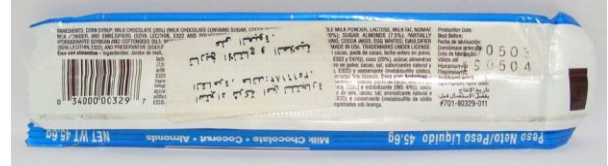


## APPENDIX X\_2004 EXPORT BRANDS TO EGYPT

Source: The Diffusion and Distribution of New Consumer Packaged Foods in Emerging Markets and what it Means for Globalized versus Regional Customized Products - <http://globalfoodforums.com/new-food-products-emerging-markets/> -Composed May 2005



GNPD # 268019 – An exported brand to Egypt from Hershey Food Corp., Apr. 2004. USA is the “Country on Label.” A sticker, in Arabic (?), on the back may have been applied to meet labeling regulations.

GNPD #299694 – An exported brand, Maharajah rice, with India on label, Sept. 2004. Product also may be using a beneficial “country of origin” effect.



GNPD # 309225 – Smarties, an exported Nestle brand, launched into Egypt Oct.2004. Germany appears on the label.



GNPD # 315744 – An exported brand, Misura semolina pasta, launched in Egypt, Nov. 2004. Label in Italian, Italy the country on the label. A country of origin effect may be in use.



GNPD # 300146 - Unilever’s Lipton launching a tea locally adapted to Egyptian market, Sept. 2004. However, in this case, “UK” still appears on the label.



GNPD # 324903 –An exported brand from Imperial Tea Exports also using a country of origin effect. Sri Lanka on label. In Egypt Dec. 2004.



GNPD # 254395 – An apparent Egyptian company, Harvest Foods, with peas, a lower-value added food. Feb. 2004.



GNPD # 32465

GNPD # 32465 – The Egyptian based company, Egyptian Company for Advanced Foodstuff Industries, introduced a jam in Dec. 2004. Note: An Internet search produced the website [www.faragalla.com](http://www.faragalla.com) with the statement “Ever since FARAGALLA GROUP was established in 1974, our main goal has been to produce healthy and quality foodstuff products of international standards.” The label is in English.