VEETEE®

# VEETEE PORTFOLIO



VEETEE®

# FROM RICE EXPERTS.
# TO GLOBAL FOOD INNOVATORS.

**THE AMBITION** | **MAKE GREAT-TASTING, CONVENIENT FOOD FOR REAL LIFE AND TAKE IT TO MORE TABLES AROUND THE WORLD.**

## 01 | MULTI-FORMAT RICE EXPERTISE

A trusted rice specialist with expertise across dry, ready-to-heat and meal kit formats.



## 02 | GLOBAL SCALE

Manufacturing facilities in UK, USA & India.



## 03 | BEST IN CLASS TECHNOLOGY

Steam Filtered Process, Sauce Kettle and Wok Style Capability.



## 04 | DISRUPTIVE AMBIENT FOODIE PORTFOLIO

From perfectly fluffy rice to flavour forward meals.



VEETEE®

# PRODUCTS IN MARKET



# PERFECTLY FLUFFY. TRY A TRAY.






# VEETEE | DUO TRAYS




| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| NET WEIGHT | 2 x 125g | 2 x 130g | 2 x 130g | 2 x 125g | 2 x 130g | 2 x 125g | 2 x 125g | 2 x 125g | 2 x 125g |
| UNIT BARCODE | 5016805010156 | 5016805010170 | 5016805010255 | 5016805010217 | 5016805010231 | 5016805011788 | 5016805010972 | 5016805001086 | 5016805001079 |
| CASE BARCODE | 05016805010163 | 05016805010187 | 05016805010262 | 05016805010217 | 05016805010248 | 15016805011785 | 05016805010989 | 15016805001083 | 15016805001076 |

## SPECS

**Unit HxWxD:** 1.59" × 4.71" × 7.03"

**Case HxWxD:** 7.32" × 4.84" × 8.94"

**Case Count:** 6 units

## STORAGE

**Shelf-stable:** 273 days from manufacture

Store in a cool, dry place.

## PALLETISATION

**Cases per pallet:** 300

**Cases per layer:** 50

**Layers per pallet:** 6

# VEETEE | SINGLE TRAYS
















| | | | | | |
|---|---|---|---|---|---|
| NET WEIGHT | 300g | 280g | 280g | 300g | 280g |
| UNIT BARCODE | 5016805010385 | 5016805010358 | 5016805010309 | 5016805003196 | 5016805003219 |

## SPECS

**Unit HxWxD:** 1.51" × 4.71" × 7.02"

**Case HxWxD:** 7.32" × 4.84" × 8.94"

**Case Count:** 6 units

## STORAGE

**Shelf-stable:** 273 days from manufacture

Store in a cool, dry place.

## PALLETISATION

**Layers per pallet:** 6

**Cases per layer:** 50

**Total cases per pallet:** 300

# STEAM FILTERED FLUFFY RICE — MEETS — AUTHENTIC CURRY BLENDS




## FUSS FREE MEALS IN MINUTES

1 COOK PROTEIN



2 MICROWAVE SAUCE POUCH




3 MICROWAVE RICE TRAY




4 ENJOY!



**4 EASY STEPS** — Ready in just 4 easy steps

**SERVES 2** — Meals for two

**AUTHENTICALLY CRAFTED MEALS** — Authentic global flavours

**RESTAURANT QUALITY** — Convenient and delicious

# VEETEE | MEAL KITS




| | | | | | | |
|---|---|---|---|---|---|---|
| **NET WEIGHT** | **530g** | **530g** | **530g** | **530g** | **550g** | **530g** | **530g** |
| **UNIT BARCODE** | 5016805000973 | 5016805000966 | 5016805000959 | 5016805000928 | 5016805000942 | 5016805000911 | 5016805000935 |
| **CASE BARCODE** | 15016805000970 | 15016805000963 | 15016805000956 | 15016805000925 | 15016805000949 | 15016805000918 | 15016805000932 |

## SPECS

**Unit LxWxH:** 7.09" × 4.72" × 2.4"

**Case LxWxH:** 9.96" × 5.63" × 7.72"

**Case Count:** 4 units

## STORAGE

**Shelf-stable:** 15 months from manufacture

Store in a cool, dry place.

## PALLETISATION

**Layers per pallet:** 7

**Cases per layer:** 30

**Total cases per pallet:** 210

# VEETEE | PASTA













| | | | |
|---|---|---|---|
| NET WEIGHT | 200g | 200g | 200g |
| UNIT BARCODE | 5016805011719 | 5016805011696 | 5016805011702 |
| CASE BARCODE | 15016805011716 | 15016805011693 | 15016805011709 |

Capability to do
Pasta + Sauce Meal Kit

## SPECS

**Unit LxWxH:** 18 × 12 × 60 cm
**Case LxWxH:** 25.3 × 14.3 × 19.6 cm
**Case Count:** 8 units

## PALLETISATION

**Layers per pallet:** 7
**Cases per layer:** 30
**Total cases per pallet:** 210

## STORAGE

**Shelf-stable:** 15 months from manufacture

Store in a cool, dry place.

VEETEE®

WEST LIBERTY FOODS
EST. 1996
SIGNATURE PROTEINS

# Chilled/Frozen Meal Kits













## COMING EARLY 2027


HUNGRY HEADS™
TWIN PACK MEAL KIT
RAMEN HEAD
HAPPY SLURPING
TASTY NOODLES WITH A
SINGAPORE LAKSA
DREAMY BROTH
PERFECTLY PORTIONED
NEW WOK STYLE
NEW
NOODLE HEAD
STIR FRIED MAYHEM
PAD THAI
READY IN 60 SECS
VEETEE
READY IN 60 SECS
SERVES 1
VEGETARIAN
262 CALS PER PORTION
MAC 'N' CHEESE HEAD
3 OOZY CHEESE
"IRRESISTIBLE" MACARONI WITH MATURE CHEDDAR, MOZZARELLA & MONTEREY JACK CHEESE
200g

# VEETEE | SOUPS
















| | | | | |
|---|---|---|---|---|
| NET WEIGHT | 300g | 300g | 300g | 300g | 300g |
| UNIT BARCODE | 5016805000577 | 5016805011597 | 5016805011672 | 5016805011658 | 5016805011610 |
| CASE BARCODE | 15016805000574 | 15016805011594 | 15016805011679 | 15016805011655 | 15016805011617 |

## SPECS

**Unit HxWxD:** 7.28" × 5.51" × 1.57"

**Case HxWxD:** 7.48" × 7.48" × 5.47"

**Case Count:** 6 units

## STORAGE

**Shelf-stable:** 273 days from manufacture

Store in a cool, dry place.

## PALLETISATION

**Layers per pallet:** 8

**Cases per layer:** 42

**Total cases per pallet:** 336

# VEETEE | MAC N CHEESE
















| | | | | | |
|---|---|---|---|---|---|
| NET WEIGHT | 200g | 200g | 200g | 200g | 200g |
| UNIT BARCODE | 5016805000522 | 5016805011818 | 5016805011795 | 5016805011801 | 5016805000515 |
| CASE BARCODE | 15016805000512 | 15016805011815 | 15016805011792 | 15016805011808 | 15016805000512 |

## SPECS

**Unit HxWxD:** 7.28” × 5.51” × 1.57”

**Case HxWxD:** 7.48” × 7.48” × 5.47”

**Case Count:** 6 units

## STORAGE

**Shelf-stable:** 273 days from manufacture

Store in a cool, dry place.

## PALLETISATION

**Layers per pallet:** 8

**Cases per layer:** 42

**Total cases per pallet:** 336

# VEETEE | NOODLES




| | | | | | | | |
|---|---|---|---|---|---|---|---|
| NET WEIGHT | 200g | 200g | 200g | 200g | 200g | 200g | 200g |
| UNIT BARCODE | 5016805000010 | 5016805000096 | 5016805000034 | 5016805011320 | 5016805011474 | 5016805011481 | 5016805000072 |
| CASE BARCODE | 15016805000017 | 15016805000093 | 15016805000031 | 15016805011327 | 15016805011471 | 15016805011488 | 15016805000079 |

## SPECS

**Unit HxWxD:** 7.28” × 5.51” × 1.57”

**Case HxWxD:** 7.48” × 7.48” × 5.47”

**Case Count:** 6 units

## STORAGE

**Shelf-stable:** 273 days from manufacture

Store in a cool, dry place.

## PALLETISATION

**Layers per pallet:** 8

**Cases per layer:** 42

**Total cases per pallet:** 336

# VEETEE | RAMEN




| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| NET WEIGHT | 450g | 450g | 450g | 450g | 450g | 450g | 450g | 450g | 450g |
| UNIT BARCODE | 5016805011528 | 5016805011535 | 5016805011511 | 5016805011573 | 5016805011504 | 5016805011559 | 5016805011580 | 5016805011566 | 5016805011542 |
| CASE BARCODE | 15016805011528 | 15016805000093 | 15016805000031 | 15016805000031 | 15016805011327 | 15016805011327 | 15016805011471 | 15016805011488 | 15016805000079 |

## SPECS

**Unit H × W × D:** 7.28" × 5.51" × 1.57"

**Case H × W × D:** 7.48" × 9.00" × 5.47"

**Case Count:** 4 units

## STORAGE

**Shelf-stable:** 15 months from manufacture

Store in a cool, dry place.

## PALLETISATION

**Layers per pallet:** 6

**Cases per layer:** 35

**Total cases per pallet:** 210

# VEETEE | CAVALA NOODLES USA










| | | | |
|---|---|---|---|
| NET WEIGHT | 5.3 oz | 5.3 oz | 5.3 oz |
| UNIT BARCODE | 757107000296 | 757107000333 | 757107000319 |
| CASE BARCODE | 10757107000293 | 10757107000330 | 10757107000316 |

## SPECS

**Unit LxWxH:** 1 x 5.5 x 7 in
**Case LxWxH:** 7.5 x 5.5 x 7.2 in
**Case Count:** 6 units

## STORAGE

**Shelf-stable:** 15 months from mauufacture

Store in a cool, dry place.

## PALLETISATION

**Layers per pallet:** 6
**Cases per layer:** 35
**Total cases per pallet:** 210


VEETEE®
SIMPLY GRAIN RANGE
VALUE LEADERSHIP
250g
DELICIOUSLY TASTY
SIMPLY GRAIN
MEXICAN STYLE RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
DELICIOUSLY TASTY
SIMPLY GRAIN
CHICKEN FLAVOUR RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
DELICIOUSLY TASTY
SIMPLY GRAIN
GOLDEN VEG RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
DELICIOUSLY TASTY
SIMPLY GRAIN
EGG FRIED RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
FLUFFY & FRAGRANT
SIMPLY GRAIN
BASMATI RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
FLUFFY & FRAGRANT
SIMPLY GRAIN
LONG GRAIN RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
FLUFFY & FRAGRANT
SIMPLY GRAIN
THAI JASMINE RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
FLUFFY & FRAGRANT
SIMPLY GRAIN
PILAU RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
GREAT VALUE
CATEGORY LEADERSHIP
DELICIOUS EVERYDAY RICE

# VEETEE | SIMPLY GRAINS MICROWAVE RICE




| NET WEIGHT | 250g | 250g | 250g | 250g | 250g | 250g | 250g | 250g |
|---|---|---|---|---|---|---|---|---|
| UNIT BARCODE | 5016805000997 | 5016805001000 | 5016805001062 | 5016805010309 | 5016805001031 | 5016805001055 | 5016805001024 | 5016805001048 |
| CASE BARCODE | 15016805000994 | 15016805001007 | 15016805001069 | 15016805001014 | 15016805001038 | 15016805001052 | 15016805001021 | 15016805001045 |

## SPECS

**Unit HxWxD:** 7.28" × 5.51" × 1.57"

**Case HxWxD:** 7.48" × 7.48" × 5.47"

**Case Count:** 6 units

## STORAGE

**Shelf-stable:** 273 days from manufacture

Store in a cool, dry place.

## PALLETISATION

**Layers per pallet:** 8

**Cases per layer:** 42

**Total cases per pallet:** 336

# SIMPLY GRAIN®

## DRY RICE RANGE

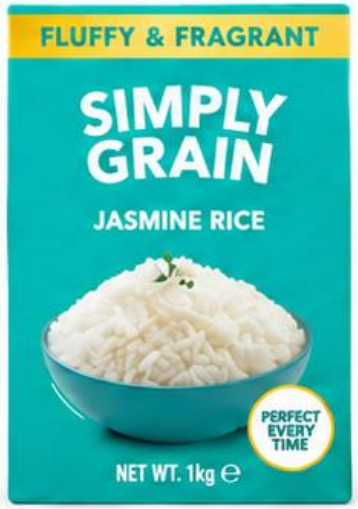
# RICE MADE SIMPLE






- GREAT QUALITY RICE
- EASY TO COOK
- GREAT VALUE

# VEETEE | SIMPLY GRAINS DRY RICE













| | | | | |
|---|---|---|---|---|
| NET WEIGHT | 1kg | 1kg | 1kg | 1kg |
| UNIT BARCODE | 5016805001123 | 5016805001109 | 5016805001093 | 5016805001116 |
| CASE BARCODE | – | – | – | – |

## SPECS

**Unit HxWxD:** 6.61” × 3.74” × 2.26”
**Case HxWxD:** 5.91” × 8.03” × 14.96”
**Case Count:** 10 units

## STORAGE

**Shelf-stable:** 273 days from manufacture

Store in a cool, dry place.

## PALLETISATION

**Layers per pallet:** 7
**Cases per layer:** 14
**Total cases per pallet:** 98

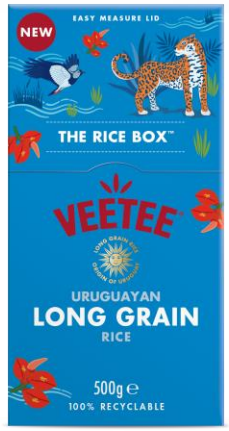

THE EASY MEASURE
LID RICE BOX
PERFECTLY PORTIONED
VEETEE
EXTRA LONG
BASMATI
RICE
500g

# VEETEE | THE RICE BOX
















| | | | | | |
|---|---|---|---|---|---|
| **NET WEIGHT** | **500g** | **500g** | **500g** | **1kg** | **5kg** |
| **UNIT BARCODE** | 5016805010460 | 5016805010545 | 5016805010507 | 5016805000898 | 5016805010903 |
| **CASE BARCODE** | 05016805010477 | 05016805010552 | 05016805010514 | 15016805000895 | 05016805010514 |

## SPECS

**Unit HxWxD:** 6.2" × 3.2" × 3.2"
**Case HxWxD:** 6.5" × 6.8" × 10"
**Case Count:** 6 units

## PALLETISATION

**Layers per pallet:** 8
**Cases per layer:** 25
**Total cases per pallet:** 200

## SPECS

**Unit HxWxD:** 7.6" × 4.2" × 4.2"
**Case HxWxD:** 7.8" × 8.54" × 12.72"
**Case Count:** 6 units

## PALLETISATION

**Layers per pallet:** 6
**Cases per layer:** 13
**Total cases per pallet:** 78

**STORAGE:** Store in a cool, dry place.

MADE FOR *Sharing*

VEETEE®

PREMIUM LONG GRAIN BASMATI RICE

# QUALITY YOU *Can Trust*






40 YEARS' EXPERTISE — Quality you can trust

SPECIALLY SELECTED GRAINS — Carefully selected for great taste

LOVED BY CHEFS — A favourite in restaurants

Perfect for any occasion

# VEETEE | MEGA DRY RICE










| NET WEIGHT | 5kg | 10kg | 20kg |
|---|---|---|---|
| UNIT BARCODE | 5016805007750 | 5016805007743 | 5016805007736 |
| CASE BARCODE | – | – | – |

## SPECS

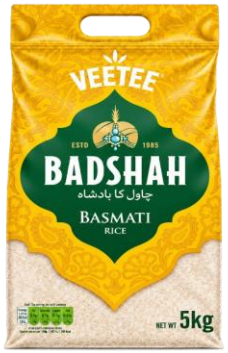
| | 5kg | 10kg | 20kg |
|---|---|---|---|
| Unit HxWxD: | 16.5" × 9" × 4.3" | 26.57" × 14.4" × 4.3" | 26.73" × 14.4" × 4.3" |

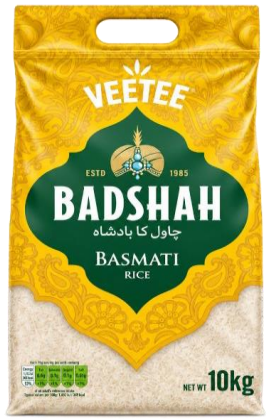
## PALLETISATION

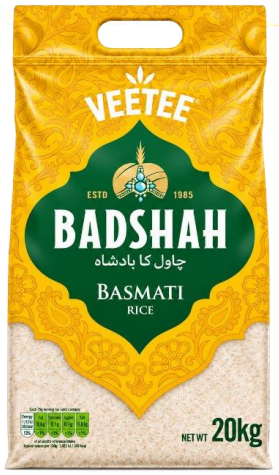
| | 5kg | 10kg | 20kg |
|---|---|---|---|
| Cases per layer: | 12 | 7 | 5 |
| Layers per pallet: | 16 | 14 | 10 |

**STORAGE:** Store in a cool, dry place.

# VEETEE | BADSHAH DRY RICE







| NET WEIGHT | 5kg | 10kg | 20kg | 10kg (Gold) |
|---|---|---|---|---|
| UNIT BARCODE | 5016805000737 | 5016805000720 | 5016805000713 | 5016805000720 |
| CASE BARCODE | – | – | – | – |

## SPECS

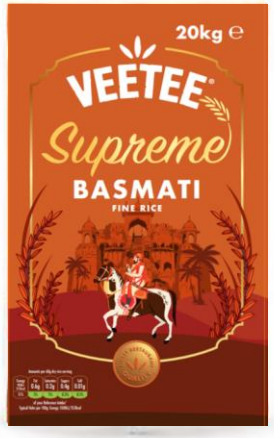
| | 5kg | 10kg | 20kg |
|---|---|---|---|
| Unit HxWxD: | 16.5” × 9” × 4.3” | 20.7” × 11.4” × 4.3” | 26.73” × 14.4” × 4.3” |

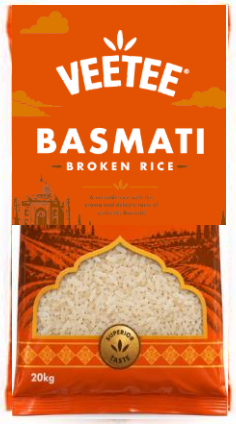
## PALLETISATION

| | 5kg | 10kg | 20kg |
|---|---|---|---|
| Cases per layer: | 12 | 7 | 5 |
| Layers per pallet: | 6 | 14 | 10 |

**Storage:** Store in a cool, dry place.

# VEETEE | SPECIALITY DRY RICE













| | | | | | |
|---|---|---|---|---|---|
| **NET WEIGHT** | **20kg** | **20kg** | **5kg** | **20kg** | **5kg** |
| **UNIT BARCODE** | 5016806000621 | 5016805000645 | 5016805000904 | 5016806011589 | 5016806001931 |
| **PRICE** | **£x** | **£x** | **£x** | **£x** | **£x** |

## SPECS

| | 20kg | 20kg | 5kg | 20kg | 5kg |
|---|---|---|---|---|---|
| **Unit HxWxD:** | 26.57” × 14.4” × 4.3” | 26.57” × 14.4” × 4.3” | 16.5” × 9” × 4.3” | 26.57” × 14.4” × 4.3” | 16.5” × 9” × 4.3” |

**STORAGE:** Store in a cool, dry place.

# Ready to Heat Badshah & Boil In The Bag













| | | | | |
|---|---|---|---|---|
| NET WEIGHT | 220g | 220g | 4 x 125g | 4 x 125g |
| UNIT BARCODE | 5016805011825 | 5016805011832 | 5016805000635 | 5016805000652 |

## SPECS

**Unit HxWxD:**
7.28" x 5.51" x 1.57"
**Case HxWxD:** 7.48" x 7.48" x 5.47"
**Case Count:** 6 units

## PALLETISATION

**Layers per pallet:** 8
**Cases per layer:** 42
**Total cases per pallet:** 336

**STORAGE:** Store in a cool, dry place.

# VEETEE | AAA JASMINE DRY RICE













| NET WEIGHT | 5kg | 10kg | 5kg | 10kg |
|---|---|---|---|---|
| UNIT BARCODE | 5016805011634 | 5016805011597 | 5016805011672 | 5016805011658 |
| CASE BARCODE | 15016805011631 | 15016805011594 | 15016805011679 | 15016805011655 |

## SPECS

| | | | | |
|---|---|---|---|---|
| Unit HxWxD: | 16.5" × 9" × 4.3" | 20.7" × 11.4" × 4.3" | 16.5" × 9" × 4.3" | 20.7" × 11.4" × 4.3" |

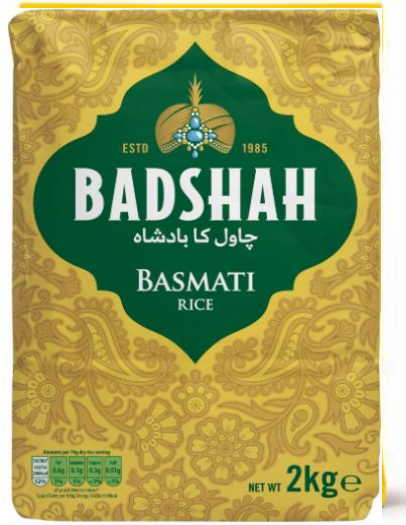
## PALLETISATION

| | | | | |
|---|---|---|---|---|
| Cases per layer: | 12 | 7 | 12 | 7 |
| Layers per pallet: | 6 | 14 | 6 | 14 |

## STORAGE: Store in a cool, dry place.

# VEETEE® | BLOCK BOTTOM DRY RICE




| | | |
|---|---|---|
| NET WEIGHT | 2kg | 2kg |
| UNIT BARCODE | 5016805007958 | 5016805004186 |

## SPECS (2kg)

**Unit HxWxD:** 9.2" × 5.5" × 3.5" (233 × 140 × 89 mm)

## PALLETISATION (2kg)

**Cases per layer:** 12

**Layers per pallet:** 6

**STORAGE:** Store in a cool, dry place.

# VEETEE | MOQs

## RTH

**PM – 50K**

**Production – 50k**

## DRY RICE

| | | |
|---|---|---|
| Badshah 2kg | min 10 pallets (10 × (96cases × 6 × 2kg)) | = 5400 units |
| Badshah 5kg | min 10 pallets (10 × (192cases)) | = 1920 units |
| Badshah 10kg | min 10 pallets (10 × (96cases)) | = 960 units |
| Badshah 20kg | min 10 pallets (10 × (50cases)) | = 500 units |
| Badshah Gold 10kg | min 10 pallets (10 × (96cases)) | = 960 units |
| Mega 2kg | min 10 pallets (10 × (90cases × (6 × 2kg))) | = 5400 units |
| Mega 5kg | min 10 pallets (10 × (192cases)) | = 1920 units |
| Mega 10kg | min 10 pallets (10 × (96cases)) | = 960 units |
| Mega 20kg | min 10 pallets (10 × (50cases)) | = 500 units |
| Supreme 20kg | min 10 pallets (10 × (50cases)) | = 500 units |
| Broken Basmati 20kg | min 10 pallets (10 × (50cases)) | = 500 units |
| Everyday Long Grain 5kg | min 10 pallets (10 × (192cases)) | = 1920 units |
| Golden Sella 5kg | min 10 pallets (10 × (192cases)) | = 1920 units |
| Rice boxes 500g | min 10 pallets (10 × (25cases × 16 × 500g)) | = 4000 units |
| Rice box Mega 1kg | min 8 pallets (8 × (78cases × 16 × 1kg)) | = 3744 units |
| Rice Box 5kg | **Available on Request** | |
| Simply Grain dry rice 1kg | min 10 pallets (10 × (84cases × (10 × 1kg))) | = 8400 units |
| AAA Jasmine 5kg | **Available on Request** | |
| AAA Jasmine 10kg | **Available on Request** | |
| AAA Horn Mali 5kg | **Available on Request** | |
| AAA Horn Mali 10kg | **Available on Request** | |
| Boil in Bag 500g | min 10 pallets (10 × (84cases × (10 × 500g))) | = 8400 units |

VEETEE®

# THANK YOU

