

Introducing

Fresh Choïce

**A comprehensive and dynamic new kitchenware category
management solution for grocery and mass market retailers
worldwide**

With over 60 years of experience in designing quality kitchenware items for the own label grocery market place it is easy to see why Abdoolally Ebrahim Housewares should decide it was time to launch their own brand.



Since 1842

ABDOOLALLY EBRAHIM
HOUSEWARES

Fresh Choice

Founded in 1842 Abdoolally Ebrahim Group is 2nd oldest business in Hong Kong A 6th generation family business, its longevity is borne out of decades of delivering premium quality services to its customers worldwide.



Since 1842

ABDOOLALLY EBRAHIM HOUSEWARES

Fresh Choice



1865 On 13 March 1865, the group opened a current account at the Hong Kong and Shanghai Banking Corporation (HSBC) with an initial deposit of HK\$14,800 ten days after HSBC was incorporated. Today, AEG remains HSBC's oldest surviving client.

1962 The housewares division began with the export of stainless steel hollowware and cutlery. Today housewares remains one of the group's major business divisions.

Fresh Choice

Innovative & Essential Kitchen Products at a Fair Price

With Fresh Choice you will be able to **enjoy your cooking time**. Our product range has been designed to help make it as easy as possible, with the **right tools for the right job**.



Fresh Choice Our Vision

Fresh Choice aspires to be the **go to brand for grocery & mass market retailers around the world.**

We will do this by **delivering adaptable category management solutions, supported by outstanding personal service that satisfy our trade partners, whilst offering great products at fair prices, that delight our consumers.**



Behind the Brand

The brand is built on 5 core pillars, each alone and combined focus on **delivering a first class brand experience for trade and consumers alike**, this is what stands us apart.

Creativity	Value	Longevity	Service	Flexibility
10% of the range is totally unique	Great products at fair prices for all your cooking needs	Parent company Abdoolally Ebrahim Group Trading since 1842 "INNOVATING SINCE 1842"	AEH is large enough to deliver, but small enough to care	We work with each customer to give them the solution that works for them
Designed around customer needs	Delivering products consumers want at the price they are happy to pay	Specialising in kitchenware over 60 years'	Agility and adaptability at the heart of our business	In-house product & packaging designers, adjacent to our manufacturers
Winner of 2022 "Best Housewares Developer 2022" award and numerous Red Dot awards	Work directly with factories to deliver the best mix of quality and value	Ongoing investment in product development and the brand	"Bespoke solutions that work for your market" can "design and develop" to order	Bespoke, fast, flexible solutions across product, packaging, promotion and consolidation

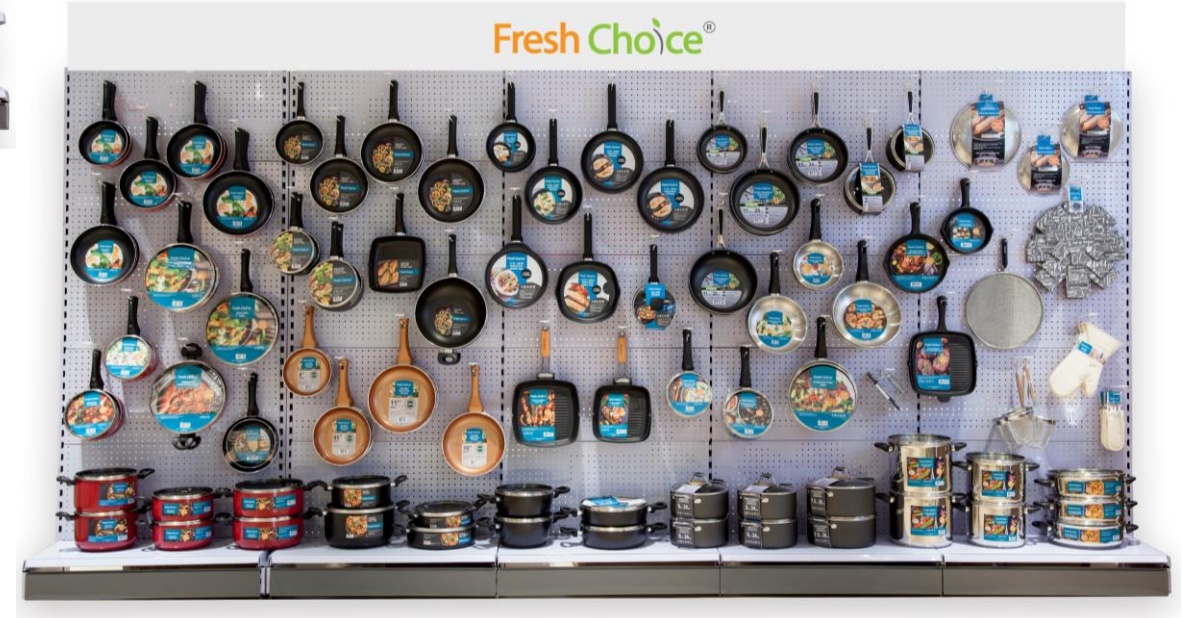
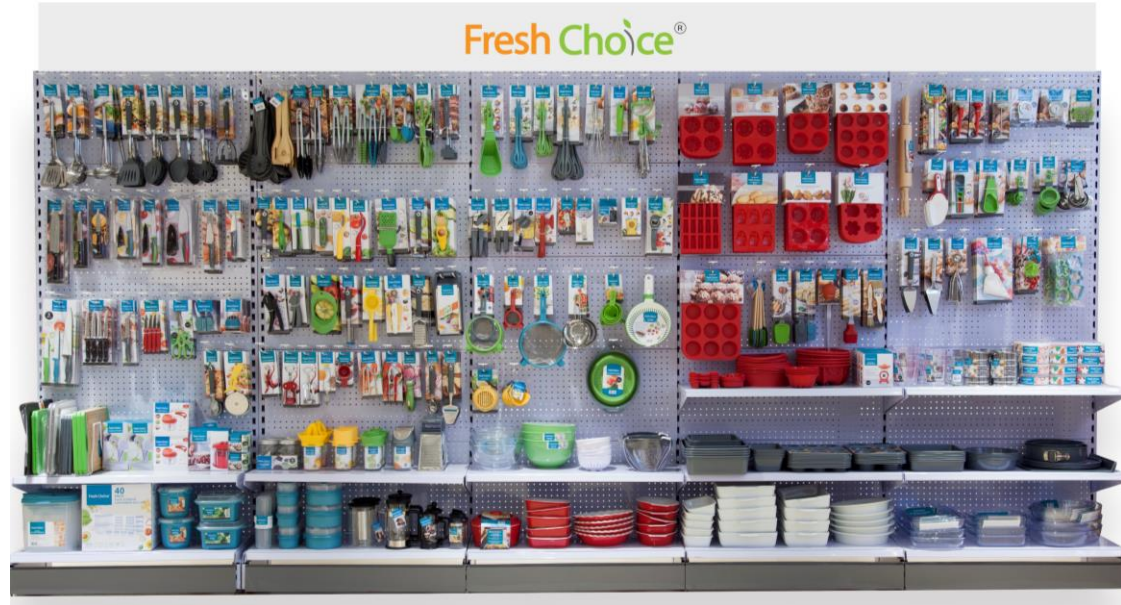
Step into Fresh Choice

Over 300 sku's ready to go – we can build a planogram that suits your needs



Over 300 sku's live in assortment

Build your planogram to bring your consumers a complete range of Kitchenware and Housewares products.



Comprehensive category coverage

One stop shop for your entire kitchenware collection



Kitchen Tools and Gadgets
127 SKUs



Baking
75 SKUs



Cookware and Cookware Accessories
73 SKUs



Microwave Cooking
6 SKUs



Drinks
6 SKUs



On the Go
4 SKUs



Food Storage
4 SKUs



BBQ
6 SKUs



Household
9 SKUs

1. Kitchen Tools and Gadgets – Overview



Cooks Tools – 20 skus

Assortment of cooking utensils with spatulas, tongs, whisks and utensil sets.



Fruit Tools – 7 skus

Collection of tools includes citrus press, avocado slicer, melon scoop and more, it ensures simple, mess-free fruit prep.



Peel and Grate – 15 skus

Kitchen tools that will make your chopping, peeling and grating task easier.



Cutting – 28 skus

Features a wide selection of kitchen knives, knife sets, knife sharpener, shears and boards.



Openers – 12 skus

Wide variety of openers for opening a can of soup to your favorite beverage effortlessly and without any hassle.



Bowls and Colanders – 13 skus

Various sizes and materials fit for different mixing, washing, draining and sifting task.



Measuring – 16 skus

Discover the different types of measuring tools you'll need for measuring and weighting your ingredients correctly.



Serving – 13 skus

Unique and useful serving tools from the appetizer, to the main course and dessert.

2. Baking – Overview



Non-stick Carbon Steel – 18 skus

Quality bakeware features heavy-gauge construction conducts heat quickly and evenly for consistent baking and browning.



Silicone – 15 skus

The ultimate non-stick perfect for cupcakes and muffins.



Ceramic – 13 skus

Stone baking dishes absorb heat and distribute it evenly. They also retain heat pretty well, which helps to keep your meal warm long after you've taken it out from the oven.



Glass – 10 skus

Glass retains heat longer and more evenly than metal for uniform browning and oven-to-table functionality.



Baking Accessories – 20 skus

Wide variety of pastry and baking tools. From rolling pins to cookie cutters to icing sets for all your baking needs.

3. Cookware & Accessories – Overview

**Stainless Steel – 10 skus**

Stainless steel is extremely durable, not react with ingredients. It suitable for all stovetops including induction.

**Everyday Press Aluminum – 14 skus**

Lightweight aluminum conducts heat evenly and quickly.

**Premium Press Aluminum – 13 skus**

Heavy-gauge aluminum construction for durability and even heat distribution.

**Superior Ceramic Non-Stick – 4 skus**

Ceramic surface requires mineral oil, perfect for healthy cooking and easy cleaning.

**Ultimate Forged Aluminum – 9 skus**

For durability at an affordable price.

**Excellence Hard Anodized – 8 skus**

Hard-anodized aluminum exterior is dense, nonporous, and highly wear-resistant for the ultimate professional performance. Riveted handles provide a secure and comfortable grip.

**Essential Cast Aluminum – 2 skus**

Durable, lightweight cast aluminum delivers excellent heat distribution for even cooking.

**Pre-seasoned Cast Iron – 4 skus**

Cast iron offers even heat distribution and retains heat extremely well.

**Cookware Accessories – 12 skus**

Wide range of cookware accessories form pot lids to steamer, pan protectors to apron and much more.

Category Overview

4. Microwave Cooking – 6 skus

These genius microwave cookware tools allows you to make delicious meals in minutes.



5. Food Storage – 11 skus

Containers and Canisters keep your fridge, countertops, kitchen cabinet or pantry neatly organized.



6. On the Go – 4 skus

BPA-free, leakproof, microwave safe meal prep containers great for meal planning and portion control. Fresh Choice original



7. Drinks – 10 skus

Coffee makers that help you create the ultimate brewed drinks at home. Range including tea infuser, strainer, coffee scoop and more.



8. BBQ – 5 skus

BBQ accessories including skewers, corn holders, grill brush and more.



9. Household – 9 skus

Assortments including bag clips, cleaning brush, sink strainers and more.



Eye-catching Packaging creates impact on fixture

Fresh Choïce



Fresh Choice



On-line banner examples

A hand is shown using a black Fresh Choïce garlic press to crush a garlic clove. Several whole garlic cloves are scattered to the left of the press. The Fresh Choïce logo is in the top left.

Buy Me

**No Mess, No Waste.
No Smelly Hands!**

A hand is shown using a red Fresh Choïce cherry pitter to pit a cherry. The pitter is filled with several cherries. The Fresh Choïce logo is in the top left.

Buy Me

**Pits 7 Cherries
at Once!**

**Peeler
Mandoline**

**Peel + Shred +
Slice + Grate**

A wooden cutting board is shown with various vegetables being prepared: a purple cabbage being shredded, a cucumber being sliced, and a carrot being grated. A small bowl of radishes is also visible. The Fresh Choïce logo is in the top right.

Buy Me

Award winning innovation

10% of range designed in house



**Most Outstanding Housewares
Product Developer**



reddot



**HONG KONG
SMART DESIGN
AWARDS**

Active NPD pipeline new items added every year

Award winning innovation

10% of range designed in house



Recent Successes – innovation products



A major German retail chain : Garlic Press - Replaced the incumbent product at a 20% higher RRP but increased the annual sales by 3x (power of our consumer driven innovation)

Expanding footprint in major markets in both own or private label with competitive sourced and designed items (growth brand on an upward projection)



Garlic Axe - Over 1m pcs sold of our OEM designed Garlic Axe in private label sales (proven innovation and success)

Entry into 300 doors within 12 months of brand launch



Major Direct Sales outlet - Ice Cream Scoop - Over 1m pcs of our OEM developed Ice Cream Scoop with lifetime guarantee

Major brands come to AEH for design services and manufacturing services

Innovation Videos

- Unique products designed designed in-house
- New items added each year
- QR codes on all “value added packs”



Click to Watch Video

Fresh Choice

New Category Preview

Coming soon

Fresh Choice Jar Buddies

An innovative new collection of essential jar top tools, that fit onto standard Mason jars

Less plastic
Less space
Great performance
And great pricing

Designed for Fresh Choice



Fresh Choice "Jar Buddies"

Fresh Choice



Jar Spiralizer



Jar Juicer



Jar Grater



Jar Corn Stripper

NEW

Fresh Choice "Jar Buddies"

Fresh Choice



Jar Pourer



Jar Dispenser



Jar Food Mill

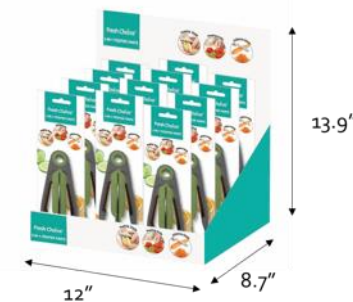
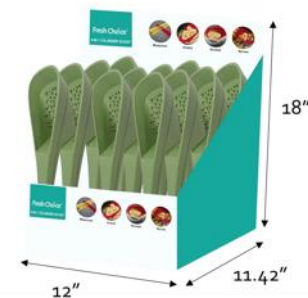
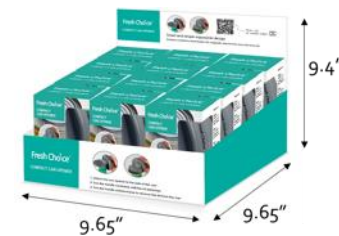
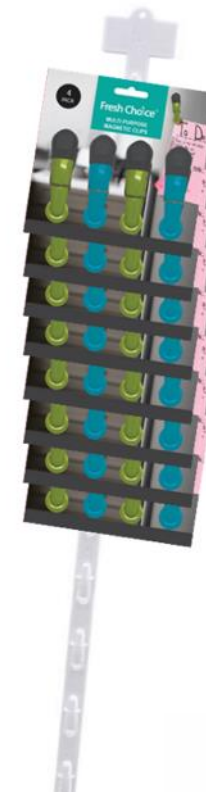


Jar 3 in 1 Oil Dispenser

NEW

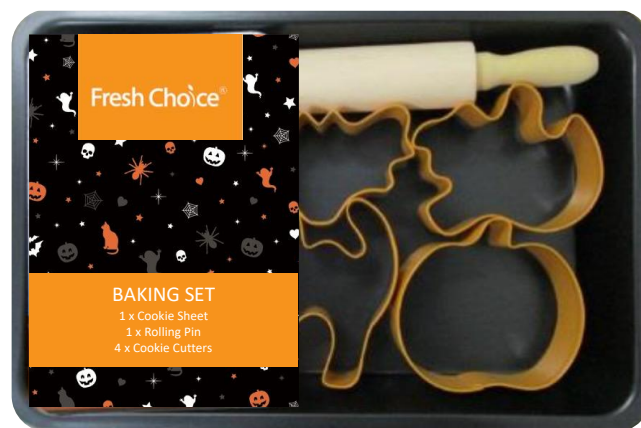
In-store Promotional Options

– tailored to your bespoke needs



Seasonal Promotional Opportunities

– tailored to your bespoke needs



Fresh Choice®

HAPPY
Thanksgiving

ESSENTIAL
KITCHEN
TOOLS



Box set options – great for on-line sales opportunities

- bespoke pack-ups made to order



10 reasons why to consider Fresh Choice are your ideal next brand partner

- ✓ **A great looking, well priced, quality assortment**
- ✓ **Wide assortment breadth** across 9 categories
- ✓ **Select innovation on key items** offering proven upsell opportunities, **delivering improved cash margin**
- ✓ **An established full service supplier, with a solid provenance, parent company trading since 1842**
- ✓ **Over 60 years' specialist housewares** experience gained serving some of the world largest retailers & brands
- ✓ **Dynamic and adaptable** category management programs, **"Individual Solutions tailored to the needs of your market"**
- ✓ **Bespoke "Design and Develop"** to order services, ensure the right niche products for your market
- ✓ **Personal service guaranteed**, we are big enough to deliver but small enough to care
- ✓ **A solid NPD pipeline with newness guaranteed each season**
- ✓ **Fully QC audited factory partners**

Thank You

Fresh Choice



☎ +825 3920 1110

✉ info@abdoolally.com

🌐 www.abdoolally.com

🌐 www.thisisfreshchoice.com