



Company Profile
2024

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About Us



San Rio General Trading

San Rio was established in Amman, Jordan, in 2020, with the aim to excel in the trade of frozen products, dry goods, charcoal, Aluminum foil, and various other products. We, at San Rio, take pride in our ownership of the **"FODO"** brand, which symbolizes luxury and excellence in the world of food.

Additionally, San Rio acquired the leading brand **"Al-Wazeer Charcoal"** in 2020, which has been specialized in charcoal trade since its establishment in 2012, adding further value and distinction.



Our Vision

To attain an exceptional position beyond local and Arab borders, to become a pioneering company in general trading.

Our Mission

Delivering unparalleled experiences to our customers to lead in local and regional general trade.



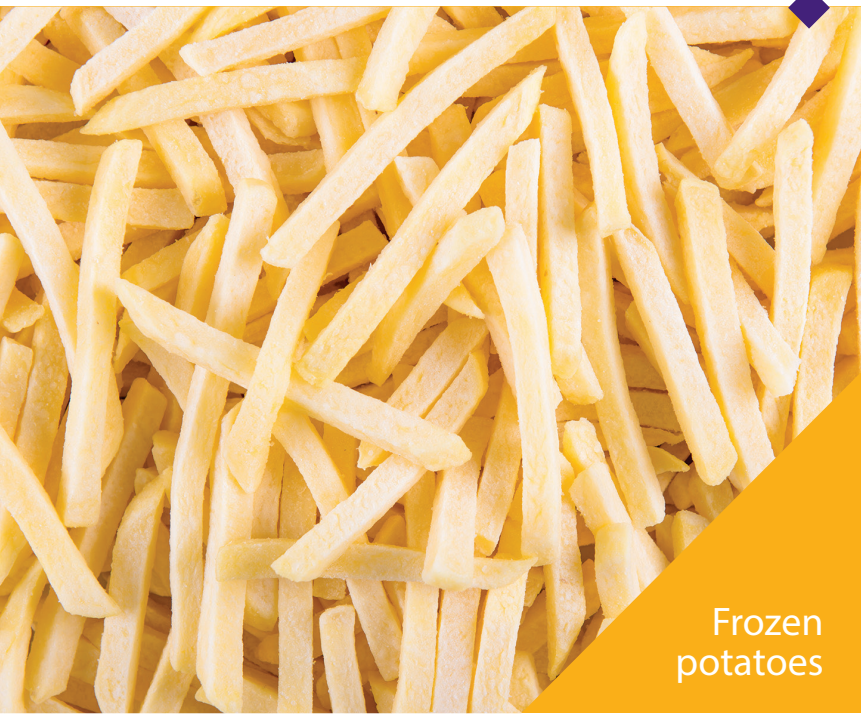
Our Values

- 1. Quality:** We are committed to delivering high-quality products and services.
- 2. Innovation:** We continuously seek development and innovation in all aspects of our business.
- 3. Commitment:** We are committed to building lasting and sustainable relationships with our customers and partners.
- 4. Transparency:** We operate with honesty and transparency in all our operations and transactions, to build a strong reputation and maintain a loyal customer base.

Our Products

1. Frozen Products

San Rio offers a diverse range of frozen products, including:



Frozen potatoes



Frozen chicken



Frozen vegetables



Frozen meat

Our Products

2. Dry Products

This category includes various dry food products such as:



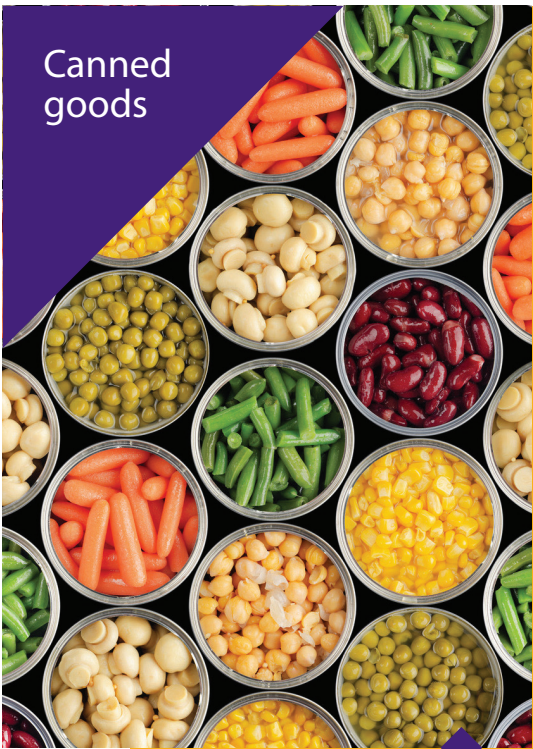
Rice



Legumes



Sugar



Canned goods

Our Products

3. Charcoal

A diverse range of natural and industrial charcoal for various purposes, including:

- ◆ Natural and compressed barbecue charcoal.
- ◆ Natural and compressed hookah charcoal.
- ◆ Heating and firewood charcoal.
- ◆ Incense charcoal.
- ◆ Charcoal lighters.



Our Products

4. Aluminum foil

- ◆ Aluminum foil for cooking purposes.
- ◆ Aluminum foil for hookah use.
- ◆ Aluminum foil for grilling purposes.



Brands

Brands owned by San Rio:

1. FODO

"FODO"

is not just a brand; it represents luxury and excellence in the world of food. The company holds full rights and protection of this brand, which enhances its position in the international trade market.



Brands

Brands owned by San Rio:

2. " Al-Wazeer Charcoal" Brand



Acquired by San Rio in 2020, this leading brand in charcoal trade continues to provide high-quality products and maintain its leadership position in the local, regional, and global markets, serving over 3000 clients in various sectors.

Brands

Brands owned by San Rio:

3. "Ocean Charcoal" Brand



Acquired by San Rio in 2020, "**Ocean Charcoal**" continues to offer high-quality products, maintaining its leadership position in the local, regional, and global markets.



Global Trading Agencies under San Rio

1. Luxury brand "UNIFOOD"

"UNIFOOD" is an embodiment of luxury and excellence in the world of frozen potatoes and vegetables. The company holds agency rights for this brand in Jordan, reinforcing its position in the local trade market.

Certifications:

ISO OHSAS 18001:2007,
ISO FSMS 22000



2. Luxury brand "Extra-POMMS Fries"

"Extra-POMMS Fries" is a representation of luxury and excellence in the world of frozen and half-fried potatoes.

The company holds full rights and protection of this brand, enhancing its position in the international trade market.

Global Trading Agencies under San Rio

3. Luxury brand "Best Fries"

"Best Fries" represents luxury and excellence in the world of frozen and half-fried potatoes. The company holds full rights and protection of this brand, reinforcing its position in the international trade market.



Customers and Partners



We, at San Rio, take pride in our strong partnerships and sustainable relationships with our customers and partners. Our clients are the driving force behind everything we do, and we strive to meet their expectations and ensure their satisfaction. We consider our customers the true partners in our journey, always seeking to provide unique and distinctive experiences for them.

Our partners are an integral part of our success. We value partnerships built on trust and sustainable collaboration, working hand in hand to achieve our common goals.

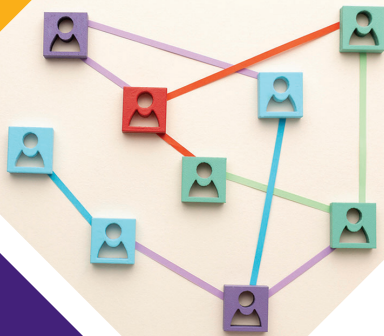
We are proud of our extensive network of partners contributing to enhancing our competitive strength and expanding our impact on the local, regional, and global stage.

At San Rio, continuous communication with our customers and partners is vital. We always seek to understand their needs and aspirations, building relationships based on trust and professionalism, aiming for mutual success at every stage of our journey.

Leadership and Innovation

The leaders and managers at San Rio are characterized by their strategic vision and the ability to make sound decisions.

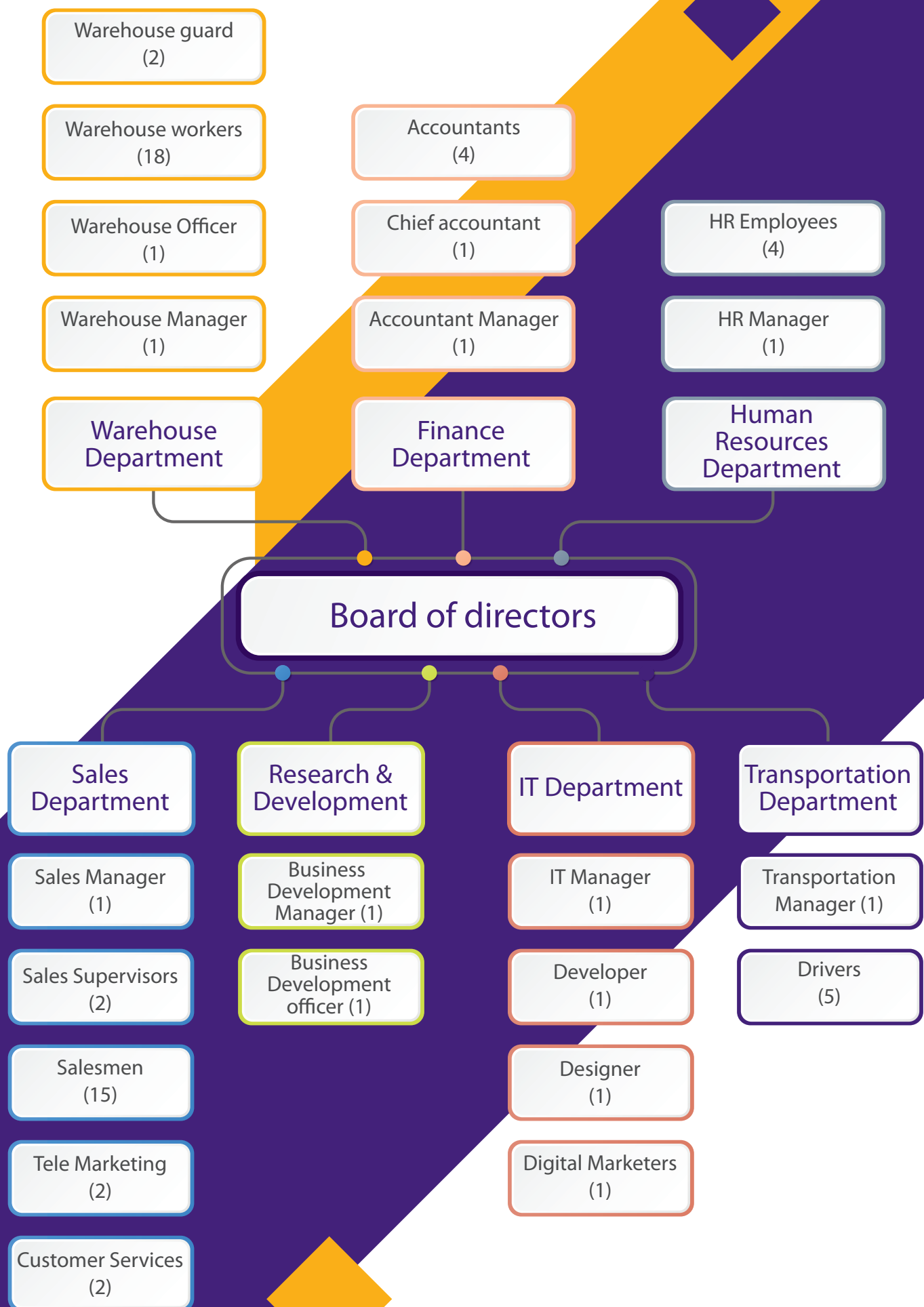
The entrepreneurial and innovative spirit of the management team reflects their dedication to building unique and distinguished brands.



Organizational Structure

We take pride in having a specialized and qualified team of over 75 employees at San Rio.

Our team possesses high expertise in general trade, working diligently to ensure the achievement of our goals and vision. We encourage innovation and creativity, believing in the importance of developing our team's skills to contribute to the company's success.



Technology & Digital Transformation

In line with our commitment to progress and enhancing the experiences of our customers, technology and digital transformation play a vital role in the operations of San Rio Company.

We heavily invest in the latest technological solutions to ensure that we are always at the forefront of leading technologies.

1. Accelerating Operations

We rely on cutting-edge technologies to improve the efficiency of our operations and expedite the production and distribution of our products.

Utilizing cloud computing and fleet management systems contributes to enhancing workflow and reducing the time required for processing and delivering products.

2. Precision & Quality

Our technologies contribute to improving precision and quality at all stages of our operations. From using monitoring and tracking systems to smart data analytics, we ensure delivering our products with high standards of quality and precision.

Technology & Digital Transformation

3. Enhancing Customer Experience

We use technology to improve our interaction with customers. Customer Relationship Management systems and digital communication platforms enable us to provide unique experiences for customers, from effective communication to tracking their orders and better meeting their needs.

4. Sustainable Innovation

We integrate technology with our vision to achieve sustainable innovation. We strive to develop digital solutions that contribute to improving the sustainability of our operations and reducing our environmental impact.

5. Security & Data Protection

We prioritize ensuring the security of our customers' and partners' data.

We employ best information security practices and adhere to strict procedures to protect the privacy of information.

By fully harnessing technological capabilities, we aim to efficiently and effectively develop and deliver our products, achieving excellence that reflects our commitment to innovation and improving experiences for our customers partners.

Innovation in the Supply Chain

San Rio places innovation at the heart of its supply chain, continually seeking to improve operations and develop new, efficient products. The company has a remarkable ability to innovate, meeting customer expectations and overcoming technological challenges.

Global Expansion

San Rio aspires to global expansion, extending its influence on a broad scale.

The company targets opening branches in Gulf countries, the Arab world and Europe in the near future, aiming to offer its products and services globally and engage with new markets.



International Relations

San Rio builds strong relationships and strategies with global partners, whether suppliers or customers. The company aims to enhance international cooperation to expand its business scope and increase its impact on local, regional, and global markets.

Social Responsibility

San Rio recognizes the importance of corporate responsibility in serving the community and preserving the environment. The company implements initiatives for social responsibility, seeking to achieve sustainable development in the areas where it operates.

Innovation in Marketing

San Rio employs innovative marketing strategies to promote its brands locally, regionally, and globally. The company focuses on engaging with the audience and building effective communication to enhance its international .

Sustainable Growth

San Rio seeks sustainable growth by expanding its product lines and entering new markets. The company focuses on achieving sustainability in all aspects of its business.



Conclusion

San Rio embraces challenges and continually strives for excellence and leadership in the world of general trade. We are committed to quality, innovation, and meeting the expectations of our customers and partners. With our clear vision and professional team, we work diligently to be leaders in our field and effective contributors to local, regional, and global trade.

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FODO



San Rio



Ocean Charcoal



Al-Wazeer Charcoal

