

CORPORATE PROFILE

ABOUT US

Jumairah Trading operates as a limited liability company engaged in wholesale, retail and distribution. It conducts its business through four divisions, including luggage, food, toys and households.

Vision & Mission

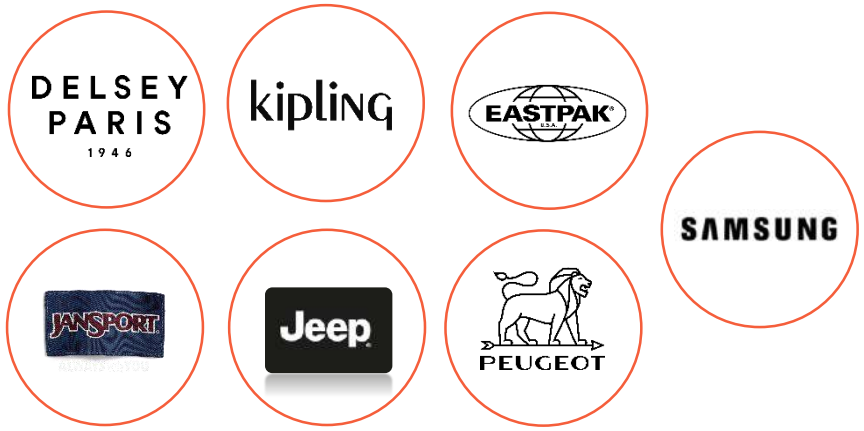
Vision

To cater the needs of dynamic and growing Saudi market by establishing business partnerships with world's leading brands.

Mission

To attain highest standards of brand marketing & distribution by continuously investing in logistics infrastructure, Hiring, nurturing & retaining the best talent whilst leveraging their skills to optimize the respective business models.

- JUMAIRAH TRADING CO. (Non-Food Division)
  - DELSEY
  - PEUGEOT
  - JEEP
  - KIPLING
  - EASTPAK
  - JANSPORT
  - SAMSUNG



- JUMAIRAH (Food Division)
  - PROLIFE
  - ULKER
  - GINGER PEOPLE
  - TABASCO
  - WARHEADS
  - TEEKANNE
  - SEGAFRADO
  - OATLY
  - JOJO
  - RAXI
  - RICO
  - LUMISS KROWKA
  - JUICY
  - STRIKING POPPING CANDY
  - POULT
  - ORIGINAL GOURMET
  - POPCORN 4700
  - AGNESI
  - TIK TIK
  - NOUG



We speak brands languages style, prestige, value, comfort, convenience, reliability and affordability that delights our customers. We welcome brands and we invest to build brands through experienced professional team who are valuable assets of our company. Our sales, marketing and brand management teams are professionally expert to develop and deliver brands.

جمـــيراز
JUMAIRAH

DELSEY PARIS
1946

DELSEY, MORE THAN JUST A SUITCASE

The iconic French brand DELSEY has been designing luggage since 1946. For more than 70 years, we have offered our consumers luggage concentrating great quality and bold design.

- Luggage
- Business
- School Bags
- Travel Accessories







جميرا JUMAIRAH

ICONIC STORES









Since 1810, PEUGEOT has been designing and producing ingenious items to simplify daily life. The brand marries technical precision with emotive design in all of its lifestyle products, while meeting the utmost expectations in quality. In line with its creative philosophy, PEUGEOT has invited DELSEY PARIS, the luggage brand that invented the trolley system, to join them in designing a new line of luggage remaining true to their values of innovation and to the French lifestyle and knowhow. PEUGEOT's objective, above all, is to offer exclusive innovative functionality adapted to both business travel and leisure activities. Drawing on the creative boldness of its heritage and ingenuity. the new collection offers a contemporary interpretation of the trunks of the past. Available in a range of unique sizes and shapes. its distinct ergonomic style reflects French elegance enhanced by freedom of movement.







KIPLING is a fashion brand founded in 1987 in Antwerp, Belgium. Kipling brand is part of VF Corporation since 2004.
Their most famous collection is Basic, recognizable from its crinkle nylon fabric and its monkey zipper. Kipling sells handbags, backpacks, totes, luggage and accessories.

- Luggage
- Fashion
- School Bags
- Travel Accessories







ICONIC STORES









Eastpak & Jumairah Trading co.

JUMAIRAH TRADING CO.is the exclusive distributor of Eastpak in the Kingdom of Saudi Arabia since 2014. EASTPAK products are available at all leading Bindawood & Danube stores, in addition to major luggage retail stores and modern traders across the Kingdom. Eastpak standalone stores can also be found in major malls of Jeddah, Riyadh, Dammam & Khober.







30 YEARS LIMITED GLOBAL WARRANTY

جمـيـراز JUMAIRAH

ICONIC STORES







Jansport is **an American brand of backpacks and collegiate apparel**, now owned by VF Corporation, one of the world's largest apparel companies.





SAMSUNG

We are one of the authorized distributors for Samsung within the Kingdom of Saudi Arabia, covering a wide product category in home appliances.

- Refrigerator
- Washing Machine
- Dishwasher
- Electric Oven









جميرا JUMAIRAH

Founded in 1998, ALSHABAH is a pioneering Jordanian company and the first to design and manufacture the iconic insect killer models that are now widely recognized across the region. With innovation at its core, ALSHABAH quickly gained popularity and trust, delivering highly effective pest control solutions that blend reliability, design, and performance.





Prolife

Salty Snacks Manufacturer Based in Kuwait.















JUMAIRAH

Ulker one of Turkey's oldest established, strongest domestic national brands, has a history dating back to 1944. Established by the late Ulker brothers, Sabri and Asım in Eminönü's Nohutçu Han, the strength of the Ulker brand has grown through time to our resent day. Representing both the traditional and the future at the same time, Ulker is a brand that proudly adapts to the sociological and economic developments of the society where it was born, such that, Ulker's renewal and change are like a never ending journey.

Oneo is a Turkish chewinggum brand. Oneo is being completely renovated to answer consumers demands within the chewinggum market: New formulation, new brand strategy and new packaging design.



Ulker Toffes makes the perfect treat to share with friends, family and coworkers;
Anytime, Anywhere.
Let the festivities Begin!



The Ginger People offers a product range that honors the authentic, innovative and values driven fundamentals of their brand. Inspired by the healing powers of ginger spanning over 5000 years, The Ginger People creates products with simple, short ingredient lists, made in fun and functional formats for modern lifestyles and daily consumption.





THE ORIGINAL OATLY!

We're a Swedish food company that makes delicious products from oats, which in turn makes it easier for people to live lives that are less taxing on the planet and their bodies. The Swedish part may or may not be important, depending on what you think of Swedes. But the latter part—our bodies, our planet—is essential to our existence.



JUMAIRAH

Noug is the first specialized Saudi camel milk brand. Launched in 2023 by Sawani, a Public Investment Fund (PIF) company, it transforms traditional heritage into modern, premium dairy products. They offer a wide range of products including cheese, butter, yogurt, laban, gelato, and various flavored milks.

















جمـيـراز
JUMAIRAH

Products, Candies & Toffees, Bubble Gum Chews, Chocolate Lollipops, Novelties, Snacks, Marshmallow, Brands, Busters, Sour Bombs, Wacky Zoolupets.





















- VEGGIE FUSION
- CHICKENDELIGHT
- CHICKEN CARBONARA TWIST
- BEEF INFERNO







Agnesi pasta from ITALY is made with a blend of the top wheat varieties, sourced from all over the world. The end product is ideal for making a high quality pasta that never overcooks and is always al dente.



LET'S CRACK THE CRACKER MARKET!

Bringing the bold experience of American-style design into the cracker aisle.

✓ RAXI is set to grab attention and disrupt the status quo.

✓ Extra crisp, deliver real taste and real emotion.

✓ Taste with the perfect balance of salt and melt-away goodness.

That's what RAXI is all about









JUMAIRAH

JUTRZENKA DOBRE MIASTO

Lumiss Krówki Candies Various Flavors



JUMAIRAH

The Stanić group started up in 1983.
Juicy, fruit juices are a product of knowhow and experience of the best European experts in the preparation of fruit juices from ripe and healthy fruits. They are of proven quality and may meet the daily requirements for all necessary ingredients needed for a healthy and proper functioning of the body. They are completely free of preservatives. Sixteen different flavors will satisfy even the pickiest. In addition to superb taste, Juicy wins also with attractive design.











Learn more about TEEKANNE, the tea purveyor that is bringing you the finest tea experiences since 1882.
Teekanne GmbH & Co. KG, Düsseldorf, Germany combines more than 125 years of tea experience with the ability to continuously develop the category with innovative product varieties and taste experiences. Teekanne is leading the German tea market (value, source: ACNielsen Scan track), the world's biggest fruit and herbal tea market. Teekanne engineers developed the double chamber tea bag which is used by millions of consumers all over the world.

Herbal Tea, Fruit Tea, Classic Tea, Cool Sensation & Organic Tea











PURE GLOBAL COFFEE PLAYER IN A GROWING AND RESILIENT SECTOR, WITH MORE THAN 100,000 CUSTOMERS AND MORE THAN 43 MILLION CUPS OF COFFEE SERVED PER DAY.







CLASSICO

Balanced and Rich Aroma



INTENSO

Strong and full-bodied



DECAFFEINATO

Mild and Balanced

The Stanić group started up in 1983.
Juicy, fruit juices are a product of knowhow and experience of the best European experts in the preparation of fruit juices from ripe and healthy fruits. They are of proven quality and may meet the daily requirements for all necessary ingredients needed for a healthy and proper functioning of the body. They are completely free of preservatives. Sixteen different flavors will satisfy even the pickiest. In addition to superb taste, Juicy wins also with attractive design.




PRODUCT FAMILIES
Co-Branding
One Piece
Strawberry
Grape
Cola
22


Kartrider
Cola
Greenapple
Honey Citron
Lemon
Blood Orange
Peach
Tin Case

Smash! Salt Caramel is a sweet, salty and crunchy smash! bar topped with salted caramel and covered in milk chocolate.



Discover Daelmans Stroopwafels, Authentic Dutch since 1904

Soft toasted wafels filled with caramel, cinnamon and real Bourbon vanilla.

























JUMAIRAH

Frozen ice pops made from Capri-Sun fruit juice drinks, ready to freeze and enjoy.
Includes a variety of fruity flavours like orange, cherry, cola and multi-fruit.
Perfect for a refreshing treat on hot days.





















Biscuits Poult is the historical French brand of the group. The brand has a strong local position, especially in Montauban, where Poult is an institution. We produce a wide range of products, and sell them both in France and to a wide range of global export markets.











Original Gourmet™

"World's Best, original Gourmet, offered tin packaged treats such as soft baked double chocolate chip cookies, fudge, wafers, chocolate covered pretzels, and fudge brownies.

Original Gourmet Food Company, a leader in unique flavored gourmet lollipops, suckers, and candy, offers lollipops by flavor for individuals along with bulk lollipop bundles perfect for wholesale and fundraising!































جميرا
JUMAIRAH

The oldest evidence of popcorn was found in the ancient caves of Peru, nearly 6700 years ago, in **4700BC** and that's where thename comes from!







Rico & Jumairah Trading co.

When it comes to Peeled tomatoes the RICO from Italy is most famous in KSA as JUMAIRAH TRADING CO.has given its distribution coverage to ensure its availability in all Modern Trade. It has been more than five years since its launch and today JUMAIRAH TRADING CO.and Rico's mutual understanding has brought them to a point where they can go with the other categories of the brand to add value to its Portfolio.





TIK TIK (INSTANT PASTA)

A breakthrough innovation in the field of instant food.
A vegan balanced meal that gives you all the nutrition your body needs. A hassle-free meal, prepared in 5 Mins by just adding water.





ZAMZAM Water

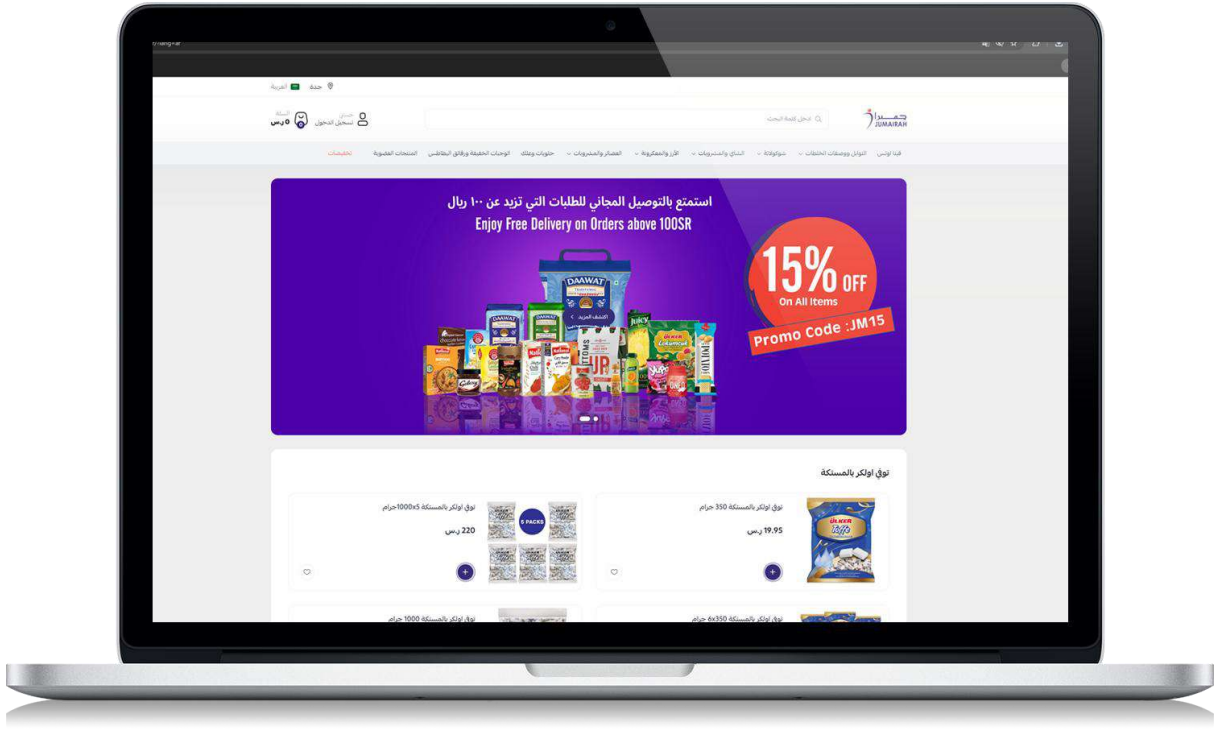






Browse all our products or shop online!





www.jumairah.com.sa

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OUR CUSTOMERS



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