

PRODUCT CATALOGUE 2023



ساديا
Sadia



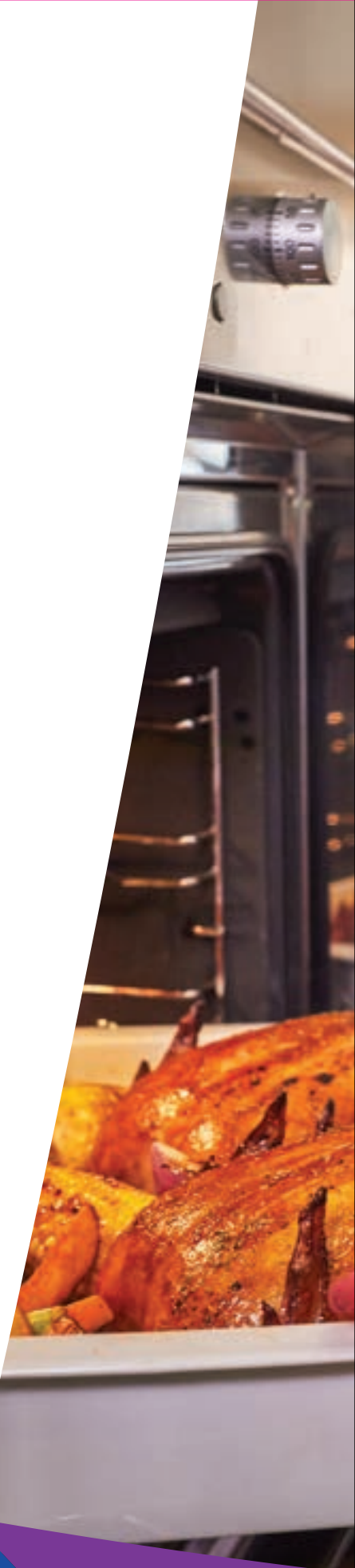


For us, innovation and quality go hand in hand, as we aim to continually bring nothing but the best quality and tasty products to every home.

The world's largest poultry exporter, BRF is present in over 120 countries and owns iconic brands, such as Sadia, Perdigão and Qualy.

Its purpose is to offer increasingly tastier, convenient, good-quality food to people around the world through the sustainable management of a vivid, long and complex chain that provides everyone with a better life, from farm to table.

Based on the fundamental commitments of safety, quality and integrity, its strategy is based on a long-term vision and is designed to generate value for its 98,000 employees, more than 300,000 clients, and millions of consumers.





FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken





BRF Middle East

We have been in the Middle East since the 1970s. Today BRF is a leading company in the production and distribution of frozen Halal food products across GCC countries and owns beloved brands such as Sadia, Perdix and Hilal.

Our main brand, Sadia, is the market leader in the chicken category and is recognized as the most preferred brand in the region, a true testimonial on how close to consumers it is.

Whole Chicken

Chicken Parts

Breaded

Franks

Chicken Burger

Beef Burger

French Fries

Vegetables

FPP Others

Farm to Table

BRF brings you the best quality, taste and nutrition from our farms all the way to your table.

In the GCC markets, BRF operates following a "farm to table" approach with a fully integrated value chain, offering a wide range of quality products comprising whole chicken, chicken parts, ready to prepare products, vegetables and fries.





FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

The house of brands BRF

BRF offers a range of brands
that bring quality cooking to life.



Perdix offers quality
and heritage in
chicken products.



Hilal is a trusted food
brand, renowned for
its commitments to
quality, safety and
delivering great value
for money products.

ساديا
Sadia

Sadia believes in a perfect
blend of innovation and
quality, offering a wide range
of tasty and convenient
products that make every
home more joyful.





FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

Our Products

Here's a list of our delicious products sold in the Region:



- 1 Whole Chicken
- 2 Chicken Parts
- 3 Breaded
- 4 Franks
- 5 Chicken Burger
- 6 Beef Burger
- 7 French Fries
- 8 Vegetables
- 9 FPP Others





FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken



Product Details



Package Weight

Net weight indicates the weight of the actual product inside the packaging, excluding any additional packaging materials or containers.



Shelf Life 12 Months

Shelf life refers to the duration for which a food product remains safe and retains its quality under specified storage conditions.

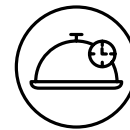
All the categories have a shelf life of 12 months except the categories of Franks, French Fries and Vegetables, which have a shelf life of 18 months.



Storage -18°C

Storage refers to the proper stocking and safe keeping of food products.

Preparation Options



Preparation



Grilling



Pan Fry



Air Fry



Oven



Boiling



Microwave

Whole Chicken

Our Whole Chicken is freshly frozen to preserve nutrients and vitamins, free from hormones and preservatives, and is available in a weight range of 600 to 1,600 grams.

Product Benefits

- Free from Hormones and Preservatives
- Freshly Frozen to Preserve Nutrients

Sadia Chicken Griller 1100g



Item Code
167633



1100g



-18°C



12 Months



Grilling



Boiling



Oven



Pan Fry





FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

Whole Poultry



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Chicken Griller	Chicken Griller	Chicken Griller	Chicken Griller
	600g	700g	800g	900g
	167417	194282	167613	167630



	Chicken Griller	Chicken Griller	Chicken Griller	Chicken Griller
	1000g	1100g	1200g	1300g
	167631	167633	167646	167648



	Chicken Griller	Chicken Griller	Chicken Griller
	1400g	1500g	1600g
	167585	167586	167611

Whole Poultry



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Chicken Griller	Chicken Griller	Chicken Griller	Chicken Griller
	700g	800g	900g	1000g
	196282	500049	217492	178179



	Chicken Griller	Chicken Griller	Chicken Griller
	1100g	1200g	1300g
	178195	500028	178217



	Chicken Griller	Chicken Griller	Chicken Griller
	1400g	1500g	1600g
	178225	500029	757876

Whole Chicken

Chicken Parts

Breaded

Franks

Chicken Burger

Beef Burger

French Fries

Vegetables

FPP Others

Whole Poultry



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Frozen Chicken Griller	Frozen Chicken Griller	Frozen Chicken Griller	Frozen Chicken Griller
	700g	800g	900g	1000g
	415267	415268	415292	415241



	Frozen Chicken Griller	Frozen Chicken Griller	Frozen Chicken Griller
	1100g	1200g	1300g
	415243	415244	415266



	Frozen Chicken Griller	Frozen Chicken Griller	Frozen Chicken Griller
	1400g	1500g	1600g
	415294	415293	757555



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

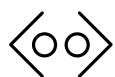
Chicken Parts

We offer a wide variety of chicken parts including Chicken Breasts, Drumsticks, Thighs, Wings and Giblets and a new more convenient range that comes pre-cleaned, pre-cut and marinated to save time and effort.

Product Benefits

- Free from Hormones and Preservatives
- Freshly Frozen to Preserve Nutrients
- Tender & Juicy
- Pre-cleaned and Pre-cut
- Fully / Mildly Marinated

Sadia Easy & Juicy Chicken Breast Fillets 1500g



Item Code
692660



1500g



-18°C



12 Months



Grilling



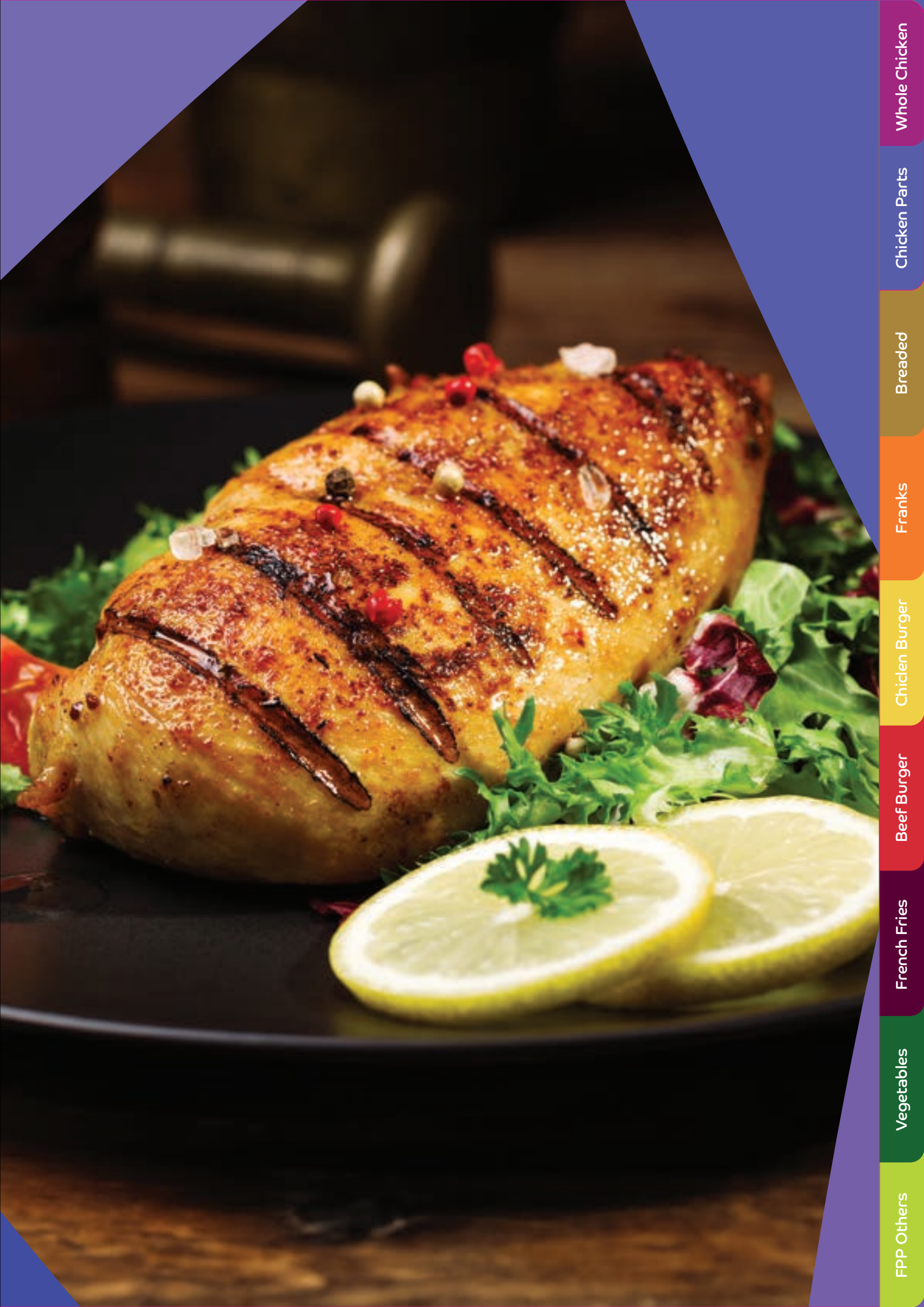
Boiling



Oven



Pan Fry



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

Chicken Parts



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Chicken Breasts	Chicken Breasts	Chicken Breasts	Chicken Breasts Bone In Skin On
	900g	2500g	450g	900g
	171333	171330	170121	170117



	Tender Chicken Breasts Frozen 1 by 1	Tender Chicken Breasts Frozen 1 by 1	Marinated Chicken Breast Cubes with Yogurt and Arabic Spices	Marinated Chicken Breast Cubes with Yogurt and Pepper
	1000g	2000g	600g	600g
	280558	280559	750072	750073



	Easy and Juicy Chicken Breast Fillets	Easy and Juicy Chicken Breast Cubes	Easy and Juicy Chicken Breast Fillets	Easy and Juicy Chicken Breast Cubes
	750g	750g	1500g	1500g
	692659	702140	692660	702141

Chicken Parts



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Chicken Drumsticks Frozen 1 by 1	Chicken Thighs Frozen 1 by 1	Boneless Chicken	Chicken Drumsticks
	900g	900g	2500g	900g
	288142	288200	169228	170120



	Chicken Drumsticks Jumbo	Chicken Wings	Chicken Whole Legs	Chicken Thighs
	900g	900g	900g	900g
	667125	170136	170122	170124



	Chicken Gizzards	Chicken Livers
	450g	450g
	170308	170303

Whole Chicken

Chicken Parts

Breaded

Franks

Chicken Burger

Beef Burger

French Fries

Vegetables

FPP Others

Chicken Parts



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Frozen Boneless Chicken	Breast Polybags	Frozen Chicken Drumsticks	Frozen Chicken Thighs
	2500g	2500g	900g	900g
	769431	698170	769241	769083



	Frozen Chicken Half Breast Boneless Skinless	Breast Polybags	Frozen Boneless Chicken	Frozen Chicken Thighs
	450g	2500g	2500g	900g
	768964	858111	858109	769084



	Frozen Chicken Drumsticks	Frozen Chicken Half Breast Boneless Skinless
	900g	450g
	858079	769082



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

Breaded

Our selection of breaded includes Chicken Nuggets, Tenders, Popcorn, Broasted Strips and Fillets, and a new Tempura range.

Product Benefits

- No Artificial Colors
- Made with 100% Chicken Breasts (Broasted)
- Variety of Flavors and Formats

Sadia Broasted Chicken Classic Strips 750g



Item Code
662058



750g



-18°C



12 Months



Air Fry



Pan Fry



Oven



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

Breaded



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



Chicken Nuggets



Item Code
767350



750g



	Chicken Nuggets	Chicken Nuggets	Chicken Nuggets
	270g	400g	750+250g
	339525	435695	427746



	Chicken Nuggets Crispy	Chicken Nuggets Crispy
	270g	750g
	339578	339579



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



Chicken Nuggets Tempura



Item Code
761011



750g



	Chicken Popcorn Tempura	Chicken Nuggets Tempura Spicy	Tempura Chicken Burger	Tempura Spicy Chicken Burger
	750g	750g	800g	800g
	761012	768039	768038	768037

Breaded



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



Breaded Chicken Tenders



Item Code
436525



750g



	Breaded Chicken Tenders	Breaded Chicken Tenders	Breaded Chicken Escalopes
	280g	480g	480g
	243353	593003	593008



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave

Mini Chef Chicken Popcorn



Item Code
427747

**300g**

	Mini Chef Chicken Nuggets with Cheese	Mini Chef Chicken Nuggets with Vegetables	Mini Chef Chicken Nuggets Triangles	Mini Chef Chicken Nuggets Triangles
	270g	270g	400g	750g
	324279	716490	423896	423896



	Mini Chef Chicken Fries Pizza	Mini Chef Chicken Fries	Mini Chef Chicken Popcorn
	400g	400g	750g
	717160	506210	719112

Breaded



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



Broasted Chicken ZINGS Strips



Item Code
654107



1000g



	Broasted Chicken Classic Fillets	Broasted Chicken Classic Strips	Broasted Chicken Jalapeno
	750g	750g	750g
	662128	662058	765827



	Broasted Chicken ZINGS Strips	Broasted Chicken ZINGS Fillets	Broasted Chicken ZINGS Fillets
	320g	465g	1000g
	427517	427399	681846



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

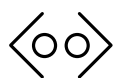
Franks

Franks come in Smoked, Hot and Spicy, or Cheddar Cheese flavors.

Product Benefits

- No Artificial Colors
- No Artificial Flavors
- Fully Cooked
- Cheddar Cheese Pieces (Cheddar Franks)

Sadia Chicken Franks 340g



Item Code
281667



340g



-18°C



18 Months



Grilling



Pan Fry



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

Franks



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Jumbo Chicken Sausages 4 pieces	Chicken Frank 10 pieces	Chicken Franks Smoked 10 peces
	330g	340G	340G
	700180	281667	281703
	18 Months	18 Months	18 Months



	Chicken Franks Hot and Spicy 10 pieces	Chicken Franks Cheddar Cheese 10 pieces
	340g	340g
	334840	442280
	18 Months	18 Months



	Chicken Franks 10 pieces
	340g
	281705
	18 Months





FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

Chicken Burgers

Sadia offers a wide range of Chicken Burgers with no artificial colors or flavors, individually packed for the best quality, and available in a variety of sizes.

Product Benefits

- No Artificial Colors
- No Artificial Flavors
- Individually Packed for Best Quality
- Variety of sizes (4/12/20/24)

Sadia Chicken Burger 20pc (1000g)



Item Code
335785



1000g



-18°C



12 Months



Grilling



Pan Fry



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

Chicken Burger



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Chicken Burgre 4 pieces	Chicken Burgre 12 pieces	Chicken Burger 24 pieces	Chicken Burger 24+4 pieces
	224g	672g	1344g	1568g
	280331	335760	335752	452614



	Breaded Chicken Burger 15+1 pieces	Chicken Burger 20 pieces	Chicken Burger Jumbo 10 pieces
	840/900g	1000g	1000g
	437113	335785	380745



	Breaded Chicken Burger 12 pieces	Breaded Chicken Burger Jumbo 10 pcs
	672g	1000g
	766602	766960





FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

Beef Burgers

Sadia's Beef Burgers have no artificial colors or flavors, are individually packed for freshness, available in a variety of sizes, and come in enticing Arabic Spices and Smoky Grill flavors.

Product Benefits

- No Artificial Colors
- No Artificial Flavors
- Individually Packed for Best Quality
- Variety of sizes (4/12/20/24)
- Variety of Flavors (Arabic Spices, Smoky Grill)

Sadia Beef Burger
Regular Jumbo
10pc (1000g)



Item Code
379421



1000g



-18°C



12 Months



Grilling



Pan Fry



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

Beef Burgers



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Beef Burger Arabic Spices 4 pieces	Beef Burger 12 pieces	Beef Burger Arabic Spices 24 pieces	Beef Burger Arabic Spices 24+4 pieces
	224g	672g	1344g	1568g
	280330	335659	335731	452618



	Beef Burger Arabic Spices 20 pieces	Beef Burger Smoky Grill Jumbo 10 pieces
	1000g	1000g
	335705	684525



	Beef Burger Jumbo 10 pieces	Angus Premium Beef Burger 2 pieces
	1000g	240g
	379421	715928





FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

French Fries

Sadia's French Fries have no artificial colors or flavors and are available in a variety of cuts and shapes such as Regular Cut, Thin Cut, Wedges and Coated – Extra Crispy.

Product Benefits

- No Artificial Colors
- No Artificial Flavors
- Variety of types, cuts & shapes (Regular Cut, Thin Cut, Wedges, Coated – Extra Crispy)

Sadia Extra Crispy French Fries 2500g



2500g



-18°C



18 Months



Pan Fry



Air Fryer



Oven



Item Code
664300



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

French Fries



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Extra Crispy Thin Cut French Fries	Extra Crispy Thin Cut French Fries	Extra Crispy French Fries	Extra Crispy French Fries
	1000g	2500g	1000g	2500g
	664293	664300	664301	664302



	French Fries Regular	French Fries Regular	French Fries Regular Thin Cut	French Fries Regular Thin Cut
	1000g	2500g	1000g	2500g
	484782	484809	484800	484807



	Hash Browns	Hash Browns	Crinkle Cut	Crinkle Cut
	10 X 1000g	4 X 2500g	4 x 2500g	12 x 750g
	734242	733900	733899	734244

French Fries



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Potato Wedges	Waffle Cut Potato
	750g	10x750g
	484896	734243

Whole Chicken

Chicken Parts

Breaded

Franks

Chicken Burger

Beef Burger

French Fries

Vegetables

FPP Others

Vegetables

Sadia's wide variety of vegetables have no preservatives and are freshly picked and immediately frozen.

Product Benefits

- Freshly Picked and Immediately Frozen
- No Preservatives
- Variety of types

Sadia Garden Peas 400 to 450g



Item Code
686464



450g



-18°C



18 Months



Microwave



Boiling



Pan Fry



Oven



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

Vegetables



Grilling



Boiling



Pan Fry



Oven



Air Fry



Microwave



	Sweet Corn	Sweet Corn	Cut Green Beans	Cut Green Beans
	450g	900g	450g	900g
	686542	686556	686540	686544
	18 Months	18 Months	18 Months	18 Months



	Mixed Vegetables with Corn	Mixed Vegetables with Corn	Minced Molokhia	Okra Zero
	450g	900g	400g	400g
	686541	686555	695960	695961
	18 Months	18 Months	18 Months	18 Months



	Garden Peas	Garden Peas	Chopped Spinach	Corn on the Cob 4 Wholes
	450g	900g	400g	1000g
	686464	686543	728840	765959
	18 Months	18 Months	18 Months	18 Months



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

FPP Others

Sadia's Chicken Shawarma has no artificial flavors or colors and is made of 100% chicken breasts.

Product Benefits

- No Artificial Colors
- No Artificial Flavors
- 100% Chicken Breasts

Chicken Shawarma 300g



Item Code
700179



300g



-18°C



12 Months



Grilling



Pan Fry



FPP Others

Vegetables

French Fries

Beef Burger

Chicken Burger

Franks

Breaded

Chicken Parts

Whole Chicken

The taste of home

Sadia takes pride in being able to elevate home-cooked goodness, one dish at a time. Scan the QR Code to take a look at some of our delicious and easy recipes.



Got something on your mind

If you have a concern or something to share, write to us, and we'll get back to you as soon as possible.

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