BRAND MASTERS AND PRIVATE LABEL SPECIALISTS

SUNNYFIELD GROUP

PRODUCT CATALOGUE

SELA™ RICE

ANIKA rice for you Care for you...

Hulley & Rice

BIMRIE FRAGRANT WHITE RICE

WILLINTON

Shah A TASTE OF INDIA

ElfOnté

CHICKS BREATH FRESHNER

curry king™

ABOUT US

From humble beginnings as a small family business with a few rice brands, The Sunnyfield Group has grown into a leading supplier in the FMCG industry.

Our portfolio now includes rice, beans, salt, sugar, spices, household chemicals, soups and confectionery.

We proudly pack and supply high-quality products to both major and independent retail chains across South Africa and neighbouring countries, including Lesotho, Eswatini and Botswana. Our footprint extends through the Eastern Cape, Western Cape, Free State, KwaZulu-Natal, Gauteng, Mpumalanga, North West and Limpopo.

Since 1990, we've lived by the philosophy that "nothing and nobody is too small." Though we've grown significantly, we remain family-oriented, approachable and grounded. From our CEO to our frontline staff, our open-door policy has helped foster lasting relationships built on respect and trust with our customers.



WHY SUNNYFIELD GROUP?

- ☑ Over 60 years market presence
- ☑ Certified GFSI facility
- ☑ BBBEE Compliant
- ☑ Contract Packing
- ☑ Quality Wide range of product categories
- ☑ Competitively Priced
- ☑ Halaal
- ☑ Export

SUNNYFIELD PACKING

COMMODITY

RICE BRANDS



XXL 1121 SELLA



WHITE BASMATI RICE



LONG GRAIN PARBOILED RICE



VIETNAMESE FRAGRANT WHITE RICE



THAI WHITE RICE



THAI BROWN RICE



XXL 1121 SELLA



INSTANT RICE



FRAGRANT WHITE RICE



SELA BASMATI RICE



MEDIUM GRAIN PARBOILED RICE



MEDIUM GRAIN PARBOILED RICE

SALT & SUGAR



IODATED TABLE SALT



IODATED COARSE SALT



IODATED FINE SALT

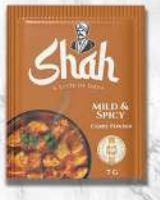


PURE WHITE SUGAR

SUNNYFIELD PACKING

HULLEY & RICE

SHAH CURRY POWDER



MILD & SPICY



MEDIUM



HOT



MILD & SPICY



MEDIUM



HOT

CURRY KING



MUTTON MASALA



CHICKEN MASALA



BREYANI MASALA



PURE CHILLI POWDER



CURRY POWDER MEDIUM



CURRY POWDER HOT



TUMERIC



DHANIA & JEERA



KASHMIRI CHILLI POWDER



ROMBO ROSSI MASALA



LEAF MASALA



GARLIC & GINGER MASALA

BAKING



BAKING POWDER



BAKING POWDER



BICARBONATE OF SODA



EPSOM SALTS



TARTARIC ACID



CREAM OF TARTAR



BAKING POWDER



BAKING SODA



BICARBONATE OF SODA



EPSOM SALTS



CITRIC ACID



BORAX

The House of Hulley & Rice

HULLEY & RICE

SHAKERS



THE ALL NEW SHAKE TAINER



3 FLIP CAP SYSTEM

SACHET PACKS



DOY PACK REFILLS





The House of Hulley & Rice

HULLEY & RICE

CHICKS



DISPLAY BOX



BOTTLES

THE NEW MINI'S
DOUBLE THE BUBBLE

EBM

ELFONTE WATER VARIANTS



5 LITRE



1.5 LITRE



750ML



500ML



330ML

EBM
ELANDSFONTEIN BEVERAGE MARKETING

COMING SOON!



Taste the Origin.

- European Import Quality
- Extra Virgin
- Cold Extracted

BRAVIO

Taste the Origin.

MARKETING CALENDAR

		BRANDS TO PROMOTE
1ST Quarter	**FEB** - Ramadan	Anika, Bimrie
	MAR - Human Rights	Elfonte, Chicks, Shah, Baking Powder
	MAR - EID	Elfonte, Chicks, Shah, Baking Powder
2ND Quarter	**APR** -Easter	Anika, Bimrie, Chicks, Shah, Baking Powder
	APR - Winter starts	Curry King, Shah, Baking Powder
3RD Quarter	**SEP** - Spring starts	Anika
	SEP - Purtasi Month starts	Braai Spice, Curry King
	SEP - Heritage/Braai Day	Bimrie, Sela, Shah, Baking Powder
4TH Quarter	**NOV** - Diwali	Anika
	DEC - Summer starts	Elfonte, Chicks
	DEC - Christmas (Braais)	Sela, Bimrie
	DEC - Stokvel	Elfonte, Sela, Bimrie, Chicks, Shah, Baking Powder

SUNNYFIELD GROUP

SUNNYFIELD GROUP OF COMPANIES

SUNNYFIELD PACKING

Sunnyfield Packing Co (Pty) Ltd
VAT. NO: 4660119480
REG.NO: 1963/001275/05

The House of Hulley & Rice

Hulley & Rice (Pty) Ltd
VAT. NO: 4250170695
REG.NO: 1963/001275/05

eBM ELANDSFONTEIN BEVERAGE MARKETING

Elandfontein Beverage Marketing (Pty) Ltd
VAT. NO: 4390169730
REG.NO: 1997/00797807

HEAD OFFICE
Tel: 031 201 6054/7089
E-mail: sales@sunnyfieldgroup.co.za

ADDRESS
134 Stephen Dlamini
(Essenwood Road)
P.O Box 50624
Musgrave, Durban

BRANCHES
Johannesburg
Cape Town
Port Elizabeth
Durban

sunnyfieldgroup.co.za