



NASA International Representing BioFach , Nuremberg in Pakistan

NASA International an event management company in Pakistan who has been representing Messe Berlin for international exhibitions like Fruit Logistica and International Green Week has recently signed a contract with Messe Nuremberg to represent it exhibitions in Pakistan. Currently they are representing BIOFACH from 11- 14 February 2014 an extraordinary platform for organic food exhibitors and traders to meet with each other. This Year in BIOFACH, 200 exhibitors from 76 countries, international with a share 70 % exhibitors from are expected. Around 42,000 trade visitors from 135 countries are expected to visit this exhibition. Apart from this NASA International will also represent Afro Food taking place in Egypt from 19-21 June 2015. This exhibition is the most dedicated event for food and beverages processing technology in the Egyptian and North African markets. The four days event is the ideal place for the exhibitors to present their latest developments in technology & materials and present live demonstrations to visitors.

Novatex Commences Production Under Brand “Krystofilms”

Novatex Limited, a G&T Group company, commences production of BOMPET films under the brand name of Krystofilms. It has installed the latest and the most modern Dornier equipment of 30,000 TPA which is the biggest plant for the production of PET films in Pakistan. The production range is from 8 microns to 150 microns including all types of clear films for packaging and textile applications. Major packaging applications in which PET films is used include tea, milk powder, tomato ketchups, instant drinks, biscuits, spices, detergents and hosiery. It is mainly used in the manufacturing of yarn, sequins and glitters in textile applications.

Johnny Rockets: The Dine In

Ever since Johnny Rockets opened its doors in Pakistan almost 1 year ago, its aim has been to serve classic all-American food in a fun environment, to a country full of avid foodies. Johnny Rockets has always strived to meet or exceed expectations of customers at all times. The recent addition of a scrumptious breakfast menu is one of the ways in which this original food brand insists on setting itself apart.

At first glance Johnny Rockets may look like a fast food chain and may therefore automatically be compared to other such international food franchises. However, upon short inspection one would immediately notice how Johnny Rockets is different. This particular chain is actually a casual dining restaurant where one can sit at the comfort of one's table and place orders to an attending server. Dine In customers at Johnny Rockets Restaurants are served orders at their tables so they don't have to worry about standing around in lines.

But great service is only the beginning of what sets Johnny Rockets apart. Their extensive menu variety that comprises of burgers, fries, sandwiches, salads, shakes, desserts and much more, is a definite crowd puller. The burgers at Johnny Rockets are more healthily prepared and are more filling as compared to quite a few offerings available in the market. Johnny Rockets grills its burger meat and the patties are much thicker and juicier than



commonly found. Even the milkshake servings are large enough to be considered a meal in themselves.

In addition, Johnny Rockets has a newly introduced healthy breakfast menu. This includes a tasty combination of breakfast sandwiches, French toast, pancakes, eggs and coffee served from 10 a.m.

When it comes to finding the best burgers in town, one cannot go wrong with a visit to Johnny Rockets. It might seem like a pricier restaurant but that is only if one compares it to a quick service fast food chain, which Johnny Rockets is not, and the quality of food does satisfy their price. It is a proper casual dine in restaurant based on the theme of a classic American diner with quality of food that speaks for itself. Looking at it from this angle, one will see that the prices are quite competitive.

With restaurant locations in Karachi, Lahore & Islamabad, be sure to visit a Johnny Rockets in your city to experience mouth-watering meals. ♦

Engro Food declares results

Engro Foods Limited kicked off the results season on Monday with the announcement of consolidated earnings for the year ended Dec 31, 2014, at Rs868m translating into earnings per share at Rs1.13 compared with Rs870m (eps Rs1.14) the previous year. The results beat consensus analysts' expectations, which propelled the Engro Food stock by Rs6.34 to close 'limit up' at Rs133.27. Analyst Nabeel Khurshed at brokerage Topline Securities observed that the earnings growth was mainly due to resolution of distribution issues, which led distri-

bution expenses to decline to Rs4.74bn compared to Rs5.0bn in 2013. Moreover, tax reversal of Rs394m (eps impact Rs0.51) also helped EFOODS to achieve consolidated profit of Rs868m in the latest year.

During the period under review, the company's top-line rose by 14% to Rs43.4bn compared to Rs38.0bn in 2013. However, gross margins dipped to 18.7% from 21.6% in 2013. As a result, operating margins declined by 71bps to 5.0% in 2014 versus 5.7% last year. Other than that, 59% increase in finance costs to Rs1.24bn, from Rs785m and onetime loss

on sale of foreign business amounting to Rs644m (2013: Rs14m) resulted in limiting the growth of earnings.

On quarterly basis, company reported profit of Rs616m (Rs0.81 per share) in 4Q2014 compared to losses of Rs77m in 3Q2014 and Rs370m in 4Q2013. Gross margins in 4Q2014 stood at 19.2% versus 15.1% in 3Q2014 and 12.8% in 4Q2013. During the quarter, Engro Foods reported profit from continued operation of Rs0.91 per share while losses from discontinued operation settled at Rs0.11 per share.

Pakola to re-launch iconic glass bottle at Karachi Eat 2015

Pakola will re-launch its single serve, returnable glass bottle at the Karachi Eat 2015 food festival at Frere Hall today.

The production of Pakola's glass bottles was suspended in July 2013 when the government imposed a capacity tax on beverage bottlers which Mehran Bottlers (owners of Pakola) were unable to pay. Pakola then launched a 250ml disposable can in lieu of the bottles.



However, as Zeeshan Z. Habib, CEO, Mehran Bottlers explains, "The capacity tax collapsed due to litigation in July 2014. We restarted production immediately after this happened but we first introduced a PET bottle."

Habib says the company was not planning to restart production of the glass bottles; however "consumer demand forced us to do so because there is a certain sense of nostalgia attached to it." Additionally, "there are certain places such as clubs, restaurants and marriage halls, where glass bottles are still in very high demand."

The re-launched bottle will be available at a special introductory price of Rs 10 at Karachi Eat 2015 however the retail price is Rs 20, but Habib says stores generally sell it for Rs 25.

Although Pakola is not planning a large marketing effort to accompany the re-launch because "we are a big brand but our marketing budget is small", the company is engaging in BTL activities (such as Karachi Eat 2015 and the Masala Food Festival) and an outdoor campaign. ♦

Fatburger introduces Juicy, Crispy Buffalo's Chicken exclusively in Pakistan



Pakistan is truly a land of foodies, evident from the number of multinational brands opening their doors here. In the past few years, we have seen several international eateries expanding their businesses into Pakistan. Once such chain is Fatburger, the globally coveted quick service chain of restaurants which entered the Pakistani market with quite a bit of hype surrounding it. Thankfully, the Los Angeles based company has managed to live up to the hype and is the first preference for authentic fast food lovers.

After building a dedicated customer base for their gourmet burgers, Fatburger has now introduced their latest offering, Buffalo's Chicken, which has been launched specifically keeping in mind the Pakistani market's taste buds. The crispy fried chicken is served with a choice of three sauces; Sweet Bourbon BBQ, Carolina Fire BBQ and Buffalo's signature sauce. Buffalo's Chicken is available across all Fatburger outlets in Karachi, Lahore and Islamabad and is priced at PKR 300 for two pieces. Some exciting promotional deals being offered at present include 1 grilled chicken sandwich, 2 pieces of Buffalo's Chicken and 2 drinks, which costs PKR 700, while a bucket of 9 pieces of Buffalo's Chicken can be purchased for PKR 1300.

Speaking about the unique selling point of Buffalo's Chicken, CEO Fatburger [BIL Foods Pvt. Ltd.] Mr. Amer Kamal stated, "The USP is that Buffalo's

Chicken is a product of international brand Buffalo's which specializes in chicken globally. We have used a special technique which ensures the spices and herbs are marinated thoroughly to ensure flavor in every bite. Then of course like all other products that fall under Fatburger/Buffalo's, the chicken used is of the highest quality available and prepared fresh every time an order is placed, unlike other joints where food is processed and ready to serve".

Fatburger has come to be known as the last great burger stand with a 50 year long legacy of originality, based on their signature gourmet hamburgers which are prepared live in front of patrons using fresh, unfrozen and hygienic ingredients. The brand uses only the leanest halal meat in its offerings, ensuring that their products are low in fat content and high in nutritional value.

Fatburger has received numerous international accolades and has been voted Best Burger in Beijing, Dubai, Jakarta, Los Angeles and Las Vegas in the past. The fast food chain is also famously known for its strong association with Hollywood, with restaurants abroad regularly frequented by renowned media personalities including Tom Cruise, the Beastie Boys, Terrence Howard and Kate Bosworth among others, of whom some including Kanye West, Queen Latifah and Magic Johnson also have ownership of different international Fatburger franchises. ♦