



DAWN FOODS CORP. LTD.

COMMITTED TO CARE

OUR STORY

DAWN Foods Corp. Ltd. : A Legacy of Delectable Delights, Poised for Global Expansion

For nearly five decades, DAWN Bread has been the cornerstone of Pakistani households, boasting an impressive 65% market share and approaching its golden jubilee in 2031 with unwavering strength. DAWN Frozen Foods is 'FSSC22000' Certified and possesses Halal Certification from IHC (as per GCC standard, listed on ESMA), Yum FSA and "SANHA an extension of this established legacy, proudly offers a diverse range of Halal-certified frozen delicacies, captivating both domestic and international palates.

Beyond Borders: Cultivating Strategic Partnerships

Doughstory is a vital member of a dynamic group, alongside Dawn Foods, Dawn Bread, Bread & Beyond & AB MAURI (a joint venture with an international yeast manufacturer). The brand "Doughstory" has established a strong presence in a multitude of international markets, including the USA, Australia, Canada, GCC, UK, Italy, Maldives, Hong Kong, and Seychelles in East Africa. We actively seek collaborations with global partners, fostering a spirit of partnership to introduce our premium offerings to new and exciting regions. The combined strength of DAWN Foods Corp.' established reputation and DOUGHSTORY's exceptional quality ensures success in diverse markets.

A Tapestry of Flavorful Excellence

Our meticulously curated portfolio embodies a harmonious blend of tradition and innovation. Globally acclaimed Doughstory Parathas, produced on world of the best Dutch line, offer an unparalleled taste experience. Savor the warmth of hand-stretched Naan, evoking the essence of the tandoor oven. Delight in the convenience of frozen staples like Chapatti and Makai Roti and explore a world of delectable snacking options with Samosas, Spring Rolls, and more. Unleash your culinary creativity with a range of versatile spring roll sheets, Samosa patti, Puff Pastry, and Pizza Dough, ideal for both retail and food service sectors. For those seeking formed convenience, Vegetable and Chicken Nuggets, along with Burger Patties, offer diverse culinary applications. And to elevate your tea-time moments, our delectable Rusks and Cookies provide a delightful ambient range with an offering of Sev and mix nimco wide range.

Innovation at the Heart of Our Mission

Driven by a commitment to customer-centricity, Doughstory is dedicated to continuous innovation. We meticulously develop new and exciting products, ensuring our diverse portfolio remains at the forefront of evolving preferences.

Your Trusted Partner in Frozen Excellence

At DOUGHSTORY, we are more than just a supplier; we are your steadfast partner in the thriving frozen food arena. We deliver exceptional quality, innovative products, and reliable service, establishing a foundation for trust and collaboration. We invite you to explore the flourishing international frozen food market alongside us, embarking on a delectable journey, one bite at a time.



Dawn Foods Corp. Ltd.



AB MAURI Pakistan
A Joint Venture Company

QSR CUSTOMERS INTERNATIONAL



CERTIFICATIONS & COMPLIANCE



AUTOMATION



DAWN FOODS CORP. LTD.
partners with
Abacus Consulting
for the implementation



DAWN FOODS CORP. LTD.
partners with
Centegy Technologies
for Sales Automation

BUSINESS OVERVIEW

1981

Founded

20%

Average Business Growth

5000+ Employees

The Real Asset

A Joint Venture Pakistan

AB Mauri Food Inc.

6 Manufacturing Facilities

25 Tons/Day Frozen Carbs & Protein

250K Bread Loaves/Day

1.1M Burger Buns/Day

PRODUCTION CAPACITIES

30,000 outlets

Daily Coverage

1200+

Fleet

(Own Distribution Network)

20+ Countries

Global Presence





Made with Love



From the house of



Available in
5, 20 & 30 pcs
Consumer Pack



	CLASSIC PARATHA			WHOLE WHEAT		ALOO PARATHA	ONION PARATHA	METHA PARATHA	LACHAA PARATHA	MAKAI ROTI	CHAPPATI
No. of Pieces	5	20	30	5	30	3	5	5	4	5	10
Pack Weight (g)	400	1600	2400	400	2400	360	400	400	400	500	600
Carton Packing Count	24	6	4	24	4	24	24	24	24	20	18
No. of Cartons for 40ft Container (H/Cube)	2600	2600	2600	2600	2600	2600	2600	2600	2600	2600	2100
Consignment Net Weight (Tons)	24.96	24.96	24.96	24.96	24.96	22.4	24.96	24.96	24.96	26	22.6
Outer Carton Size (cm) (LXWXH)	43X25.5X22	43X25.5X22	43x25x22	43X25.5X22	43x25x22	43x25.5x22	43X25.5X22	43X25.5X22	43X25.5X22	44x25x26	
Packaging Material	MATTOPP+LDPE	PET+LDPE		MATTOPP+LDPE				PET+LDPE		MATTOPP+LDPE	
Corrugated Carton Material	Kraft+ High Quality Fluting										

From the house of



PARATHA RANGE

Doughstory Paratha, with a soft inner texture and crisp outer flakiness, adds extra flavor to you breakfast, lunch and dinner.

Available in
5, 20 & 30 pcs
Consumer Pack



From the house of



CHICKEN CHEESE RANGE

Experience the ultimate blend of rich creamy cheese and tender flavorful chicken, creating a mouthwatering sensation in every bite. The smooth, melted cheese perfectly complements a crispy paratha and a fluffy naan. Each bite is crafted to deliver a deliciously cheesy, savory and irresistible flavor, making it the perfect treat for all food lovers.



From the house of



TANDOORI naan

Available in
5, 16 & 20 pcs
Consumer Pack



قطعة
16
Pieces / Feuilles
Net Weight/Poids net/Peso neto
الوزن الصافي: ٣٢.٣٣ أوقية (١٢٠٠ جرام)
42.33 oz (1200 g)

READY TO EAT

	TANDOORI NAAN			ROGHINI NAAN	LAHORI KULCHA	KANDAHARI/PESHAWARI NAAN	GARLIC NAAN	SHEER MAAL	TAFTAAN
No. of Pieces	5	16	20	3	5	3	5	3	3
Pack Weight (g)	375	1200	1500	450	425	660	425	540	600
Carton Packing Count	24	8	6	28	24	12	24	18	24
No. of Cartons for 40ft Container (H/Cube)	1325	1060	1130	1025	1320	1000	1325	2600	1020
Consignment Net Weight (Tons)	13.5	10.8	11.5	12.9	13.4	7.92	13.5	25.27	14.6
Outer Carton Size (cm) (LXWXH)	41.5X42X26	45X42X30	41.5X32X40	44.5X43X30.5	41.5X42X26	45X34X39	41.5X42X26	43X24X22	44.5X43X30.5
Packaging Material	MATTOPP+LDPE				PET+LDPE				
Corrugated Carton Material	KRAFT+ HIGH QUALITY FLUTING								

From the house of



Doughstory Naan Range brings the traditional taste of naan to your table with convenience. Pair it with your meals and relish its delightful taste.

Available in 5 & 12 pcs Consumer Pack

Available in 3, 6 & 12 pcs Consumer Pack



Available in 5 & 12 pcs Consumer Pack

From the house of



HERITAGE MEETS INNOVATION

Doughstory carefully curated range brings the warmth of homemade breads to your table, without the time-consuming preparation. Our Homestyle Flatbread captures the essence of traditional South Asian cooking, delivering soft, perfectly textured rotis that complement any meal. The rustic charm of our Makai Roti brings the wholesome goodness of premium cornmeal, offering a nutritious alternative rich in natural flavors. Our classic Chapatti represents timeless tradition, crafted to achieve that perfect balance of softness and texture that makes every meal complete.



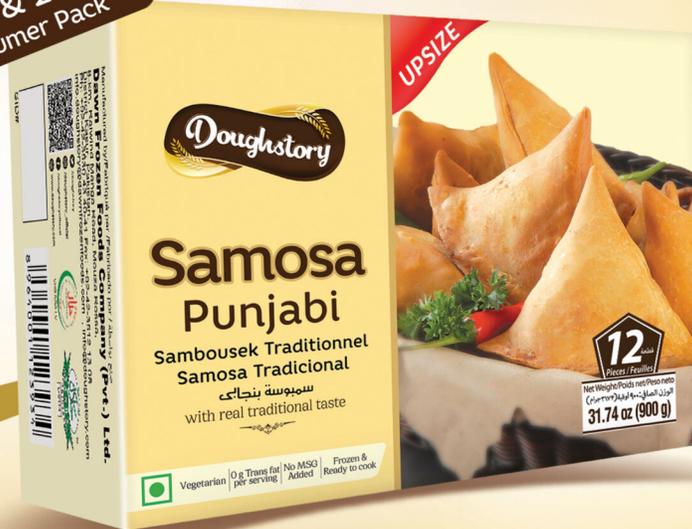
From the house of



Frozen Snacks

Doughstory's frozen range consists of deliciously traditional snacks like samosa, rolls and tikki. These quality items offer taste that you can't forget.

Available in
12 pcs & 20 pcs
Consumer Pack



	Samosa Veg. 20g	Samosa Aloo 20g	Samosa Punjabi 40g		Samosa Lahori 90g	Veg. Spring Roll 20g		Aloo Tikki 50g	Ziafat Pack
No. of Pieces	32	32	10	20	12	12	32	10	100
Pack Weight (g)	640	640	400	800	1080	360	960	500	1700
Carton Packing Count	12	12	12	12	10	18	12	12	6
No. of Cartons for 40ft Container (H/Cube)	1370	1370	2250	1000	1700	2700	1700	3200	1600
Consignment Net Weight (Tons)	10.5	10.5	10.8	9.6	18.36	17.49	19.58	19.2	16.32
Outer Carton Size (cm) (LXWXH)	41X38.5X28	41X38.5X28	48.5X31.5X17.5	48.5X33.5X36.5	40x38.5x23	36.5x32x19	40X38.5X23	41.X32X14.5	49X35.5X21.5
Packaging Material	350 BLEACH BOARD OFFSET PRINTING								
Corrugated Carton Material	Kraft+ High Quality Fluting								

From the house of



FROZEN BASE

Whether your day is packed with demanding tasks, making pizza dough from scratch can feel like an impossible challenge. Getting the perfect ratio of ingredients would require a genie's help – or you can simply choose Doughstory's ready-made bases. From classic pizza bases to authentic tortillas and Shawarma breads, our frozen range delivers perfection through quality ingredients and standardized procedures, freeing you from the hassles of scratch preparation.



	Shawarma	Tortilla	Pizza Base
No. of Pieces	1	1	1
Pack Weight (g)	220	220	220
Carton Packing Count	25	35	30
No. of Cartons for 40ft Container (H/Cube)	1000	1000	1000
Consignment Net Weight (Tons)	6.6	6.6	6.6
Outer Carton Size (cm) (LXWXH)	48.5X33.5X36.5	48.5X33.5X36.5	48.5X33.5X36.5
Packaging Material	PET+LDPE		
Corrugated Carton Material	Kraft+ High Quality Fluting		

From the house of

DAWN
Foods

Doughstory

Looking for a lip-smacking snack in shortest prep time then Doughstory vegelicious, Potaolicious offers you veg. Nuggets, Burger Patties & Hash Browns. Doughstory range is all set to make your snack time as memorable as your first school day.



From the house of



PASTRY & SHEETS

Elevate your culinary creations with Doughstory's artisanal selection of ready-to-use pastry sheets. Our meticulously crafted samosa and spring roll sheets unlock endless possibilities for both traditional and innovative recipes, while our perfectly proportioned puff pastry squares transform moments of craving into gourmet experiences. Each product emerges from our state-of-the-art automated facility, where precision engineering meets unwavering quality standards – ensuring every sheet delivers consistency and excellence that both home cooks and professionals can rely on.



Available in
8x8 and 10x10
inch Sheets



	Samosa Sheet	Pastry Sheet	Puff Squares
No. of Pieces	50	1	10
Pack Weight (g)	225	375	400
Carton Packing Count	28	35	24
No. of Cartons for 40ft Container (H/Cube)	2500	1000	2500
Consignment Net Weight (Tons)	22.75	6.6	24
Outer Carton Size (cm) (LXWXH)	43X25X22	48.5X33.5X36.5	43X25X22
Packaging Material	PET+LDPE		
Corrugated Carton Material	Kraft+ High Quality Fluting		

From the house of



BREAD CRUMBS

Our Panko and Classic Crumbs are crafted to deliver the perfect crunch every time. From light, airy crispiness to golden, even coating, they elevate every bite. Ideal for frying, baking, and gourmet creations that demand consistent quality.



Available in
250g & 500g

Available in
250g & 500g

From the house of



RUSKS

A wide range in Rusk variants is available to fix your light appetite with any scheduled or unscheduled tea times. Spreading butter or Nutella to add in your breakfast menu is quintessential for crispy bites





ناجتس دجاج Chicken
Nuggets

MADE WITH
**CHICKEN
BREAST**

**Value
Pack**

Net Weight **1000g**



Serving Suggestion





FILLET RANGE



	BURGER PATTIE CHICKEN	SHOT CHICKEN	CHICKEN CRISPY FILLET	CHICKEN TENDER
No. of Pieces	24	88	8	10
Pack Weight (g)	1488	1000	920	500
Carton Packing Count	8	6	10	6
Net Wt. per Carton (Kgs)	11.90	6.00	9.20	3.00
Length (cm)	39.00	42.00	39.00	47.00
Width (cm)	37.00	22.20	37.00	28.50
Height (cm)	19.50	20.00	19.50	37.00
CBM per Carton	0.028139	0.018648	0.028139	0.049562
Proposed Order Quantity (Cartons)	2100	3150	2100	2100
No of cartons for 40ft container H cube	59.09	58.74	59.09	104.08



NUGGETS RANGE



CHICKEN NUGGETS
AVAILABLE IN

- REGULAR PACK
- VALUE PACK
- FAMILY PACK



JUNGLE FUN NUGGETS
AVAILABLE IN

- VALUE PACK



CHATPATTA NUGGETS
AVAILABLE IN

- VALUE PACK

	CHICKEN NUGGETS CHATPATTA	JUNGLE FUN NUGGETS	CHICKEN NUGGETS
No. of Pieces	33	32	66-68
Pack Weight (g)	750	790	1500
Carton Packing Count	12	12	10
Net Wt. per Carton (Kgs)	9.00	9.48	15.00
Length (cm)	47.00	47.00	49.00
Width (cm)	28.50	28.50	34.00
Height (cm)	37.00	37.00	19.50
CBM per Carton	0.049562	0.049562	0.032487
Proposed Order Quantity (Cartons)	1200	1200	1840
No of cartons for 40ft container H cube	59.47	59.47	59.78



KABAB RANGE



	CHICKEN CHAPLI KABAB	KOFTA CHICKEN	CHICKEN SEEKH KABAB	SHAMI KABAB
No. of Pieces	12	50	18	33
Pack Weight (g)	888	1400	40	990
Carton Packing Count	12	6	16	6
Net Wt. per Carton (Kgs)	10.66	8.40	8.64	5.94
Length (cm)	47.00	47.00	47.00	42.00
Width (cm)	28.50	28.50	28.50	22.20
Height (cm)	37.00	37.00	37.00	20.00
CBM per Carton	0.049562	0.049562	0.049562	0.018648
Proposed Order Quantity (Cartons)	1210	1200	1210	3200
No of cartons for 40ft container H cube	59.97	59.47	59.97	59.67



SAMOSA RANGE



AVAILABLE IN 32 PCS PACK 16 PCS PACK

AVAILABLE IN 32 PCS PACK 16 PCS PACK

CHICKEN SAMOSA 15G (NEW)

No. of Pieces	30
Pack Weight (g)	600
Carton Packing Count	12
Net Wt. per Carton (Kgs)	7.20
Length (cm)	39.00
Width (cm)	37.00
Height (cm)	19.50
CBM per Carton	0.028139
Proposed Order Quantity (Cartons)	2100
No of cartons for 40ft container H cube	59.09



PUNJABI SAMOSA



	PUNJABI SAMOSA 75G	PUNJABI SAMOSA 90G
No. of Pieces	25	20
Pack Weight (g)	1875	1800
Carton Packing Count	6	6
Net Wt. per Carton (Kgs)	11.25kgs	10.80
Length (cm)	52.50	52.50
Width (cm)	31.50	31.50
Height (cm)	30.00	30.00
CBM per Carton	0.049613	0.049613
Proposed Order Quantity (Cartons)	1150	1150
No of cartons for 40ft container H cube	57.05	57.05



FROZEN PARATHAS & FROZEN NAAN

Available in
5, 20 & 30 pcs
Consumer Pack



Available in
5 & 20 pcs
Consumer Pack



Available in
16 pcs
Consumer Pack



FROZEN BUN



A Group of Companies



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