unit (in ml) | 650 |
| Unit / Case | 12 |
| Gross Weight / Case (in kg) | 14.285 |
| 20' Container Capacity | 1100 |
| 20' Container Capacity Palletized | 770 |

Variants

Apricot
Carob
Hibiscus
Mango
Tamarind



Frutessa Jam 420g

| | |
|-----------------------------------|-----------|
| Format | Glass Jar |
| Net Weight / Unit (in g) | 420 |
| Unit / Case | 12 |
| Gross Weight / Case (in kg) | 7.60 |
| 20' Container Capacity | 2700 |
| 20' Container Capacity Palletized | 2310 |

Variants

Apricot
Fig
Mango
Mixed Fruits
Orange
Pineapple
Raspberry
Red Cherry
Strawberry

Tova



Tova Jam

450g

| Format | Glass Jar |
|-----------------------------------|-----------|
| Net Weight / Unit (in g) | 450 |
| Unit / Case | 12 |
| Gross Weight / Case (in kg) | 8.00 |
| 20' Container Capacity | 2700 |
| 20' Container Capacity Palletized | 2080 |

Variants

| | |
|--------------|------------|
| Apricot | Raspberry |
| Cherry | Strawberry |
| Fig | |
| Mixed Fruits | |
| Orange | |
| Pineapple | |

CORNY



Corny Big Cereal Bar

50g

| Format | Wrapper |
|-----------------------------------|---------|
| Net Weight / Unit (in g) | 50 |
| Unit / Case | 24 |
| Gross Weight / Case (in kg) | 1.36 |
| 20' Container Capacity Palletized | 4004 |
| 40' Container Capacity Palletized | 9100 |

Variants

| |
|-----------|
| Chocolate |
| Coconut |
| Brownie |

CORNY



Corny Milk Sandwich

120g

| | |
|-----------------------------------|------|
| Format | Box |
| Net Weight / Unit (in g) | 120 |
| Unit / Case | 8 |
| Gross Weight / Case (in kg) | 1.12 |
| 20' Container Capacity Palletized | 1980 |
| 40' Container Capacity Palletized | 4500 |

Variants

Milk Classic
Milk Dark & White

CORNY



Corny Milk Sandwich

40g

| | |
|-----------------------------------|---------|
| Format | Wrapper |
| Net Weight / Unit (in g) | 40 |
| Unit / Case | 24 |
| Gross Weight / Case (in kg) | 1.12 |
| 20' Container Capacity Palletized | 3828 |
| 40' Container Capacity Palletized | 8700 |

Variants

Milk Classic
Milk Dark & White



Hero Baby Fruits

125g

Format

Glass Jar

Net Weight / Unit (in g)

125

Unit / Case

12

Gross Weight / Case (in kg)

2.75

20' Container Capacity Palletized

2970

40' Container Capacity Palletized

6480

Variants

3 Fruits

Mixed Fruits with Cereals

Apple Compote

Peach Banana

Banana

Prunes

Banana Mandarin Pear

Mango & Banana

Mixed Fruits



Hero Baby Meals

120g

Format

Glass Jar

Net Weight / Unit (in g)

120

Unit / Case

12

Gross Weight / Case (in kg)

2.70

20' Container Capacity Palletized

2970

40' Container Capacity Palletized

6480

Variants

Rice and Chicken

Rice and Zucchini

Mixed Vegetables



Hero Baby Desserts

125g

Format

Net Weight / Unit (in g)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity Palletized

40' Container Capacity Palletized

Glass Jar

125

12

2.75

2970

6480

Variants

Fruit Pudding

Yoghurt Pear (120g)



Hero Baby Meals

190g

Format

Net Weight / Unit (in g)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity Palletized

40' Container Capacity Palletized

Glass Jar

190

12

3.82

1782

3888

Variants

Chicken casserole 12+

Vegetable Lasanale 12+

Rice Chicken 9+

Mixed Fruits 6+



Hero Baby Juice

130g

| | |
|-----------------------------------|--------------|
| Format | Glass bottle |
| Net Weight / Unit (in ml) | 130 |
| Unit / Case | 12 |
| Gross Weight / Case (in kg) | 3.12 |
| 20' Container Capacity Palletized | 2640 |
| 40' Container Capacity Palletized | 5760 |

Variants

- Apple
- Grape Carrot
- Grape Orange Banana
- Mixed Fruits



Pouch

100g

| | |
|-----------------------------------|-------|
| Format | Pouch |
| Net Weight / Unit (in ml) | 100 |
| Unit / Case | 18 |
| Gross Weight / Case (in kg) | 2.16 |
| 20' Container Capacity Palletized | 1320 |
| 40' Container Capacity Palletized | 2880 |

Variants

- 3 Fruits
- Apple Banana
- Mixed Fruits with Biscuits



Good Morning Cereals

150g

Format

Net Weight / Unit (in g)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity Palletized

40' Container Capacity Palletized

Carton Box

150

12

2.33

2700

5800

Variants

8 Cereals & Fruit with Milk

8 Cereals with Milk

Wheat & Cheese



Good Night Cereals

150g

Format

Net Weight / Unit (in g)

Unit / Case

Gross Weight / Case (in kg)

20' Container Capacity Palletized

40' Container Capacity Palletized

Carton Box

150

12

2.33

2700

5800

Variants

8 Cereals & Vegetables with Milk

Wheat & Oat with Milk

Rice & Corn



Whole Day Cereals

110g

| Format | Carton Box |
|-----------------------------------|------------|
| Net Weight / Unit (in g) | 110 |
| Unit / Case | 12 |
| Gross Weight / Case (in kg) | 7.55 |
| 20' Container Capacity Palletized | 2700 |
| 40' Container Capacity Palletized | 5800 |

Variants

Rice



Whole Day Cereals

150g

| Format | Carton Box |
|-----------------------------------|------------|
| Net Weight / Unit (in g) | 150 |
| Unit / Case | 12 |
| Gross Weight / Case (in kg) | 7.55 |
| 20' Container Capacity Palletized | 700 |
| 40' Container Capacity Palletized | 1550 |

Variants

Wheat with Milk



Vegetable Soup

100g

| Format | Carton Box |
|-----------------------------------|------------|
| Net Weight / Unit (in g) | 100 |
| Unit / Case | 12 |
| Gross Weight / Case (in kg) | 1.40 |
| 20' Container Capacity Palletized | 2700 |
| 40' Container Capacity Palletized | 5800 |

Variants

Vegetable Soup



Hero Baby Biscuits

180g

| Format | Carton Box |
|-----------------------------|------------|
| Net Weight / Unit (in g) | 180 |
| Unit / Case | 6 |
| Gross Weight / Case (in kg) | 1.1 |
| 20' Container Capacity | 1320 |
| 40' Container Capacity | 2640 |

Variants

Teething Biscuit



Jam

340g 450g 900g

Format

Glass Jar

| | 340 | 450 | 900 |
|-----------------------------------|------|------|-------|
| Net Weight / Unit (in g) | 340 | 450 | 900 |
| Unit / Case | 12 | 12 | 12 |
| Gross Weight / Case (in kg) | 6.30 | 8.00 | 14.94 |
| 20' Container Capacity | 3100 | 2700 | 1500 |
| 20' Container Capacity Palletized | 2640 | 2080 | 1210 |
| M.O.Q / Flavor | 1000 | 1000 | 1000 |

Variants

Apricot
 Buleberry
 Fig
 Orange
 Raspberry
 Strawberry



Juice

1 Liter 250ml

Format

Glass Bottle

| | 1000 | 250 |
|-----------------------------------|------|------|
| Net Weight / Unit (in ml) | 1000 | 250 |
| Unit / Case | 6 | 12 |
| Gross Weight / Case (in kg) | 9.24 | 4.95 |
| 20' Container Capacity | 2000 | 3700 |
| 20' Container Capacity Palletized | 1320 | 2640 |

Variants

Guava
 Mango
 Mango Orange
 Mixed Fruits
 Pomegranate
 Strawberry Guava



Hero

Street 90 | Mivida Business Park | Building B2, 1st Floor
New Cairo | Egypt

Tel.: +2 01028817060 | +2 01028817070

export.meat@hero.com.eg

www.heromea.com