**Juhayna Launches New Products of Chocolate Mix, Juice, and Greek Yogurt in the Egyptian Market**

**Cairo, XXX August 2024:** Juhayna Food Industries launched a diverse range of new healthy products in the Egyptian market, including a chocolate Mix with 30% less sugar. This product maintains the signature taste of the Mix while reducing sugar content in line with global trends. Additionally, Juhayna's products are free from preservatives, utilizing advanced UHT sterilization technology to support consumers in maintaining a healthy lifestyle. A global study this year showed that 68% of parents are reducing sugar consumption among their children, reflecting a significant interest in healthy options. Additionally, another local study conducted in the past few months found that 64% of consumers prefer healthy foods over others.

Additionally, three new flavors of Greek yogurt have been launched in the Egyptian market, including pineapple, oats and flaxseeds, and acai to cater to diverse consumer preferences. These flavors represent a fresh addition to the Greek yogurt segment in Egypt. Juhayna's Greek yogurt is distinguished by its unique flavors, containing 12 grams of protein, whereas plain Greek yogurt contains 15 grams of protein, which is the highest in the market; making it an ideal choice for athletes and those in pursuit of a healthy lifestyle.

Furthermore, Juhayna has relaunched two new juice flavors, 'Pina Colada' and 'Mon Cherry,' in response to consumer demand. This step aligns with the company's strategy to enhance innovation and provide distinctive products to consumers. This expansion in product diversity reflects the company's commitment to delivering exceptional experiences to its customers.

The launch of these new products is part of Juhayna’s strategy to direct all efforts and resources towards accelerating innovation and constant development, providing the Egyptian market with new offerings that meet the diverse needs of consumers. This approach aligns with global trends and the increasing market demand for innovative and healthier products.

Passant Fouad, External Communications Director at Juhayna Food Industries, expressed her enthusiasm for the launch of the new products, which reinforces Juhayna's ongoing commitment to understanding and addressing consumer needs. She highlighted that the development of innovative healthy products is a key component of Juhayna's Corporate Social Responsibility strategy, underscoring the company's long-standing leadership in the Egyptian food industry.

It is worth noting that Juhayna offers more than 200 high-quality products. These products are efficiently distributed through an extensive network that includes 38 distribution centers serving over 136,000 retail outlets across the country. Additionally, the company exports its products to more than 62 markets globally with plans to expand into other markets.

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