

Hany Haneef, CEO of American Specialty Foods Co, Reflects on 10 Years of Success and Growth

Hany reflects on the vision, passion, and hard work that led to the launch of American Specialty's new catalogue with over 650 products



Dubai, United Arab Emirates Mar 14, 2023 ([Issuewire.com](https://www.issuewire.com)) - American Specialty Foods Co. is proud to announce the launch of a new catalogue featuring over 650 products catering to the discerning tastes of their customers. The company has come a long way in the past decade, overcoming numerous challenges while keeping sight of its vision, passion, and dreams. At the heart of the company's success is the leadership of its founder and CEO, Hany M Haneef, who reflects on the past ten years and shares his vision for the future.

"A decade ago, I left my comfortable job and started my own business. While the decision was not easy, it has been one of the most rewarding choices I have ever made," said Hany M Haneef, founder, and CEO of American Specialty Foods Co. "In the past ten years, we have come a long way. Our people have given us the most precious youth, and their hard work has taken us from a start-up to a well-known name in the global FMCG industry. I am incredibly proud of what we have accomplished, and I know that we have the capability to reach even greater heights in the years to come."

Under Hany's leadership, American Specialty Foods Co has overcome numerous challenges, diversified its product portfolio, and established regional offices in Puebla-Mexico, London, and Dubai to serve its global customers better.

As the company celebrates its 10th anniversary, it has ventured into the B2C segment with a new catalogue featuring over 650 products. "This is the perfect time to expand our reach and bring our products directly to the end consumers," said Hany. "We are confident that our new catalogue, with over 650 products, will appeal to the discerning tastes of our customers."

American Specialty Foods Co. was established in the USA in 2013. With a corporate office in Maryland and a marketing office in New York, the company has a strong presence in over 50 countries worldwide. The company prides itself on delivering American flavors across over 20 product categories, ensuring a world-class customer experience. With regional offices in Mexico, the United Kingdom, and the United Arab Emirates, the company has focused on developing and enhancing long-term relationships with its valuable global partners.

The company supplies its products to supermarkets, airlines, lounges, catering services, hotels, restaurants, cafes, and QSR chains. It is further looking to expand its global footprint with additional regional offices in Turkey and Netherlands.

"At American Specialty Foods Co., we aim to source, import, market, produce, and distribute quality food that nourishes and enriches lives," said Hany. "We look forward to continuing to be a trusted household name for American flavors."

For more information about American Specialty Foods Co. and its products, please visit www.americanspecialtyfoods.com

About American Specialty Foods Co.

American Specialty Foods Co. is a leading provider of premium global food solutions, having a presence in over 50 countries and over 20 product categories. The company has regional offices in Mexico, London, and Dubai. The company aims to bring American flavors to tables worldwide by using the best ingredients. The company is dedicated to delivering high-quality foods by using cutting-edge technology, sustainable food processes, and optimum hygiene. The categories and products can be viewed at americanspecialtyfoods.com



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