APPENDIX X_2004 EXPORT BRANDS TO EGYPT


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 # 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 # 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 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.