

# COMPANY PROFILE



*Culinary solution*



*Your food service & food industry partner in  
customized recipes and standardized solutions*

# EDITORIAL

---

## WELCOME TO SECOND HOUSE PRODUCTS (SHP).

Authenticity, responsibility and continuous improvement. This is what SHP has stood for since 1986.

From a small blending boutique in 1986 to a strategic hub for private label and customized blends, that is what defines our business today: Custom Culinary Solutions.

Gourmet seasoning, specialized flavorings, custom blends ... We do it all, serving Middle Eastern, Mediterranean, North African and international cuisine with innovative speed scratch techniques.

SHP is now operating for local, regional and international brand owners with total commitment to high quality ingredients and services. What has always been important to our family members as company owners is being strongly focused on growing organically and ethically. Having an entrepreneurial spirit, deeply rooted to values, we offer opportunities to people from different backgrounds and origins, and we support the young generation for the common good.

With a great sense of responsibility, our acts are oriented to promote fairness, reliability and honesty.

For more than 36 years, all SHP employees have lived and integrated this culture as a guiding principle in their daily activities.

We strive with all our efforts to ensure that generations of success with customers will continue. Trustworthiness and confidence count more than figures. To realize this achievement, we stand future-oriented, taking advantage of the latest technologies, creating future trends and bringing new culinary solutions to the world.

Led by a team of passionate experts, we have the manufacturing facility, the know-how, the learning by experience and the needed support for our customer to grow and expand.

Sourcing globally and producing our innovative quality products right here in Lebanon, we dedicate 80% of production output for export markets all over the world by adapting and aligning compliance to the legal requirements of each destination country.

Everything we do is done in compliance with the highest and most rigorous food safety standards.

We are accountable to all trusted partners we serve and act with integrity in all we do.

We are pleased to shape the future with you!



# OUR CORE CAPABILITIES

CREATE, DEVELOP, DEPLOY AND UPGRADE

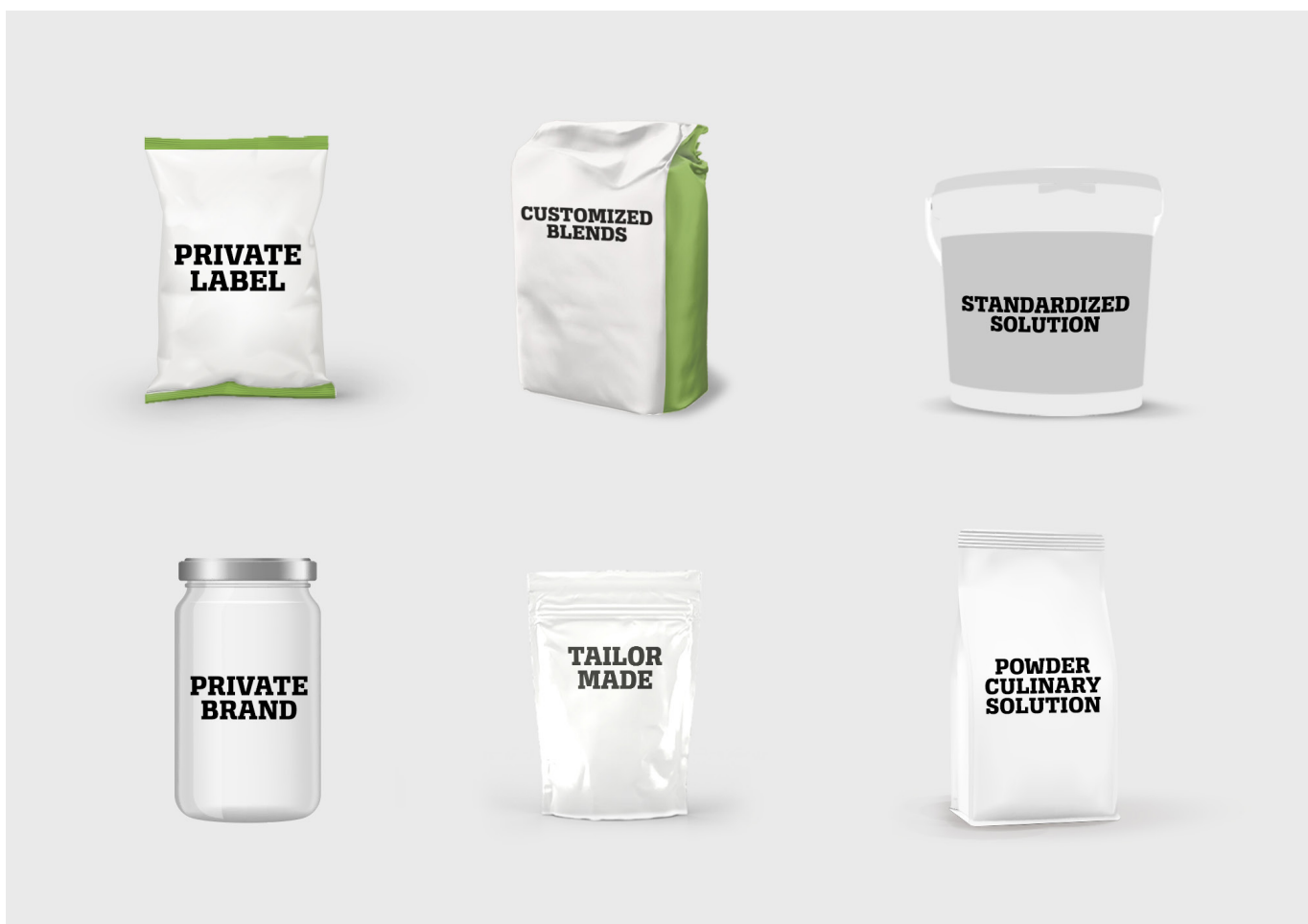
Signature Seasoning | Speed Scratch Mixes | Functional Blends that brings culinary masterpiece to customer recipes.

Technical support, appropriate selection of raw materials, and technological expertise are what set us apart and are what our customers from retail trades, industry, and food service have been relying on for so many years.

We develop custom made products, characterized by outstanding taste, texture, consistent quality and perfect functionality.

Recipe development relies on professional team connection, trial and tasting to achieve required epicurean taste by the customer.

Projects are developed under mutual confidentiality agreement.



We can develop private lines or customized blend upon application. other packing formats and sizes are available upon request.

## WE SERVE PROUDLY 3 SECTORS

### RETAIL- PRIVATE LABEL

promoting private label for retailers and brand owners who are looking for specific lines that stand out from competition. responding to specific needs and different clientele at all levels. thereby, assuring quality and consistency of products.



### FOOD SERVICE

developing standardized solutions that keep the food service business running smoothly and help it grow. this will make the whole operation less expensive, more employable, consistent and consequently cost efficient. solutions are developed and packed as per customer targeted application. targeted customers are:

restaurants, hotels, food chains, street food chains, pubs, caterer, ghost kitchen, banquet, club houses, food trucks, butcheries, canteens, schools, airlines, army, rotisserie, delicatessen counters and food retailers.

### FOOD INDUSTRY

We create tailored powder solutions by aligning application on existing processes for the following players in food industry: chips and crackers , dips, sauces , marination, meat, fish and poultry , sausages, frozen meals, ready made, sweets and more.



# OUR PRODUCTS

It's a challenge we tackle with experience and expertise, developing appropriate products for every need – proactively and on behalf of our customers.

YOU THINK, WE CREATE!

Our range covers:



Spices



Seasoning



Herbs



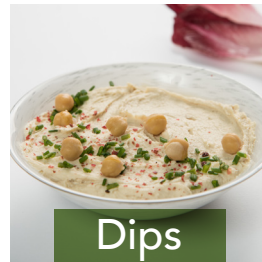
Bouillon



Ready Mixes



Dressing



Dips



Marination



Sauces



Cakes & dough



Coating



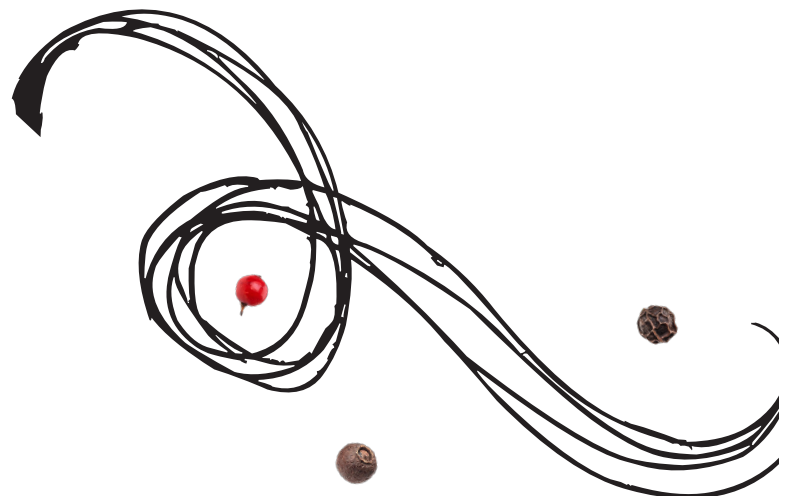
Pudding



Instant  
Soup



Baking  
Aids



# RAW MATERIALS COMPETENCE



We import directly from countries of origin and from regional contractual growers. This is to guarantee availability and consistency in quality on crop base.

Today we handle more than 500 different raw materials from all over the world. This is the essential key to our success. Thereby, we carefully select our sources and rely on our expertise in controlling the whole supply chain.



# OUR PRINCIPLES



## PURPOSE-LED PERFORMANCE

SHP operates with a set of principles that reflect how we do business the right way.

Our responsibility toward stakeholders, equal employment opportunities, sharpening our competitive advantage for organic and ethical growth.



## POWER OF PEOPLE

Respect for human rights is a core value of our business.

We believe that long-term business success can only be achieved if human rights are acknowledged and protected.

We respect and protect each individual's dignity and personal rights and privacy.



## PASSION FOR FLAVOR

You think, we create.

Imagine eating food without flavor. Or, imagine that you ate several foods that all had the same flavor. Flavor is at the heart of everything we do.



## DRIVEN TO INNOVATE

Innovation is everyone's responsibility and key element for our business.

Leading to take food to the next level.

# FOCUS ON INNOVATION & RESEARCH AND DEVELOPMENT

At SHP, we are committed to boosting your experience of everyday meals.

It is our mission to keep the passion in cooking and to inspire chefs and operators with a great range of ingredients that make every dish their best.

Our Research & Development expertise provides smart Speed Scratch Techniques solutions & easy application into your hand with the focus on:

- ✓ Saving time, money & labor costs
- ✓ Sustaining consistency in your kitchens
- ✓ Reducing a preliminary process by preserving cost efficiency
- ✓ Supplying great taste and versatility

Get an added value and ask for:

- ✓ Gluten free & reduced salt recipes
- ✓ Valuable yields culinary solutions
- ✓ Veggie kits & meatless kits
- ✓ Halal range products
- ✓ Simple & easy steps ready to eat comfort food

We passionately deliver inspired culinary solutions with a wide range of trusted products, in multiple package configurations, to make it easier for the commercial and home chef to focus on delivering quality and value.

## SPEED SCRATCH *techniques*

**KEEP YOUR KITCHEN  
ON TIME AND ON BUDGET**

**ENSURE CONSISTENCY AND YIELD COST EFFICIENCY**





## QUALITY ASSURANCE

Quality and safety are our top priority and a culture that we have been building and continuously improving since 2008.

Food safety is our main responsibility and product quality is non-negotiable.

SHP is certified for GFSI/ FSSC 22000 (V5.1) for food safety system, ISO 9001:2015 for Quality Management system, Halal certified and SMETA/SEDEX compliance.

We strive toward continuous compliance and improvement in globally recognized quality and food safety systems.

We hold our suppliers to the same standards

of quality to which we hold ourselves. Therefore, our suppliers must comply with our Quality and Food Safety Policy as a condition of doing business with us.

We closely supervise and monitor the entire process, starting from selection of raw materials, to processing, packaging and dispatch stage. SHP has a sustained control system with daily monitoring practices covering but not limited to risk management, traceability, allergen management, GMP, GHP and GWP, and more.



**SMETA**



# FACTS & FIGURES

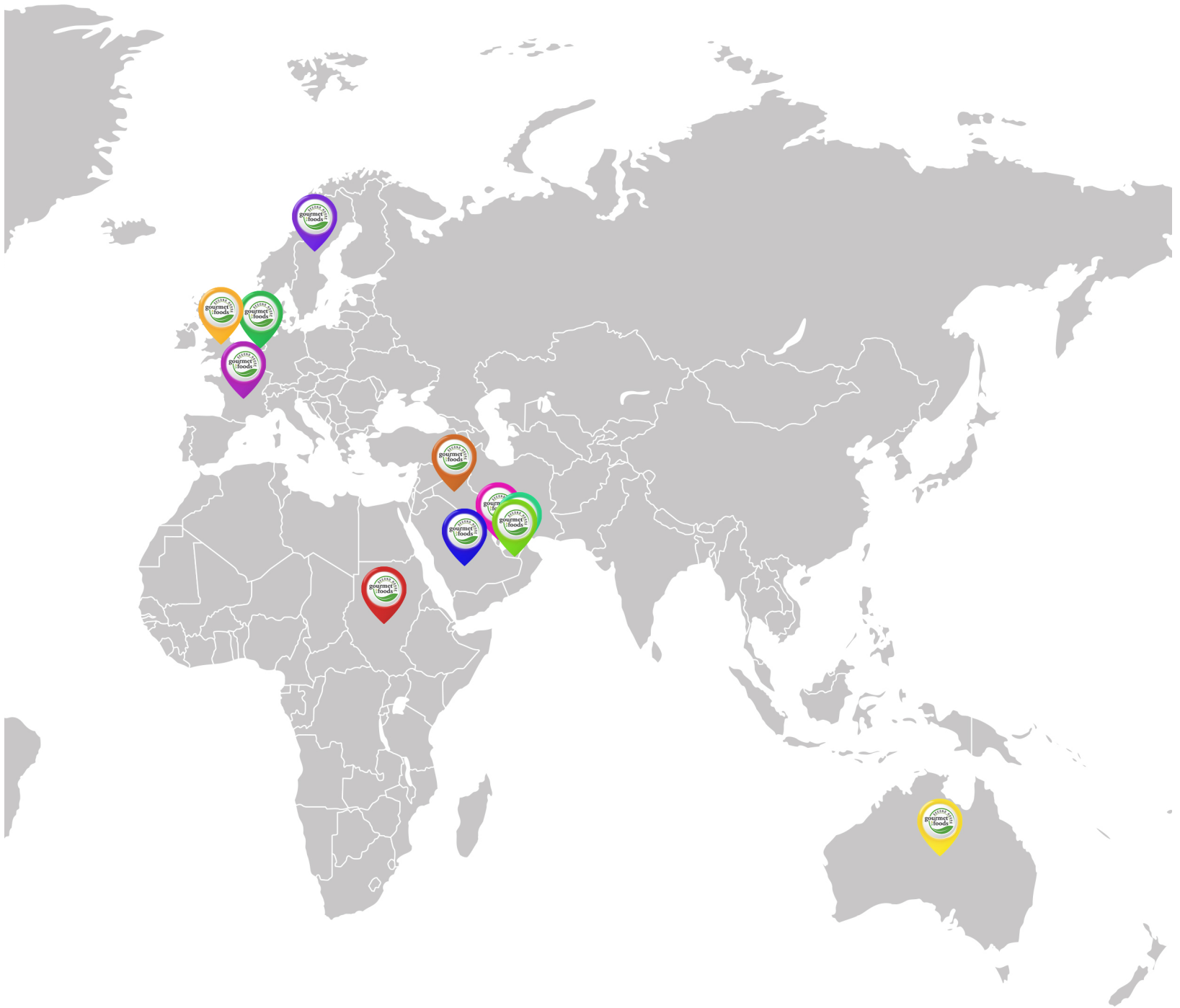















## DIVERSITY OF CUSTOMER PROFILE

- Multinational Co Manufacturer
- Brand Owners
- Distributors / Retailers
- Co Packers for Local and international Brands
- Airline caterers
- Food Service local and international chains

## OUR CERTIFICATIONS





- |  |   |   |   |
|--|---|---|---|
|  CANADA |  FRANCE      |  IRAQ  |  ABU DHABI |
|  USA    |  NEITHERLAND |  KSA   |  AFRICA    |
|  UK     |  SWEEDEN     |  QATAR |  AUSTRALIA |
|  DUBAI  |   |   |   |

# OUR HISTORY

---



## Want to Create Culinary Memories of Your Own?

**We invite you to learn about our customized blends, crafted with love over 36 years!**

Our humble beginning started in 1986, when François and Christine Rizk returned to their homeland Lebanon with a dream to go overseas and spread the culture of Lebanese and Middle Eastern food specialties over the world.

Driven by a motivated passion for authenticity, they dedicated their primary unique selection to convenient blends with instant application such as Falafel, Zaa'tar, Sahlab, and spice medleys including kibbeh, shawarma, tabouli, fattoush and their derivatives.

The beginning was promising and demand for export rose to Qatar, France and other neighboring countries.

In the 1990s, our Falafel box of 200g/7 oz was identified as the world's grocery shelf diversity imported into New York, the capital of small world. To this day export contributes up to 70% of all production outcome.

Through every milestone in Second House Products' history, we kept thriving for culinary perfection.

Raising the art of combining different gourmet ingredients, and having passion for innovation and improving consistency, we thus ensure successful results in customer experience.

Nowadays, we are known as "Custom Blending House", serving proudly three sectors:

**Retail, Food service and Food Industry** based on the Motto "come and make your own mixes".

We use our ingredient knowledge and innovation expertise to deliver specific solutions and to make food more customized, functional and consistent. We sincerely want you to experience the same great taste and depth, every time!

We are a family-owned business with second generation succession still managed by the founders having the same passion and dedication.

We believe that all our customers are dynamic partners and thus deserve the best! Our daily efforts strive toward continuous compliance and improvement in globally recognized quality and food safety systems.

Today, Second House Products blends are enjoyed all over the world.

Each time you taste or smell our blends, you'll feel being served at home!

Thank you for taking the time to learn a little about us.



# COMPANY TIMELINE

*Simply Flavorful*  
- since 1986 -

**1986**

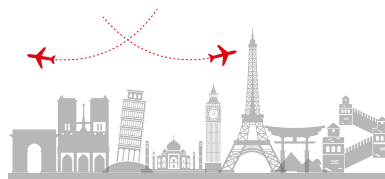
It starts exporting to ethnic markets in France and then Europe and later on to the Middle East mainly Qatar. This importing step, has allowed the establishment to expand its products categories that include dry legumes, spices mixes and instant mixes like Falafel, zaa'tar and puddings, to outsourced products under its brand like pickles, syrups, tahina and halawa.

**1990**

SHP moved to a bigger (3000 sqm) in Mazraat y zone, whereby it starts fo label for local and foreig groupage services for ex

Ets Second House Products (hereby SHP) was established by Francois Youssef Rizk and was involved in mixing and packing variety of spices and sell it to the local market by the use of marketing representatives with a small production facility in Antelias main road of 140sqm.

**1988**



SHP's Falafel 200g box was shown in US magazine as one of the world's grocery shelf diversity imported items into New York the capital of small world



**1998**

**2022**



Welcome Mag Current Facility Space by 40%.



Upgrade Certification for Quality Management System ISO 9001:2015 & SMETA Compliance. Moved to Bigger Warehouse 2000 sqm Segregate New Grinding Center Cooking and Drying Center for Hummus.



2004

per production facility at yachouh industrial s focusing on private reign brands and on export activities



The export department gives the birth of another sister company "EXTREME FOR SHIPPING & SERVICES Sarl (ESS)" who acts as a forwarding and facilitator agent/middleman for local firms.



The SHP building was reengineered to comply with good manufacturing practices by GMP experts.

2007



A Research and Development (R&D) department was created and start working on customized recipes and tailor made concepts.



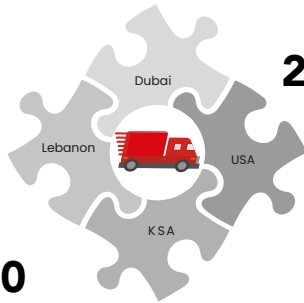
SHP was the first Lebanese company in sector to be certified for 2 integrated systems since 2008; Quality manager System (ISO 9001:2000) lately updated to 9001:2008 and Food Safety Manager System (ISO 22000:2005).



SHP comp Award

2008

98



2006

2020

SHP launched a new line for Food Service and Food Industry Categories. Offering new Products in form of "Speed Scratch Techniques" for Middle Eastern, Mediterranean, and North African Cuisines. Including but not limited to: Powder Culinary Solutions for Shawarma, Shish Tawook, Kebab, Hummus, Garlic, Harissa, Tarator, Dough and product of these. Aligned through merging distribution and logistics activities with markets leaders in destination countries.

2017

Start building on new FLAVOR category designated for chips, roasted nuts and crackers being the first company in Lebanon to start developing such kind of items in customized recipes.

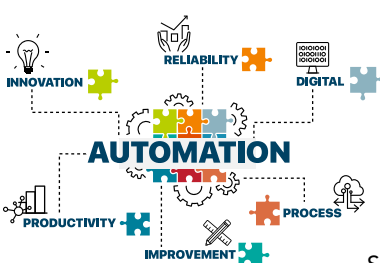
201

aggi Culinary Restructuring lity and Increase Production %.



2021

Upgrade Automation and Integration of Production Process



2018

SHP upgraded branding into Second House Gourmet Foods to promote targeted foodie customer looking for convenient, ready in minutes and trendy items such as plant based, keto, and veggie.



2016

Introducing Instant and Creamy Garlic powder culinary Services operat consistency and co:

2009

SHIP was the first food manufacturing company to hold Lebanese Excellence award certification.



10452 DOZEN

SHIP was the official sponsor and supporter for Chef Ramzi Team for achieving the biggest Falafel platter that entered Guinness World Records being 10452 dozen.

late 2010

SHIP launched a new foodie concept under Truly Phoenician brand. The aim was to promote the Middle Eastern cuisine experience without the time or the knowledge to cook from scratch and respond to US specialty food high value market needs



2010



2015/16

SHIP upgraded the existing food safety certification ISO 22000 to FSSC Food Safety Certification 22000, being GFSI certified. Being the 1st Lebanese company in its sector.



2015

SHIP launched Creamy Hummus Dip with Garlic (Lebanese Toum) as a ready solution for Food Service operators looking for cost efficiency.

2013

The R&D efforts contributed in increasing portfolio of customized culinary projects for food chains, industries, caterers, hotels,.. for local and international markets



SHIP launched a new line for instant soups and bouillon powder mixes under private label brand, being the first manufacturer in Lebanon producing such fast moving consumer items.

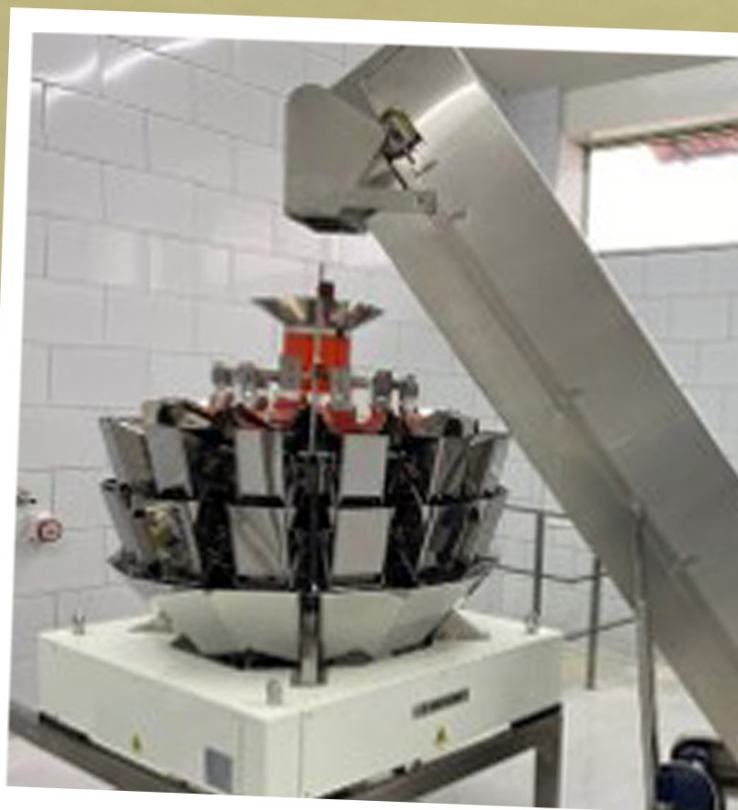


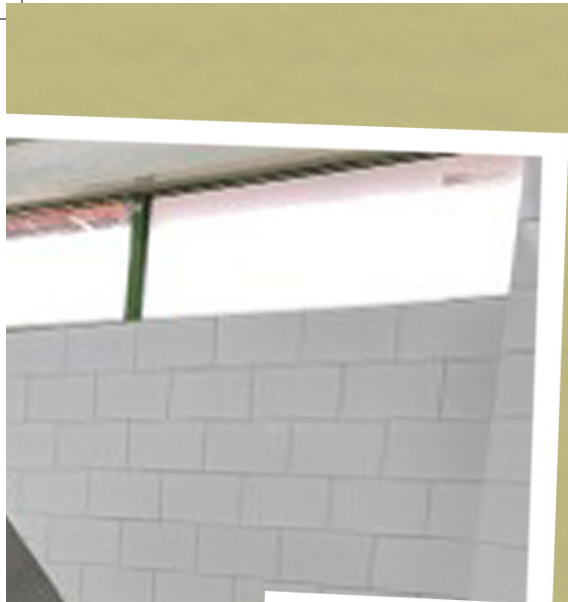
2011/12





# OUR MACHINES





**MIX • SERVE • ENJOY**

LET'S CONNECT



SECOND HOUSE PRODUCTS FOR TRADING AND INDUSTRY SARL

Mazraat Yachouh Industrial Zone E street Maten Lebanon

Tel:9614915391+

[qa@secondhouseprod.com](mailto:qa@secondhouseprod.com)