PRIVATE LABEL SOURCING INITIATIVE

DXN Egypt – Top 3 Olive Oil Supplier Profiles

Preliminary Supplier Assessment | Private Label Sourcing Initiative

This document accompanies the Excel Supplier Comparison Matrix prepared for the DXN Egypt private-label extra virgin olive oil initiative. The Excel file contains the detailed, field-by-field comparison of the three shortlisted suppliers — private label, packaging, factory / mill / farm ownership, export, certifications, MOQ, pricing, olive varieties, mushroom capability, and scores. This document does not repeat that information.

Instead, it provides a short executive profile of each supplier: who they are, why they stood out during the preliminary discussions, and my professional assessment of their fit for the DXN project. The purpose is to explain the story behind the numbers — the aspects of each supplier that cannot be captured in a spreadsheet. All information here is preliminary, is based on initial discussions and the comparison matrix, and remains subject to verification through samples, laboratory analysis, documentation, and site visits.

The Three Shortlisted Suppliers

Based on the comparison matrix, the three highest-scoring suppliers have been shortlisted: Monoliva (90), Matrouh Olive (85), and Elshagara Eltyiba (80). The profiles that follow explain who they are and why they were selected; the detailed comparison of their capabilities remains in the Excel matrix.

Document Information

Prepared for: Jijith NK — International Marketing Director & Special Assistant to the Chairman, DXN Holdings BHD

Prepared by: Abdelrahim Ahmed — Business Development Consultant, DXN Egypt Private Label Sourcing Initiative

Date: August 10, 2026

Status: Preliminary — based on initial supplier discussions and the comparison matrix; subject to verification

Classification: Confidential – Prepared for DXN Egypt

Note: all supplier information in this document is reported by the suppliers during preliminary discussions or recorded in the comparison matrix. Nothing has been independently verified yet; every profile includes the specific points that must be confirmed before a final decision.

COVER MEMORANDUM

Supplier Evaluation — Key Takeaways

To: Jijith NK — International Marketing Director & Special Assistant to the Chairman, DXN Holdings BHD

From: Abdelrahim Ahmed — Business Development Consultant, DXN Egypt

Date: August 10, 2026

Subject: Top 3 Olive Oil Supplier Profiles — Key Takeaways & Recommended Next Steps

Purpose

This memorandum summarizes the attached profiles of the three shortlisted suppliers for the DXN Egypt private-label extra virgin olive oil initiative. The profiles complement the detailed Excel comparison matrix; they explain the story behind the numbers — the aspects of each supplier that cannot be captured in a spreadsheet. All information is preliminary and subject to verification.

Key Takeaways

- **Monoliva (90) — quality-led, premium option.** Demonstrated the strongest process-driven approach to quality — supervised sourcing, olive selection, same-day milling, and nitrogen storage — with the deepest technical knowledge and excellent communication. Highest price (500 EGP/L); does not own a factory or mill, so the manufacturing arrangement must be verified.
- **Matrouh Olive (85) — manufacturing-led, cost option.** Owns its own factory and mill and offers the most competitive price (300 EGP/L). The strongest alternative if DXN prioritizes cost control and supply reliability; certifications and private-label references require verification.
- **Elshagara Eltyiba (80) — low-commitment testing option.** Lowest MOQ (100 L), own production, ISO/NFSA, and an existing private-label reference (“Wadi”). Ideal for initial market testing; olive selection and the mushroom MOQ remain to be verified.

Bottom Line

No supplier should be selected at this stage. Each candidate offers a distinct path — premium quality, manufacturing economics, or low-risk market entry — and all three are worth advancing to the next stage.

Recommended Decision

I recommend proceeding with a parallel technical evaluation of all three suppliers: request product samples and COA, verify certifications, and obtain private-label quotations. This allows DXN to compare evidence on equal terms before a final decision. Subject to your approval, I will initiate the sample and documentation requests this week.

Monoliva — Rank #1 of 3 · Score 90/100

Location: Cairo · Contact: Dr. Amr Salah

1. Supplier Overview

Monoliva is a Cairo-based supplier of extra virgin olive oil focused on private-label and OEM programs, represented in our discussions by Dr. Amr Salah. Monoliva does not own its own factory, mill, or farm; its model is built around the agricultural and quality side of the process — sourcing, selecting, and supervising the olives — while production is carried out through specialized processing facilities. The company offers private label, packaging, and labeling services, reports export experience, and states a very flexible MOQ. Its relevance to the DXN project lies in the fit between its quality-oriented model and a premium private-label positioning.

2. Why This Supplier Stood Out

What set Monoliva apart in our discussion was the way the company speaks about quality. Rather than simply stating a final specification — such as acidity below 0.8% — Dr. Salah described the processes used to achieve and preserve quality: he is a consultant in olive agriculture who supervises the farms from which the olives are sourced and oversees cultivation; the olives are selected and classified before processing; they are milled on the same day they are harvested; and the oil is stored under nitrogen to reduce oxidation and help preserve quality. He was also transparent about the fact that Monoliva does not own its factory or mill — a level of transparency I did not encounter from every supplier. This combination of process knowledge and candor is what made the company stand out.

3. My Preliminary Assessment

My preliminary assessment is that Monoliva demonstrated one of the strongest quality-focused approaches among the suppliers evaluated so far. What particularly attracted my attention was that quality is treated as a controlled process — from farm supervision through olive classification and same-day milling to nitrogen storage — rather than as a claim attached to a final specification. I found Dr. Salah technically knowledgeable and the communication excellent. The absence of an owned factory or mill is not, in itself, a concern; what matters is that the processing arrangement and the responsibility for quality control are documented and verified in the next phase. Compared with several other suppliers who focused on the specification itself, Monoliva demonstrated a deeper understanding of how that specification is reached. This warrants further verification, but it is a strong basis for continuing.

4. Key Strengths

- A process-based approach to quality: supervised sourcing, olive selection and classification before processing, same-day milling, and nitrogen storage to preserve the oil.
- Transparency about the business model — openly confirmed the absence of an owned factory or mill, which allows the manufacturing arrangement to be evaluated and documented rather than assumed.
- Demonstrated practical experience with private-label projects and a comfortable attitude toward customized production requirements.
- Very low and flexible MOQ, supporting small first orders and a phased launch.
- Ability to support a special mushroom infusion, relevant to potential product differentiation.

5. Points Requiring Verification

- Manufacturing and processing arrangement: which specialized facilities are used, and where responsibility for quality control and private-label production sits.
- Technical documentation: ISO and NFSA certificates, industry awards, and a recent COA / laboratory analysis.
- Product samples and production consistency across batches.
- References and details of the existing private-label projects mentioned.
- Commercial terms: price of 500 EGP/L is the highest of the three candidates; packaging, labeling, and the 200 L mushroom MOQ to be confirmed.

6. Recommended Next Step

Request product samples, a recent COA, and technical documentation; verify the processing facility and confirm the private-label workflow, then proceed to a detailed technical evaluation.

Matrouh Olive — Rank #2 of 3 · Score 85/100

Location: Matrouh · Contact: Mr. Yousef

1. Supplier Overview

Matrouh Olive is a producer based in Matrouh, represented by Mr. Yousef. Unlike Monoliva, the company owns its own factory and mill and has a partially own-farm supply, giving it a more vertically integrated model. It offers private label, packaging, and special labeling, reports export experience, and prices at 300 EGP/L — the most competitive of the three candidates. Its relevance to the DXN project is as a manufacturing-backed alternative: full production control within one organization at a significantly lower price point.

2. Why This Supplier Stood Out

Matrouh Olive stood out for a different reason than Monoliva: it represents the manufacturing answer to the same question. Where Monoliva coordinates quality from the agricultural side, Matrouh Olive owns the factory and the mill, so the production chain — from milling to packaging — sits within one organization. Mr. Yousef demonstrated good technical understanding and communication, and the company is willing to support customized labeling and packaging, which matters for private-label work. The combination of in-house production, a partially own-farm supply, and the lowest price of the three makes Matrouh Olive an attractive alternative — particularly if DXN prioritizes cost control and supply reliability over the premium positioning Monoliva offers.

3. My Preliminary Assessment

My preliminary assessment is that Matrouh Olive is the strongest manufacturing alternative among the three candidates. I found their technical understanding and communication to be very good, and the ability to control production from milling to packaging within one organization is a genuine operational advantage. It should be stressed, however, that owning a factory and a mill does not automatically mean better quality; the oil must still pass the same laboratory and sensory criteria as any other candidate. The competitive price of 300 EGP/L is attractive, but it should be read together with the verification points below. I consider Matrouh Olive fully deserving of further consideration, provided that its certifications, private-label references, and samples confirm what the discussions suggest.

4. Key Strengths

- Vertically integrated production — own factory and own mill — giving DXN a single point of responsibility across milling and packaging.
- Most competitive price of the three candidates (300 EGP/L), without any evident reduction in stated capability.
- Good technical understanding and responsive communication during discussions.
- Capability for customized labeling and packaging, directly relevant to private-label requirements.
- A partially own-farm supply, offering some degree of raw-material security (extent to be confirmed).

5. Points Requiring Verification

- Certifications: NFSA is indicated; ISO is not — status and validity to be confirmed.
- Private-label references: none disclosed so far; the private-label workflow and any references to be established.
- Product samples and COA; olive varieties are stated as possible (“can do”) but not currently confirmed.
- Special mushroom program: not yet decided, including any MOQ.
- MOQ of 500 L — the highest of the three candidates — to be assessed against the intended launch volumes.

6. Recommended Next Step

Request product samples and a recent COA, verify certifications, and arrange a production-site visit in Matrouh; obtain a private-label quotation alongside the technical evaluation.

Elshagara Eltyiba — Rank #3 of 3 · Score 80/100

Location: Ismailia / Siwa / Natroon · Contact: Mr. Re3at Goda

1. Supplier Overview

Elshagara Eltyiba is an olive oil producer operating across Ismailia, Siwa, and Natroon, represented by Mr. Re3at Goda. The company owns its own factory and mill, has a partially own-farm supply, and offers private label, packaging, and labeling, including an existing private-label project referenced as “Wadi”. It reports export experience, ISO and NFSA certification, and offers the lowest MOQ of the three candidates at 100 L, with a price of 425 EGP/L. Its relevance to the DXN project lies in being the most accessible entry point: low volumes, own production, and demonstrated private-label practice.

2. Why This Supplier Stood Out

Elshagara Eltyiba stood out primarily for the strategic value of its MOQ. At 100 liters, it offers DXN a practical, low-risk way to test the market before committing to larger volumes — a consideration that is often more important than price in the early phase of a private-label launch. Beyond that, the company combines own factory and mill with an existing private-label project (referenced as “Wadi”) and export experience, which indicates that its private-label capability is not theoretical. Mr. Goda’s technical communication was good, and the company showed flexibility in discussing customization, including the possibility of a special mushroom formulation. For a new DXN product launch, this combination of low commitment and demonstrated capability is strategically attractive.

3. My Preliminary Assessment

My preliminary assessment is that Elshagara Eltyiba is the most attractive option for the initial market-testing phase of the project. What particularly attracted my attention was the 100 L MOQ, which would allow DXN to validate demand and product acceptance without a large first commitment. I found their communication and technical understanding good, and the referenced “Wadi” private-label project lends practical credibility to their claims. At the same time, their olive selection was described as normal rather than exceptional, and this should be validated through samples and laboratory analysis before conclusions are drawn. I consider Elshagara Eltyiba a credible partner for a phased, low-risk launch.

4. Key Strengths

- Lowest MOQ of the three candidates (100 L), enabling low-risk initial market testing and phased scale-up.
- Own factory and mill — in-house production capability rather than a trading or coordination model.
- Demonstrated private-label practice through an existing referenced project (“Wadi”), together with export experience.
- ISO and NFSA indicated, with good technical communication and flexibility in discussions.
- Openness to a special mushroom formulation, supporting product differentiation (MOQ to be agreed).

5. Points Requiring Verification

- Olive selection and varieties: currently not confirmed; raw-material quality to be validated through samples and laboratory analysis.
- Special mushroom program: feasibility and MOQ not yet decided.
- The “Wadi” private-label reference: scope, client, and volumes to be confirmed.
- ISO and NFSA certification documents to be verified.
- Production consistency and capacity to support a new product launch over time.

6. Recommended Next Step

Proceed to a detailed technical evaluation: request samples and a recent COA, verify certifications and the “Wadi” reference, and obtain a private-label quotation for a small pilot order (in the range of 100–300 L).

Preliminary Sourcing View

The three candidates approach the same goal — a reliable, quality-assured private-label olive oil supply — from three different positions, and the choice between them is a question of strategy rather than a simple ranking.

Monoliva currently presents the strongest preliminary quality, technical, and communication profile. Its approach to olive sourcing and quality management — farm supervision, olive classification, same-day milling, and nitrogen storage — was the most process-oriented we encountered, and it carries the highest price (500 EGP/L). Monoliva is best suited to a premium, quality-led positioning.

Matrouh Olive is the strong manufacturing alternative. With its own factory and mill, a partially own-farm supply, and the most competitive price (300 EGP/L), it offers a more vertically integrated and cost-effective supply model, subject to verification of its certifications and private-label references.

Elshagara Eltyiba is the most accessible option. Its 100 L MOQ and own production capability make it particularly suitable for initial market testing and a phased launch, at a mid-range price (425 EGP/L), pending verification of olive selection and the mushroom program.

All three should be carried into the next stage. The final decision should be based on product samples, laboratory analysis / COA, certification verification, private-label quotations, packaging evaluation, production verification, and commercial negotiation — not on this preliminary document. I recommend running the technical evaluation of the three candidates in parallel, so that samples, documentation, and quotations can be compared on equal terms.

Recommended immediate action: advance all three suppliers to the next stage in parallel — samples, COA, certification review, private-label quotations, and production verification — and base the final selection on the combined results.