



ADMA

C O M P A N Y P R O F I L E



ABOUT US

Welcome to ADMA, a leading food service provider with a rich history of 40+ years in FMCG distribution. We have our head office in Riyadh and take pride in representing various top global FMCG brands in both the food and non-food sectors.

Our strong presence in the market allows us to serve a wide range of businesses, including retail (hypermarkets, supermarkets, groceries), wholesale, and the food service (HORECA) industry, operating throughout the Kingdom of Saudi Arabia.



Message CHAIRMAN

At ADMA, our journey began with a vision: to bring the finest global food products to your tables. Our commitment to excellence, quality, and sustainability has guided us for years.

Under my leadership, we've built a company focused on quality and reliability. We ensure every product we deliver meets the highest standards. Our commitment to on-time delivery remains unwavering, and we actively support sustainability.

Your loyalty drives our success, and we're deeply grateful for your trust. We'll continue to innovate, expand, and enrich culinary experiences. Our future is bright, and I'm confident we'll achieve new heights together.



VISION

To become the foremost regional provider of high-quality food products, connecting people and cultures through exceptional taste experiences. We envision a world where everyone enjoys access to diverse, nutritious, and safe food options, fostering healthier lives and stronger communities.





MISSION

At Adma, our mission is to source, distribute, and deliver the finest food products to tables around the world.



VALUES

We act responsibly, grounded by our values, which foster a transparent positive work environment.



Customer Focus



Teamwork



Innovation & Adaptability



Integrity

CORE VALUES



Adma **HISTORY**

ADMA SHAMRAN TRADING COMPANY was established in 1980 as a distribution company. Over the years, it has grown into a thriving business and has gained a reputation for providing high-quality products, particularly the popular MEHRAN spices, to the hospitality industry.

Building on its success, the company has now expanded into a new industry by leveraging its team of experienced professionals with extensive knowledge in the hospitality trade.





Adma CATERING

Adma Shamran Catering, founded in 2008, has a clear mission: to provide comprehensive supplies to esteemed five-star hotels and renowned fast-food chains. Our primary focus is on canned food items sourced from the USA, Spain, Italy, China, Thailand, Turkey, and the UAE. Additionally, we specialize in dry fruits, nuts, seafood, and frozen cheese.



Adma JOURNEY

1980

ADMA Trading was established

2008

ADMA Catering was established with its first branch in Riyadh with 5 SKUs

2010

Makkah & Dammam Branches were established
Total SKUs reached to 75

2012

Madinah & Qaseem Branches were established
Total SKUs reached to 250+

2021-2023

Abha & Tabuk. Total SKUs reached 400+





Adma **BRANCHES**

With established branches in Makkah, Madinah, Dammam, Abha, Tabuk and our headquarters in Riyadh, we've strategically expanded to serve a vast network of hotels throughout the kingdom. Our success can be attributed to our unwavering commitment to delivering unbeatable five-star quality, competitive pricing, and prompt service.

Adma **SALES TEAM**

Our sales team is exceptionally trained, disciplined, and ready to meet any challenges posed by the demanding standards of five-star facilities.

We take pride in consistently exceeding the expectations of those who place their trust in us. We invite you to experience the Adma Shamran Catering difference for yourself, and we guarantee your satisfaction.



OFFER

What We Offer

ADMA brings a wide range of high-quality food products to your doorstep. We understand the importance of reliable and efficient food distribution in the industry, and we are committed to meeting the needs of our customers with excellence.

Our extensive product portfolio includes fresh produce, dairy products, Canned food, poultry, bakery items, pantry staples, chaffing Fuel, and much more. We work closely with trusted suppliers and producers to ensure that our offerings meet the highest standards of quality and freshness.

With our food distribution services, you can enjoy several benefits:

Wide Selection



Unbeatable quality at affordable prices



Customized Solutions



Reliable Partnerships



Timely Delivery



PRODUCTS

ADMA

IDLIYA

MARA

MEHRAN SPICES

GOLDEN STAR

DAIRY

ALFA CULINARY DRESSING

PREMIER CHEF

FUEL GEL TYPE

RICE

AMERICAN SPECIALTY

FUEL WICK TYPE

TEA LIGHT

DRY FRUITS

TORRENT

SAUCES





OUR PARTNERS

We are proud of our rich history and the strong relationships we have built with our clients over the years.





OUR PARTNERS

We look forward to continuing to serve the food service industry with excellence for many years to come.





OUR SUPPLIERS

By collaborating with suppliers who share our dedication to quality, efficiency, value, and innovation, ADMA is capable of providing outstanding products and services to our customers.

We recognize the value that our suppliers bring to our organization and are dedicated to working together to achieve mutual success.

EVENTS

SAUDI HORECA 2022

We are excited to share the success of our participation in Saudi HORECA 2022. The event, held on 22-24 November 2022 at the Riyadh International Exhibition & Convention Center.

Saudi Horeca 2022 is a leading hospitality and food service event in Saudi Arabia that brings together industry professionals, suppliers, and experts to showcase the latest products, services, and trends in the hospitality and food service industry.





EVENTS

SAUDI HORECA 2022





EXHIBITIONS ATTENDED



SIAL
Paris



CANTON FAIR
CHINA



SIAL
Abu Dhabi



Gulf Food
DUBAI



ANUGA
Germany



Ristor Expo
Italy



World Food
Istanbul



Food Africa
Egypt



MANAGEMENT TEAM



MOHANNAD AL- SHAMRANI
CEO

KHADIM SIDDIQI
Director Procurement & Supply Chain

SULTAN SIDDIQI
Operations Manager

RAHEEL ZAMAN
Finance Manager

CEO

Mr. Mohannad brings over 11 years of experience in the food trading sector. As the driving force behind ADMA , Mr. Mohannad has established a compelling vision and strategy. This vision has guided the company's expansion into new markets and the diversification of its product portfolio.



MOHANNAD AL- SHAMRANI



KHADIM SIDDIQI

Director Procurement & Supply Chain

University Graduate who enjoys more than 35 years of experience as department head of the Purchasing department at different Intercontinental Hotels in different countries. He has been attached with the organization for more than 14 years & his responsibility includes strategic market planning, controlling Supply Chain, P&L accountability, pricing and attending International Exhibitions.



SULTAN SIDDIQI

Operations Manager

MBA, Entrepreneurial executive with 15+ years of experience in Sales & Marketing. He has been attached with ADMA for last 14 years & His responsibility includes day to day operations in of whole Company, business development, sales forecasting, directing all sales and marketing activities including lead generation, trade advertising, trade shows, account development / management.



RAHEEL ZAMAN

Finance Manager

Mr. Zaman, Harvard & Oxford certified, Member of different international Accounting bodies & MBA. He has over 18 years of corporate experience in areas extending to financial management, forecasting / budgeting, cash flow projections under the (IFRS's).

CONTACT US



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