

# IFFCO Worldwide appoints Grapevine Communications

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IFFCO Worldwide, a United Arab Emirates-based international group, which manufactures and markets a well integrated range of mass-market food products, related derivatives, intermediates and services launched in South Africa in October 2010. IFFCO SA has appointed Grapevine Communications, an agency which has extensive FMCG experience, to implement its PR/Communications campaign for the company and their flagship brand, Tiffany, a range of impulse foods including biscuits, confectionery and chocolates.

## About IFFCO Worldwide

IFFCO Worldwide is a United Arab Emirates-based international group, which manufactures and markets a well integrated range of mass-market food products, related derivatives, intermediates and services. IFFCO operates under the following business segments: fast moving consumer goods (FMCG), agri business, commodities, oils and fats, farm fresh, chilled and frozen foods, food ingredients, condiments and beverages, personal care and services. IFFCO is a sixth generation family business started by the Allana family in 1865, and transformed into a global presence in over 85 countries. Since its inception, IFFCO has transformed from a local company with operation and manufacturing facilities in UAE, Pakistan, Malaysia, Tunisia, South Africa, Turkey, Indonesia, China and Australia. IFFCO brands enjoy the confidence and preference of consumers in markets across the Middle East, Africa, the Indian Sub-continent, South- East Asia, Australia, New Zealand, and Russia.

## About IFFCO South Africa

IFFCO identified an opportunity in the South African FMCG market for good quality consumer goods at affordable prices and decided to launch as a comprehensive, fully-fledged business. IFFCO South Africa (SA) was established in October 2010 as a private company and Lauren Siebrits was appointed CEO. The local IFFCO office has since been assigned with introducing and distributing the Tiffany range of biscuits, chocolates and confectionary. Tiffany is IFFCO's flagship brand of impulse foods and while it has been available at Shoprite stores for the last eight years, it will now be offered in leading retail stores throughout Southern Africa. Distribution and merchandising partners have been appointed nationally in order to facilitate world-class delivery and on-shelf presence in all stores. IFFCO SA will be looking to introduce new food products in the next few years including pasta, beverages, ice cream, condiments and olive oil.

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