



CORPORATE PROFILE

Delivering Authentic Taste.
Manufacturing with Integrity.



Established in
2000



Over **25** Years of
Manufacturing Excellence



About Fitrah

COMPANY AT A GLANCE



Established
2000



Company
Fitrah Food Manufacturing
Sdn. Bhd.



Company Registration No.
938659-M



Industry
Food & Beverage
Manufacturing



Core Businesses

- Retail Products
- HoReCa Beverage Solutions
- OEM & Private Label Manufacturing



Website
www.fitrahfood.my

ABOUT THE COMPANY

Established in 2000, Fitrah Food Manufacturing Sdn. Bhd. has grown from a local beverage producer into a trusted Malaysian food and beverage manufacturer serving the Retail Products, HoReCa Beverage Solutions, and OEM & Private Label Manufacturing markets.

For over 25 years, Fitrah has remained committed to producing safe, high-quality food and beverage products while continuously investing in innovation, manufacturing excellence, and customer satisfaction.

Today, the company partners with retailers, distributors, foodservice operators, and brand owners to deliver products that combine authentic taste, consistent quality, and dependable service.



VISION

To become a leading Malaysian food and beverage manufacturer recognised for quality, innovation, and trusted partnerships.



MISSION

- Deliver safe and high-quality food and beverage products.
- Continuously innovate to meet changing market needs.
- Build long-term partnerships through integrity and reliability.
- Create sustainable value for customers and stakeholders.

CORE VALUES



Quality



Integrity



Innovation



Customer Focus



Rohani Ahmad

Chief Executive Officer



MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Since our establishment in 2000, Fitrah Food Manufacturing Sdn. Bhd. has remained committed to one simple principle: delivering quality food and beverage products that our customers can trust.

What began as a humble local enterprise has grown into a trusted Malaysian manufacturer serving the Retail Products, HoReCa Beverage Solutions, and OEM & Private Label Manufacturing markets. This journey has been shaped by perseverance, continuous innovation, and the unwavering support of our customers, business partners, and dedicated employees.

At Fitrah, we believe manufacturing is more than producing food and beverages—it is about creating value, maintaining the highest standards of quality and food safety, and building long-term partnerships founded on trust and integrity.

As we look to the future, we remain committed to expanding our capabilities, strengthening our partnerships, and delivering innovative solutions that contribute to our customers' success.

*Together, we manufacture quality.
Together, we build trust.*

Our Journey

From a local beginning to a trusted Malaysian food and beverage manufacturer.

Since our establishment in 2000, Fitrah Food Manufacturing Sdn. Bhd. has grown with passion, perseverance and commitment to quality. Today, we proudly serve the Retail Products, HoReCa Beverage Solutions, and OEM & Private Label Manufacturing markets.

“

Our Story is Built on Integrity, Quality and Innovation.



2000

Company Established



We began our journey with a simple mission – to produce quality beverages made from natural ingredients.

2006

Successfully Entered MYDIN



Our dedication and consistent quality gained the trust of MYDIN, marking our first major retail breakthrough.

Expanded into PETRONAS Retail Network



We expanded our reach nationwide through PETRONAS stations, making our products more accessible to consumers.

Expanded Manufacturing Capability



Invested in advanced machinery and processes to improve capacity, efficiency and product quality.

Introduced HoReCa Solutions



Developed beverage solutions in larger pack sizes to meet the needs of hotels, restaurants, cafés and institutions.

OEM Manufacturing



Expanded into OEM and Private Label Manufacturing to help brands bring quality products to their customers.

Future Growth



Continuing to innovate, expand our capabilities and create sustainable value for our partners and communities.

Our Business Evolution



LOCAL BEGINNING

A humble start with passion for quality.



RETAIL PRESENCE

Building trust and presence in modern trade and petrol retail.



NATIONWIDE REACH

Delivering our products to more Malaysians every day.



STRONGER CAPABILITIES

Investing in people, technology and systems for excellence.



DIVERSE SOLUTIONS

Retail, HoReCa and OEM solutions tailored to market needs.



SUSTAINABLE FUTURE

Growing responsibly for a better future together.

Manufacturing Excellence

Delivering quality through modern manufacturing, rigorous quality assurance, and continuous innovation.

At Fitrah Food Manufacturing Sdn. Bhd., manufacturing excellence is the foundation of everything we do. Our integrated production processes, experienced workforce, and commitment to food safety enable us to deliver consistent, high-quality products that meet the expectations of retailers, foodservice operators, and OEM partners.



Over **25 Years** of
Manufacturing Excellence



Modern Manufacturing

Efficient production processes supported by well-maintained manufacturing facilities.



Quality Assurance

Quality checks are conducted throughout every stage of production to ensure product consistency.



Food Safety

Committed to producing safe, hygienic and reliable food and beverage products.



Product Innovation

Continuously developing products that meet changing consumer and market demands.



Operational Excellence

Optimising production efficiency while maintaining consistent product quality.



Customer Partnership

Working closely with customers to deliver manufacturing solutions that create long-term value.

Quality & Certifications



Halal



MeSTI



2000
Established
in 2000



25+
Years of
Experience



Retail
Retail
Products



HoReCa
Beverage
Solutions



OEM
Manufacturing
Solutions

“

Manufacturing Excellence is more than producing food and beverages—it is our commitment to quality, consistency, food safety, and customer satisfaction in every product we deliver.

”

Retail Products

Delivering refreshing beverages trusted by retailers and enjoyed by consumers across Malaysia.

Fitrah develops and manufactures a diverse portfolio of quality beverages for the retail market. Combining authentic flavours, reliable quality and attractive packaging, our products are distributed through supermarkets, wholesalers, convenience stores and retail partners throughout Malaysia.

Over **25 Years** of
Manufacturing Excellence



OUR PRODUCT CATEGORIES



Grass Jelly Beverages

Signature ready-to-drink grass jelly beverages.



Herbal Drinks

Traditional herbal beverages made with carefully selected ingredients.



Fruit Beverages

Refreshing fruit-flavoured drinks for everyday enjoyment.



Functional Beverages

Refreshing beverages formulated to meet evolving consumer preferences.



Prebiotic Drinks

Fruit beverages enriched with prebiotic ingredients.



Beverage Concentrates

Concentrated beverage products for multiple applications.

WHY CONSUMERS CHOOSE FITRAH



Authentic Taste



Consistent Quality



Attractive Packaging



Halal Certified



Made in Malaysia



Trusted Retail Brand

AVAILABLE THROUGH



Supermarkets



Hypermarkets



Convenience Stores



Grocery Stores



Wholesalers



Retail Distributors

“ Every Fitrah product is manufactured with a commitment to quality, consistency and customer satisfaction, ensuring consumers enjoy beverages they can trust every day. ”

HoReCa Beverage Solutions & OEM Manufacturing

Tailored beverage solutions for hospitality, foodservice and private label partners.

Fitrah partners with businesses across the hospitality and foodservice industries by providing reliable beverage solutions and flexible manufacturing services. Whether supplying hotels and restaurants with large-format beverage products or developing custom formulations under private labels, we deliver quality, consistency and dependable service to support our customers' success.

HoReCa Beverage Solutions



SUITABLE FOR



Hotels



Restaurants



Cafés



Catering Services



Educational Institutions



Corporate Cafeterias

AVAILABLE PACK SIZES

1.5L



2.5L



5L



✓ Convenient packaging designed for high-volume foodservice operations.

OEM & Private Label Manufacturing

OUR OEM PROCESS



OEM SERVICES



Custom Formulation

Beverage solutions developed to meet your unique needs.



Private Label Production

Your brand, our expertise.



Flexible Packaging Options

Wide range of packaging formats and sizes.



Quality Manufacturing

Manufactured to high standards with strict quality control.



Consistent Supply

Stable production capacity to meet your demand.



Reliable Delivery

Dependable logistics and on-time delivery.

“

We work closely with our customers to develop beverage solutions that meet their operational needs, strengthen their brands and create long-term business value.

”

Why Partner with Fitrah

A trusted manufacturing partner delivering quality, consistency and long-term value.

For over 25 years, Fitrah Food Manufacturing Sdn. Bhd. has been committed to creating quality beverages and building strong partnerships with businesses across Malaysia and beyond. Our strengths, expertise and customer-focused approach enable us to deliver solutions that help your business grow.

OUR KEY STRENGTHS



25+ YEARS OF EXPERIENCE

A proven track record since 2000 in beverage manufacturing.



INTEGRATED MANUFACTURING

Modern facilities and end-to-end processes ensure quality and efficiency.



QUALITY YOU CAN TRUST

Strict quality control and food safety systems for consistent products.



CUSTOMER FOCUSED

We work closely with you to understand your needs and deliver the right solutions.



INNOVATION & PRODUCT DEVELOPMENT

Continuous innovation to create beverages that meet market trends and demands.



RELIABLE PARTNER, EVERY STEP

From planning to delivery, we are committed to building long-term partnerships.

WHAT SETS FITRAH APART



Halal & MeSTI Certified

Certified for your peace of mind.



Consistent Quality Assurance

Every batch is produced to the highest standards.



Wide Range of Solutions

Retail, HoReCa and OEM solutions under one roof.



Nationwide Distribution

Strong logistics network across Malaysia.

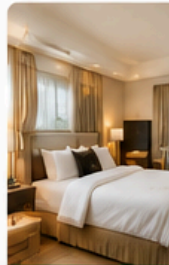


Dedicated Support Team

Responsive, professional and ready to support your business.



SERVING DIVERSE BUSINESS PARTNERS



Hotels



Restaurants



Cafés



Catering Services



Educational Institutions



Corporate Cafeterias

“

We don't just manufacture beverages, we build partnerships that grow your business.

Your success is our commitment.

”



Let's Grow Together

Partner with Fitrah to deliver quality food and beverage solutions that create lasting business value.

At Fitrah Food Manufacturing Sdn. Bhd., we believe lasting partnerships are built on trust, quality and shared success.

Whether you are a retailer, distributor, HoReCa operator or brand owner seeking OEM manufacturing, our experienced team is ready to support your business with reliable food and beverage manufacturing solutions.

We look forward to becoming your trusted manufacturing partner.

Get in Touch



Factory

No. 27 & 28, Jalan Tiara Sentral
Tiara Sentral @ Nilai Utama Enterprise Park
Nilai Utama
71800 Nilai
Negeri Sembilan, Malaysia



Telephone

Tel: +60 6-794 0680



Email

info@fitrahfood.my



Website

www.fitrahfood.my

Our Partnership Strengths



Retail Products

Quality beverages for modern consumers.



HoReCa Beverage Solutions

Reliable solutions for foodservice success.



OEM & Private Label Manufacturing

Tailored manufacturing for your brand.



Export & Business Partnerships

Growing together, creating many opportunities.

Scan to Connect

Explore our products, manufacturing capabilities and business solutions.



Let's Build Something Great Together. 

Manufacturing Quality.
Building Trust.
Growing Together.



KILANG MAKANAN

Your Trusted Food & Beverage Manufacturing Partner

Delivering authentic taste, trusted partnerships and manufacturing excellence since 2000.

KILANG MAKANAN
Fitrah
FITRAH FOOD MANUFACTURING SDN. BHD.

Fitrah
FITRAH FOOD
MANUFACTURING SDN. BHD.
(938659-M)



ESTABLISHED IN
2000



OVER 25 YEARS OF
MANUFACTURING EXCELLENCE



www.fitrahfood.my

Scan to explore our products and manufacturing solutions.

