

Innovation, Quality, & Relevance...The ingredients of every Goodyco **Product** brought to life through **Processes** in perfect synergy while leading the wave of change by our **Passionate People** who challenge what they know and defy the norm, all Aligned on the same **Purpose: Nurturing the Passion for Food & Heartfelt Connections.**

Innovation in food culture is the cornerstone. GoodyCo is a house of brands including Goody; Treva; Cofique; Goody Culinary Solutions.

Goody is the #1 most penetrated and #2 most chosen food brand in KSA. Goody is a 50+ year brand with strong leadership and heritage. While leading the market with our wide range of quality products and innovation, our experiential activation platform Goody Kitchen plays an important role in evolving the food culture nation-wide. Our value brand Treva empowers the home economist in her kitchen with a wide range of products at the right price with no compromise on quality. Cofique offers extraordinary coffee experiences and has disrupted the market with the launch of the first iced coffee sachets. Goody Culinary Solutions offer quality food and beverage products created carefully to service hospitality businesses, and champion their culinary experts to realize their dreams and offer the best dishes for their consumers.

At GoodyCo, our focus on our best-in-class processes enables us to provide our products in the most efficient ways with perfect synergy, both within the organization and with our external partners. We are proud to be of the few organizations in the world that achieved **the Class A Certification** in Integrated Business Planning, a distinguished recognition and case study that is shared in International Forums.

GoodyCo believes that our people, employees, and suppliers, are the drivers of our success. Together, we grow and prosper while nurturing our consumers' passion for food and heartfelt connections.