VEETEE®

VEETEE PORTFOLIO



VEETEE®

FROM RICE EXPERTS.
TO GLOBAL FOOD INNOVATORS.

THE AMBITION | **MAKE GREAT-TASTING, CONVENIENT FOOD FOR REAL LIFE AND TAKE IT TO MORE TABLES AROUND THE WORLD.**

01 | MULTI-FORMAT RICE EXPERTISE

A trusted rice specialist with expertise across dry, ready-to-heat and meal kit formats.



02 | GLOBAL SCALE

Manufacturing facilities in UK, USA & India.



03 | BEST IN CLASS TECHNOLOGY

Steam Filtered Process, Sauce Kettle and Wok Style Capability.



04 | DISRUPTIVE AMBIENT FOODIE PORTFOLIO

From perfectly fluffy rice to flavour forward meals.



VEETEE®

PRODUCTS IN MARKET



PERFECTLY FLUFFY. TRY A TRAY.

READY IN 60 SECS

Perfectly Portioned

PERFECTLY PORTIONED

VEETEE®
PERFECTLY FLUFFY
STEAM FILTERED

PEEL HERE

STEAM FILTERED

Steamed Not Boiled

SERVES 2

ONE MIN 1 MIN

BASMATI RICE

NET WT. 2.5/4.4 OZ (88 g OZ)
2.7 (125g (250g) e

PEEL HERE

No additives

Transparent Packaging, We're Proud of Our Product

Power of the portion

No Wastage



VEETEE | DUO TRAYS



















NET WEIGHT	2 x 125g	2 x 130g	2 x 130g	2 x 125g	2 x 130g	2 x 125g	2 x 125g	2 x 125g	2 x 125g
UNIT BARCODE	5016805010156	5016805010170	5016805010255	5016805010217	5016805010231	5016805011788	5016805010972	5016805001086	5016805001079
CASE BARCODE	05016805010163	05016805010187	05016805010262	05016805010217	05016805010248	15016805011785	05016805010989	15016805001083	15016805001076

SPECS

Unit HxWxD: 1.59" × 4.71" × 7.03"

Case HxWxD: 7.32" × 4.84" × 8.94"

Case Count: 6 units

STORAGE

Shelf-stable: 273 days from manufacture

Store in a cool, dry place.

PALLETISATION

Cases per pallet: 300

Cases per layer: 50

Layers per pallet: 6

VEETEE | SINGLE TRAYS











NET WEIGHT	300g	280g	280g	300g	280g
UNIT BARCODE	5016805010385	5016805010358	5016805010309	5016805003196	5016805003219
CASE BARCODE	05016805011207	05016805003165	05016805010316	05016805003202	05016805003226

SPECS

Unit HxWxD: 1.51” × 4.71” × 7.02”
Case HxWxD: 7.32” × 4.84” × 8.94”
Case Count: 6 units

STORAGE

Shelf-stable: 273 days from manufacture

Store in a cool, dry place.

PALLETISATION

Layers per pallet: 6
Cases per layer: 50
Total cases per pallet: 300

STEAM FILTERED FLUFFY RICE — MEETS — AUTHENTIC CURRY BLENDS



FUSS FREE MEALS IN MINUTES

1. COOK PROTEIN



2. MICROWAVE SAUCE POUCH



3. MICROWAVE RICE TRAY



4. ENJOY!



4 EASY STEPS — Ready in just 4 easy steps

SERVES 2 — Meals for two

AUTHENTICALLY CRAFTED MEALS — Authentic global flavours

RESTAURANT QUALITY — Convenient and delicious

VEETEE | MEAL KITS















NET WEIGHT	**530g**	**530g**	**530g**	**530g**	**550g**	**530g**	**530g**
UNIT BARCODE	5016805000973	5016805000966	5016805000959	5016805000928	5016805000942	5016805000911	5016805000935
CASE BARCODE	15016805000970	15016805000963	15016805000956	15016805000925	15016805000949	15016805000918	15016805000932

SPECS

Unit LxWxH: 7.09" × 4.72" × 2.4"

Case LxWxH: 9.96" × 5.63" × 7.72"

Case Count: 4 units

STORAGE

Shelf-stable: 15 months from manufacture

Store in a cool, dry place.

PALLETISATION

Layers per pallet: 7

Cases per layer: 30

Total cases per pallet: 210

VEETEE | PASTA









NET WEIGHT	200g	200g	200g
UNIT BARCODE	5016805011719	5016805011696	5016805011702
CASE BARCODE	15016805011716	15016805011693	15016805011709

Capability to do
Pasta + Sauce Meal Kit

SPECS

Unit LxWxH: 18 × 12 × 60 cm
Case LxWxH: 25.3 × 14.3 × 19.6 cm
Case Count: 8 units

PALLETISATION

Layers per pallet: 7
Cases per layer: 30
Total cases per pallet: 210

STORAGE

Shelf-stable: 15 months from manufacture

Store in a cool, dry place.

VEETEE®

Chilled Meal Kits









COMING SOON 2027


TWIN PACK
MEAL KIT
RAMEN HEAD
HAPPY SLURPING
TASTY NOODLES WITH A
SINGAPORE LAKSA
DREAMY BROTH
HUNGRY HEADS™
PERFECTLY PORTIONED
NEW WOK STYLE
NEW
NOODLE HEAD
STIR FRIED MAYHEM
PAD THAI
READY IN 60 SECS
VEETEE
VEGETARIAN
262
CALS PER PORTION
READY IN 60 SECS
SERVES 1
MAC 'N' CHEESE HEAD
3 OOZY CHEESE
"IRRESISTIBLE" MACARONI WITH MATURE CHEDDAR, MOZZARELLA & MONTEREY JACK CHEESE
200g

VEETEE | SOUPS











NET WEIGHT	**300g**	**300g**	**300g**	**300g**	**300g**
UNIT BARCODE	5016805000577	5016805011597	5016805011672	5016805011658	5016805011610
CASE BARCODE	15016805000574	15016805011594	15016805011679	15016805011655	15016805011617

SPECS

Unit HxWxD: 7.28" × 5.51" × 1.57"

Case HxWxD: 7.48" × 7.48" × 5.47"

Case Count: 6 units

STORAGE

Shelf-stable: 273 days from manufacture

Store in a cool, dry place.

PALLETISATION

Layers per pallet: 8

Cases per layer: 42

Total cases per pallet: 336

VEETEE | MAC N CHEESE











NET WEIGHT	200g	200g	200g	200g	200g
UNIT BARCODE	5016805000522	5016805011818	5016805011795	5016805011801	5016805000515
CASE BARCODE	15016805000512	15016805011815	15016805011792	15016805011808	15016805000512

SPECS

Unit HxWxD: 7.28” × 5.51” × 1.57”

Case HxWxD: 7.48” × 7.48” × 5.47”

Case Count: 6 units

STORAGE

Shelf-stable: 273 days from manufacture

Store in a cool, dry place.

PALLETISATION

Layers per pallet: 8

Cases per layer: 42

Total cases per pallet: 336

VEETEE | NOODLES



NET WEIGHT	**200g**	**200g**	**200g**	**200g**	**200g**	**200g**	**200g**
UNIT BARCODE	5016805000010	5016805000096	5016805000034	5016805011320	5016805011474	5016805011481	5016805000072
CASE BARCODE	15016805000017	15016805000093	15016805000031	15016805011327	15016805011471	15016805011488	15016805000079

SPECS

Unit HxWxD: 7.28” × 5.51” × 1.57”

Case HxWxD: 7.48” × 7.48” × 5.47”

Case Count: 6 units

STORAGE

Shelf-stable: 273 days from manufacture

Store in a cool, dry place.

PALLETISATION

Layers per pallet: 8

Cases per layer: 42

Total cases per pallet: 336

VEETEE | RAMEN



NET WEIGHT	450g	450g	450g	450g	450g	450g	450g	450g	450g
UNIT BARCODE	5016805011528	5016805011535	5016805011511	5016805011573	5016805011504	5016805011559	5016805011580	5016805011566	5016805011542
CASE BARCODE	15016805011528	15016805000093	15016805000031	15016805000031	15016805011327	15016805011327	15016805011471	15016805011488	15016805000079

SPECS

Unit H × W × D: 7.28" × 5.51" × 1.57"

Case H × W × D: 7.48" × 9.00" × 5.47"

Case Count: 4 units

STORAGE

Shelf-stable: 15 months from manufacture

Store in a cool, dry place.

PALLETISATION

Layers per pallet: 6

Cases per layer: 35

Total cases per pallet: 210

VEETEE | CAVALA NOODLES USA







NET WEIGHT	5.3 oz	5.3 oz	5.3 oz
UNIT BARCODE	757107000296	757107000333	757107000319
CASE BARCODE	10757107000293	10757107000330	10757107000316

SPECS

Unit LxWxH: 1 x 5.5 x 7 in
Case LxWxH: 7.5 x 5.5 x 7.2 in
Case Count: 6 units

STORAGE

Shelf-stable: 15 months from mauufacture

Store in a cool, dry place.

PALLETISATION

Layers per pallet: 6
Cases per layer: 35
Total cases per pallet: 210


VEETEE®
SIMPLY GRAIN RANGE
VALUE LEADERSHIP
250g
DELICIOUSLY TASTY
SIMPLY GRAIN
MEXICAN STYLE RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
DELICIOUSLY TASTY
SIMPLY GRAIN
CHICKEN FLAVOUR RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
DELICIOUSLY TASTY
SIMPLY GRAIN
GOLDEN VEG RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
DELICIOUSLY TASTY
SIMPLY GRAIN
EGG FRIED RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
FLUFFY & FRAGRANT
SIMPLY GRAIN
BASMATI RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
FLUFFY & FRAGRANT
SIMPLY GRAIN
LONG GRAIN RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
FLUFFY & FRAGRANT
SIMPLY GRAIN
THAI JASMINE RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
FLUFFY & FRAGRANT
SIMPLY GRAIN
PILAU RICE
QUALITY YOU CAN TRUST
NET WT. 250g (8.8 OZ)
GREAT VALUE
CATEGORY LEADERSHIP
DELICIOUS EVERYDAY RICE

VEETEE | SIMPLY GRAINS MICROWAVE RICE



NET WEIGHT	**250g**	**250g**	**250g**	**250g**	**250g**	**250g**	**250g**	**250g**
UNIT BARCODE	5016805000997	5016805001000	5016805001062	5016805010309	5016805001031	5016805001055	5016805001024	5016805001048
CASE BARCODE	15016805000994	15016805001007	15016805001069	15016805001014	15016805001038	15016805001052	15016805001021	15016805001045

SPECS

Unit HxWxD: 7.28" × 5.51" × 1.57"

Case HxWxD: 7.48" × 7.48" × 5.47"

Case Count: 6 units

STORAGE

Shelf-stable: 273 days from manufacture

Store in a cool, dry place.

PALLETISATION

Layers per pallet: 8

Cases per layer: 42

Total cases per pallet: 336

SIMPLY GRAIN®

DRY RICE RANGE

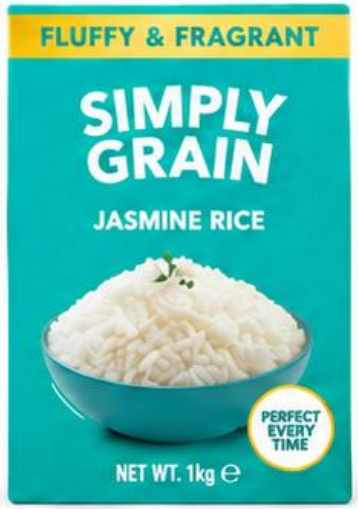
RICE MADE SIMPLE





- GREAT QUALITY RICE
- EASY TO COOK
- GREAT VALUE

VEETEE | SIMPLY GRAINS DRY RICE









NET WEIGHT	1kg	1kg	1kg	1kg
UNIT BARCODE	5016805001123	5016805001109	5016805001093	5016805001116
CASE BARCODE	–	–	–	–

SPECS

Unit HxWxD: 6.61” × 3.74” × 2.26”
Case HxWxD: 5.91” × 8.03” × 14.96”
Case Count: 10 units

STORAGE

Shelf-stable: 273 days from manufacture

Store in a cool, dry place.

PALLETISATION

Layers per pallet: 7
Cases per layer: 14
Total cases per pallet: 98


THE EASY MEASURE
LID RICE BOX
VEETEE
EXTRA LONG
BASMATI
RICE
500g
PERFECTLY PORTIONED

VEETEE | THE RICE BOX











NET WEIGHT	**500g**	**500g**	**500g**	**1kg**	**5kg**
UNIT BARCODE	5016805010460	5016805010545	5016805010507	5016805000898	5016805010903
CASE BARCODE	05016805010477	05016805010552	05016805010514	15016805000895	05016805010514

SPECS

Unit HxWxD: 6.2" × 3.2" × 3.2"
Case HxWxD: 6.5" × 6.8" × 10"
Case Count: 6 units

PALLETISATION

Layers per pallet: 8
Cases per layer: 25
Total cases per pallet: 200

SPECS

Unit HxWxD: 7.6" × 4.2" × 4.2"
Case HxWxD: 7.8" × 8.54" × 12.72"
Case Count: 6 units

PALLETISATION

Layers per pallet: 6
Cases per layer: 13
Total cases per pallet: 78

STORAGE: Store in a cool, dry place.

MADE FOR *Sharing*

VEETEE®

PREMIUM LONG GRAIN BASMATI RICE

QUALITY YOU *Can Trust*





40 YEARS' EXPERTISE — Quality you can trust

SPECIALLY SELECTED GRAINS — Carefully selected for great taste

LOVED BY CHEFS — A favourite in restaurants

Perfect for any occasion

VEETEE | MEGA DRY RICE







NET WEIGHT	5kg	10kg	20kg
UNIT BARCODE	5016805007750	5016805007743	5016805007736
CASE BARCODE	–	–	–

SPECS

	5kg	10kg	20kg
Unit HxWxD:	16.5" × 9" × 4.3"	26.57" × 14.4" × 4.3"	26.73" × 14.4" × 4.3"

PALLETISATION

	5kg	10kg	20kg
Cases per layer:	12	7	5
Layers per pallet:	16	14	10

STORAGE: Store in a cool, dry place.

VEETEE | BADSHAH DRY RICE









NET WEIGHT	5kg	10kg	20kg	10kg (Gold)
UNIT BARCODE	5016805000737	5016805000720	5016805000713	5016805000720
CASE BARCODE	–	–	–	–

SPECS

	5kg	10kg	20kg
Unit HxWxD:	16.5" × 9" × 4.3"	20.7" × 11.4" × 4.3"	26.73" × 14.4" × 4.3"

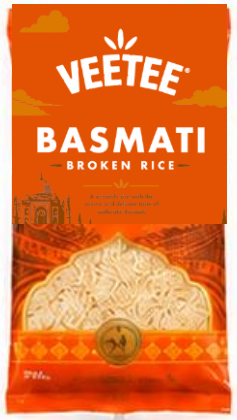
PALLETISATION

	5kg	10kg	20kg
Cases per layer:	12	7	5
Layers per pallet:	6	14	10

STORAGE: Store in a cool, dry place.

VEETEE | SPECIALITY DRY RICE











NET WEIGHT	**20kg**	**20kg**	**5kg**	**20kg**	**5kg**
UNIT BARCODE	5016806000621	5016805000645	5016805000904	5016806011589	5016806001931
PRICE	**£x**	**£x**	**£x**	**£x**	**£x**

SPECS

	20kg	20kg	5kg	20kg	5kg
Unit HxWxD:	26.57” × 14.4” × 4.3”	26.57” × 14.4” × 4.3”	16.5” × 9” × 4.3”	26.57” × 14.4” × 4.3”	16.5” × 9” × 4.3”

STORAGE: Store in a cool, dry place.

Ready to Heat Badshah & Boil In The Bag









NET WEIGHT	220g	220g	4 x 125g	4 x 125g
UNIT BARCODE	5016805011825	5016805011832	5016805000635	5016805000652

SPECS

Unit HxWxD:
7.28" x 5.51" x 1.57"
Case HxWxD: 7.48" x 7.48" x 5.47"
Case Count: 6 units

PALLETISATION

Layers per pallet: 8
Cases per layer: 42
Total cases per pallet: 336

STORAGE: Store in a cool, dry place.

VEETEE | AAA JASMINE DRY RICE









NET WEIGHT	5kg	10kg	5kg	10kg
UNIT BARCODE	5016805011634	5016805011597	5016805011672	5016805011658
CASE BARCODE	15016805011631	15016805011594	15016805011679	15016805011655

SPECS

Unit HxWxD:	16.5" × 9" × 4.3"	20.7" × 11.4" × 4.3"	16.5" × 9" × 4.3"	20.7" × 11.4" × 4.3"

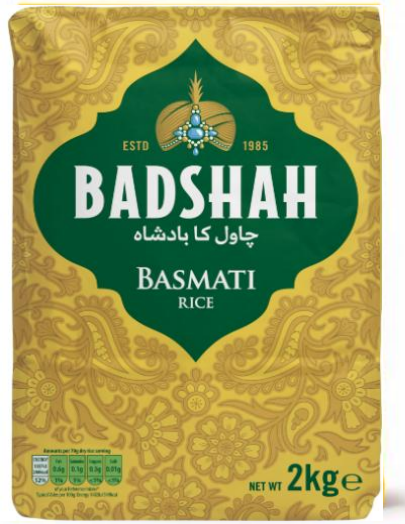
PALLETISATION

Cases per layer:	12	7	12	7
Layers per pallet:	6	14	6	14

STORAGE: Store in a cool, dry place.

VEETEE | BLOCK BOTTOM DRY RICE





NET WEIGHT	2kg	2kg
UNIT BARCODE	5016805007958	5016805004186

SPECS (2kg)

Unit HxWxD: 9.2" × 5.5" × 3.5" (233 × 140 × 89 mm)

PALLETISATION (2kg)

Cases per layer: 12

Layers per pallet: 6

STORAGE: Store in a cool, dry place.

VEETEE | MOQs



RTH

PM – 50K

Production – 50k



DRY RICE

Badshah 2kg	min 10 pallets (10 × (96cases × 6 × 2kg))	= 5400 units
Badshah 5kg	min 10 pallets (10 × (192cases))	= 1920 units
Badshah 10kg	min 10 pallets (10 × (96cases))	= 960 units
Badshah 20kg	min 10 pallets (10 × (50cases))	= 500 units
Badshah Gold 10kg	min 10 pallets (10 × (96cases))	= 960 units
Mega 2kg	min 10 pallets (10 × (90cases × (6 × 2kg)))	= 5400 units
Mega 5kg	min 10 pallets (10 × (192cases))	= 1920 units
Mega 10kg	min 10 pallets (10 × (96cases))	= 960 units
Mega 20kg	min 10 pallets (10 × (50cases))	= 500 units
Supreme 20kg	min 10 pallets (10 × (50cases))	= 500 units
Broken Basmati 20kg	min 10 pallets (10 × (50cases))	= 500 units
Everyday Long Grain 5kg	min 10 pallets (10 × (192cases))	= 1920 units
Golden Sella 5kg	min 10 pallets (10 × (192cases))	= 1920 units
Rice boxes 500g	min 10 pallets (10 × (25cases × 16 × 500g))	= 4000 units
Rice box Mega 1kg	min 8 pallets (8 × (78cases × 16 × 1kg))	= 3744 units
Rice Box 5kg	**Available on Request**	
Simply Grain dry rice 1kg	min 10 pallets (10 × (84cases × (10 × 1kg)))	= 8400 units
AAA Jasmine 5kg	**Available on Request**	
AAA Jasmine 10kg	**Available on Request**	
AAA Horn Mali 5kg	**Available on Request**	
AAA Horn Mali 10kg	**Available on Request**	
Boil in Bag 500g	min 10 pallets (10 × (84cases × (10 × 500g)))	= 8400 units

VEETEE®

THANK YOU

