

**WELCOME TO TRUENORTH TRADING LLC**

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It takes 20 years to build a reputation and Five minutes to ruin it.

If you think about that, you'll do things differently" - Warren Buffett

Keeping in mind the great quote from Warren

Buffet TrueNorth Trading is building its Reputation.

- ❖ TrueNorth Trading LLC was established in Dubai, UAE in 2008 with the aim of trading in the food industry, with its predecessors having 15 years of experience in this sector.
- ❖ TrueNorth Trading LLC has become a reputable importer and distributor of quality finished food products & commodities.
- ❖ TrueNorth Trading LLC's business in the food industry involves trading in both, food commodities segment which includes sugar, grains, rice, coffee beans, etc... as well the trading and distribution of finished food products.
- ❖ As a result our hard work and extensive investment, our entire business is growing rapidly and steadily in this highly competitive market.
- ❖ TrueNorth's business is concentrated in the GCC and MENA markets.
- ❖ Our strength in our business is in the importing and distribution of finished food products. We are able to distribute goods in more than 500 of the UAE most reliable and busy outlets. And hundreds more in the countries in which our distribution network extends to.
- ❖ TrueNorth's distribution network for finished food products in the UAE market covers more than 75% of the retail outlets, hotels and catering in UAE.
- ❖ The finished products distributed, include more than one hundred types of items of high quality food products and brands for which TrueNorth has exclusive distribution rights.

- ❖ We work closely with our suppliers, mainly located in France, Germany, Austria, Greece and other European Countries as well as our Middle Eastern suppliers whose products meet the preferences of our customers located mainly in the UAE and other GCC member states.
- ❖ The success of our business ventures exemplifies our vision, business acumen, entrepreneurial drive and management capabilities.
- ❖ TrueNorth Trading LLC specializes in providing quality products with unparalleled service before, during and after sales.
- ❖ TrueNorth fulfills its obligations towards its business partners, vendors, licensors, suppliers and customers by achieving results that exceed their expectations.
- ❖ We succeed by creating partnerships with like-minded entities which share common goals in succeeding.
- ❖ Finished Food Products

- Candy Sugar

- Cube Sugar

- Pickles

- Olive Oil

- Tomato Paste

- Coffee

- Juices

- Jams

- Saffron

- Soya Milk

- Fresh Egg

- ❖ With the UAE market growing every day, it has become a hub for many companies and a great opportunity for the food industry.
- ❖ The UAE has also become a major distribution hub from which food products can be distributed from to the nearby GCC and MENA markets.
- ❖ These reasons are why TrueNorth is increasing its range of products which are distributed throughout its network in the region from its distribution center and warehouses in Dubai, UAE.
- ❖ With our warehouses conveniently and strategically located in Dubai, UAE, we are able to consistently deliver high quality and valued products to our customers in the GCC and the Middle East. Our customers and distribution networks are mainly located in the UAE.
- ❖ For our daily operation and reports we are using one of the leading FMCG operating system called:  
**FOCUS RT** Which allows our management to monitor daily activities and sales using latest technology. Now we reach the point that we are operating 90% of our operation systemized. All the management can access the system online form any place while they are traveling.

- ❖ TrueNorth Trading LLC launched its own brand of products In different finished food product lines by the name of:  
TOOBA GARDEN



The first lines of product will be launched are Eggs, Tomato Paste, Cans and Pickles

- ❖ TrueNorth Trading now is planning to expand its Activity in food distribution and production. So with the coming opportunity in DIC and dedicated zone for food companies, TrueNorth is interested to have its own land to build it is own infrastructures and factory there, But now we are running our business from 23000SQF and 3000SQF offices in Dubai Investment Park
- ❖ At the end we would like to thank you for your time And as young team have passion and looking for the future of this business and taking it up to the next level, we are looking forward for the partnership with you for all our interest opportunities in United Arab Emirates.