MTC
MODERN TRADING CO.

COMPANY PROFILE · 2026

FMCG WHOLESALE DISTRIBUTION · SINCE 2006

Connecting the Kingdom with the brands it trusts.

Modern Trading Company imports, stores, sells and delivers more than 3,000 food, beverage and household products to retailers, wholesalers and food-service outlets across Saudi Arabia.



3,000+	11	7	30+	200+
Products	Branches	Warehouses	Delivery vehicles	Employees

01 · ABOUT MTC

A distribution partner built for scale, speed and reliability.

Founded in Jeddah in 2006, Modern Trading Company (MTC) is a full-service FMCG wholesale distributor and the link between trusted brands and the shelves that sell them.

We handle everything between the manufacturer and the store: importing, warehousing, selling and delivering. As our customers grew, so did we, adding product categories, warehouses, delivery routes and branches.

Today we operate 11 branches and 7 warehouses, run a fleet of more than 30 vehicles and employ over 200 people. Our customers range from hypermarket chains and wholesalers to neighbourhood baqalas, hotels, restaurants and caterers.

What they share is a need for a supplier that delivers the right products, on time, every time.

KEY FACTS

- Established: **2006, Jeddah**
- Head office: **Al Mahjar District, Jeddah**
- Coverage: **All regions of Saudi Arabia**
- Range: **3,000+ products · 10 categories**
- Infrastructure: **11 branches · 7 warehouses**
- Team: **200+ employees**

Our mission

To connect trusted brands with businesses across Saudi Arabia through efficient, reliable and customer-focused wholesale distribution.

Our vision

To be the Kingdom's most dependable FMCG distribution partner, supporting the growth of Saudi retail in line with Vision 2030.

"The right products, at fair wholesale prices, delivered when our customers need them."

OUR PROMISE SINCE 2006



02 · MTC AT A GLANCE

The scale to serve the whole Kingdom.

Our infrastructure and people give brands national reach and give retailers a single, dependable source of supply.

3,000+
Products
Food, beverage and household lines across 10 categories.

11
Branches
Local sales and service teams close to our customers.

7
Warehouses
Ambient, chilled and frozen storage.

30+
Delivery vehicles
Our own fleet on planned routes.

200+
Employees
Sales, logistics, warehouse and customer service.

13
Regions covered
Delivery coverage across all of KSA.

OUR VALUES

Integrity
Honest pricing, clear terms and transparent dealings with every partner.

Reliability
We do what we say, when we say, order after order.

Quality
Correct storage and handling at every step of the chain.

Partnership
Long-term relationships built on shared growth.

QUALITY & HANDLING

- **First-expiry, first-out** stock rotation with batch control.
- **Clean, organised warehouses** following food-safety practices.
- **Temperature-controlled** storage and transport for chilled and frozen goods.
- **Accurate picking** and order checks before every dispatch.

03 · PRODUCT CATEGORIES

A complete FMCG range from one supplier.

More than 3,000 products across ten categories, consolidated into one order, one delivery and one invoice.

Beverages
AMBIENT
Juices & nectars, bottled water, soft drinks, tea & coffee

Confectionery & Snacks
AMBIENT
Chocolates, wafers, biscuits, candies & chips

Rice & Grains
AMBIENT
Basmati & sella rice, lentils, chickpeas & beans

Edible Oils
AMBIENT
Sunflower, corn, vegetable & olive oil, ghee

Canned Food
AMBIENT
Tuna, foul medames, beans, tomato paste & vegetables

Dairy
CHILLED
Milk powder, UHT milk, laban, cheese & cream

Spices & Seasonings
AMBIENT
Whole & ground spices, kabsa blends, salt & stock

Household & Personal Care
AMBIENT
Detergents, cleaners, tissues, soaps & shampoos

Food Stuffs
AMBIENT
Flour, sugar, pasta, vermicelli & baking

Frozen Foods
FROZEN
Poultry, vegetables, fries & ready snacks

Flexible order sizes
By carton, bag, tin or full pallet.

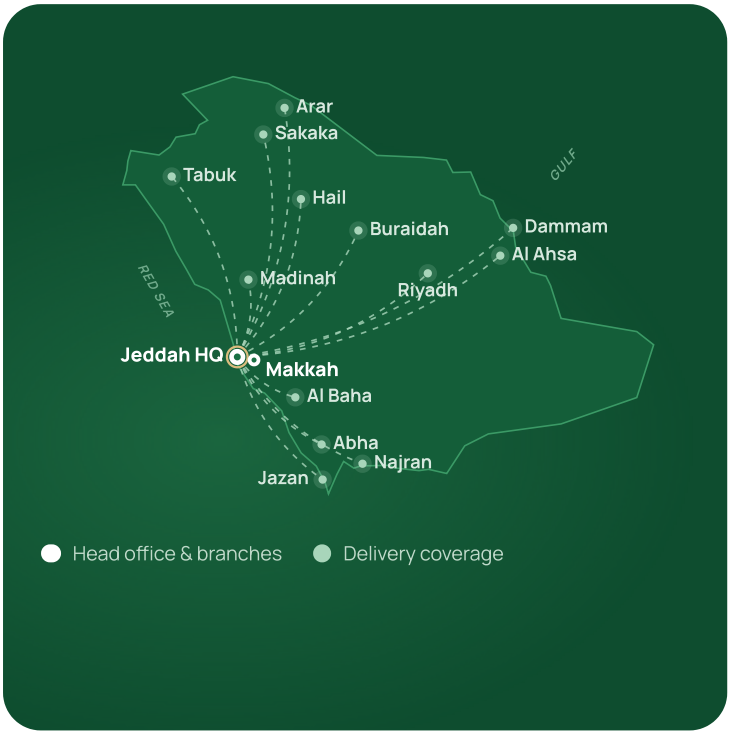
Wholesale pricing
Full price list available on request.

Account terms
Credit terms for approved customers.

Scheduled delivery
To your store, warehouse or kitchen.

04 · DISTRIBUTION NETWORK

Rooted in Jeddah. Delivering nationwide.



11
Branches with local sales and service teams

7
Warehouses with ambient, chilled and frozen zones

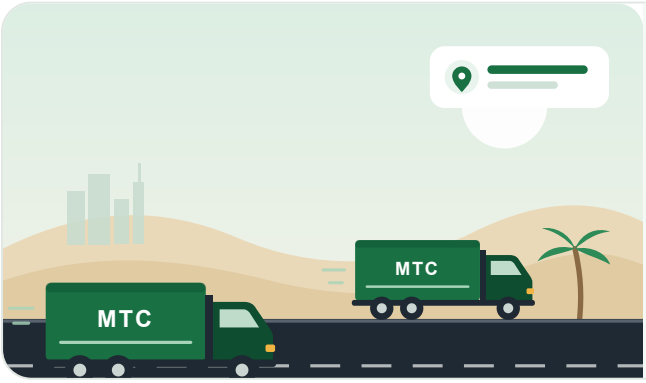
30+
Vehicles in our own delivery fleet

13
Administrative regions reached across the Kingdom

Jeddah — HEAD OFFICE
Al Mahjar District, Jeddah
Main distribution hub

Makkah — BRANCH
Makkah, Makkah Region
Sales & delivery

+9
More branches across the Kingdom. Contact us to reach your nearest team.



Our own fleet, end to end

Because we run our own vehicles, we control delivery quality from our warehouse door to your receiving dock.

- Dry, chilled and frozen transport
- Planned routes and scheduled deliveries
- On-time, accurate order fulfilment

05 · OUR SERVICES

End-to-end distribution, under one roof.

Everything between the manufacturer and the shelf, managed by one experienced and accountable partner.

Wholesale distribution

Supplying 3,000+ FMCG products to retailers, wholesalers and food-service at competitive wholesale prices.

- Order by carton, bag or pallet
- Credit terms for approved accounts

Import & sourcing

Sourcing from local and international manufacturers, with customs clearance and compliant labelling.

- Supplier and product sourcing
- Customs and documentation

Warehousing & storage

Seven warehouses with ambient, chilled and frozen zones and batch and expiry control.

- First-expiry, first-out rotation
- Accurate stock management

Logistics & delivery

A fleet of 30+ vehicles running planned routes to customers in every region.

- Dry, chilled and frozen transport
- Scheduled and on-demand delivery

Field sales & key accounts

Branch sales teams visit stores regularly; key account managers serve major chains.

- Route-based store visits
- Dedicated key account managers

Merchandising & trade marketing

Keeping partner brands visible, well-stocked and promoted at the point of sale.

- Shelf placement and displays
- In-store promotions

Brand representation

Exclusive and regional distribution for brands entering or growing in Saudi Arabia.

- Market entry support
- Sales reporting and insight

Food-service supply

Bulk packs and reliable supply for hotels, restaurants, cafés and catering companies.

- Catering-size packs
- Consolidated multi-category orders

06 · HOW WE WORK

From the factory gate to the store shelf.

1
Source & import
From local and international manufacturers, cleared through customs.

2
Store & manage
Received, checked and stored in ambient, chilled or frozen zones.

3
Sell & merchandise
Field teams take orders and keep products visible in store.

4
Deliver on schedule
Our own fleet delivers on planned routes across the Kingdom.

WHO WE SERVE

- Hypermarkets & supermarkets
- Grocery stores & baqalas
- Wholesalers
- Hotels, restaurants & cafés
- Catering & institutions
- Pharmacies & convenience

WHY PARTNER WITH MTC

01
Breadth of range
3,000+ products, so customers fill their order in one call.

02
Nationwide reach
11 branches and planned routes reach every region.

03
Temperature-controlled
Ambient, chilled and frozen storage and transport.

04
Own fleet & warehouses
We control storage and delivery end to end.

05
Experienced team
200+ people who know Saudi retail.

06
Proven since 2006
Nearly two decades of long-term relationships.

Ready to stock your shelves or grow your brand?
Request our full price list or discuss a distribution partnership with our team.

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foodmoderntrading@gmail.com

LET'S WORK TOGETHER

Let's grow your business together.

Whether you stock shelves or own a brand, our team is ready to talk about prices, availability and partnership terms.

Retailers & wholesalers

Request our price list, open an account and schedule your first delivery.

Brand owners & manufacturers

Talk to us about exclusive or regional distribution across Saudi Arabia.

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