



شركة واف المتحدة المحدودة
WAF UNITED COMPANY LIMITED

“Delivering Quality, Freshness, and Taste Every Day”



ISO Certified
Wafunited.com

Waf United Company Limited Foods is a heritage-rich and forward-driven food and consumer goods distribution company based in Saudi Arabia. Since 2024, we have grown into a trusted national leader, recognized for our commitment to quality, reliability, and customer satisfaction.

Over the years, we have built strong partnerships with global and regional brands, ensuring that our customers receive only the finest and most reliable products. Guided by our passion for excellence, we combine tradition with innovation to deliver a wide range of food solutions that meet evolving market needs.

Today, Waf United stands as a symbol of integrity, quality, and service—dedicated to nourishing communities across the Kingdom with products that inspire trust and delight.

Core Verticals of Operations

- ❖ Distribution & Logistics
- ❖ Trading & Brand Partnerships



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About Us

OUR VISION

“To be the leading provider of fresh and high-quality food products across the Kingdom, delivering satisfaction and delight to every customer.”



OUR MISSION

Provide superior food products sourced sustainably and delivered with care. Innovate continuously in our product offerings to meet changing customer needs. Uphold the highest standards of quality, safety, and service in everything we do.



Our Core Values



Leadership

“Our leadership is guided by vision, integrity, and a commitment to excellence.”



Trust

“We build lasting relationships through trust, quality, and reliability.”



Quality

“Quality is at the heart of everything we deliver.”

Business Divisions



Distribution & Logistics

“Efficient distribution and reliable logistics ensure our products reach every customer on time.”

- ✓ Real-time inventory tracking
- ✓ Timely nationwide deliveries
- ✓ Automated warehouse systems



Trading & Brand Partnerships

“We partner with leading FMCG brands to bring trusted, high-quality products to the market. Through strong trading expertise and brand alliances, we create lasting value for our customers and partners.”

Product Diversity

“We offer a wide range of quality products to meet the diverse needs of every customer.”

At WAF [Foodstuff Trading](#), we embrace a customer-centric approach. Your satisfaction is our utmost priority, and our dedicated team stands ready to cater to your unique requirements. KSA strategic location as a global trading hub affords us the opportunity to seamlessly facilitate import and export transactions, making us the preferred choice for businesses aiming to extend their reach across borders.

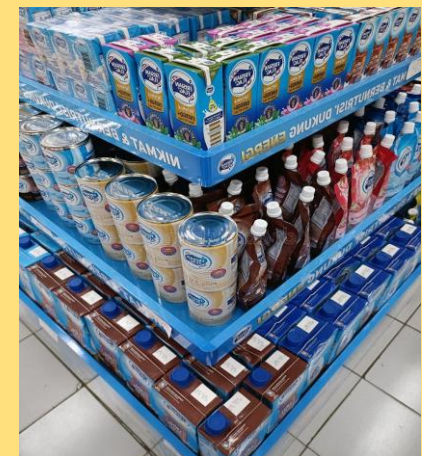
We support businesses and camp operators with **bulk supply of food items**, helping them maintain kitchen operations efficiently. Our logistics network ensures timely delivery of raw materials and essentials in any quantity, anywhere across the Kingdom.

Our bulk food supply covers:

- Dry goods (rice, flour, pulses, sugar, spices)
- Fresh produce (vegetables, fruits, dairy)
- Frozen and chilled meats, chicken
- Cooking oil, condiments, and beverages
- Disposable cutlery, napkins, and packaging materials
- We deliver a complete range of cafeteria items directly to your office.

Our procurement experts coordinate with verified local and international vendors to provide **affordable and reliable food inventory** that aligns with your project timeline.





FOOD CATERING SERVICES

Meal Preparation & Delivery for Project Sites

Our experienced catering staff prepares fresh, balanced meals daily—meeting dietary needs and cultural preferences of diverse workforces. We specialize in on-time delivery to work camps, remote locations, and active sites, ensuring your teams are energized and well-fed.

Our meal services include:

- Breakfast, lunch, and dinner preparation
- Vegetarian and non-vegetarian menu options
- Hygienic packaging and transport
- Custom meal plans for specific dietary needs
- Weekly or monthly service contracts
- We also cater to party orders with fresh, high-quality products.

“We are committed to using premium ingredients and adhering to the highest food safety standards, ensuring unmatched freshness and taste in every product we deliver.”



Driving Operational Excellence:

"Achieving peak performance by streamlining processes and delivering consistent results."



Message from the CEO

“At Waf United Company Limited, our journey since 2024 has been driven by a commitment to quality, trust, and excellence. We take pride in delivering fresh, high-quality products that meet the evolving needs of our customers across the Kingdom. Our success is built on strong partnerships, innovation, and the dedication of our people. Looking ahead, we remain focused on growth, sustainability, and creating lasting value for our customers, partners, and community.”

— **Wael Al Zahrani**

Message from the Head of Finance

“At Waf United Company Limited, financial integrity and transparency are at the core of everything we do. Our focus is on building sustainable growth, ensuring efficiency, and creating long-term value for our partners and stakeholders. Together, we strive to maintain a solid foundation that supports the company’s vision for the future.”

— **Ali Al Ghamdi**

Message from the Head of Business Sector

“At Waf United Company Limited, our business growth is driven by innovation, strong partnerships, and a customer-first approach. We are committed to expanding opportunities, strengthening market presence, and delivering excellence across all sectors.”

— **Fahad Al Shehri**

Market Presence

We Proudly Serve

Our clients

- ✔ Hotels
- ✔ Restaurants
- ✔ Bakeries
- ✔ Fast food chains
- ✔ Offices

Wholesale & Discount Markets

- ✔ Across the Kingdom

Innovation-Driven Path



- Enhanced Visibility & Control
- Smarter Decision-Making
- Seamless Operations
- Integrated Excellence

CONTACT DETAILS



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