



Premium

Stroopwafels & Private
Label Manufacturing



شركة عائلة الحلاوة
HALAWA FAMILY Co.

MODON ASFAN - JEDDAH - SAUDI ARABIA
Industrial License #4607262408 - ISO 22000

Heritage & Innovation



At Halawa Family Company (Halawa 1830), we believe that true growth comes from respecting heritage while embracing innovation.

Our family's journey in Tahini Halawa production spans nearly two centuries, built on craftsmanship, quality, and dedication to authentic products. Over the years, this heritage evolved into a modern manufacturing operation specializing in premium stroopwafels and specialty filled waffle products.

Today, we focus on building long-term partnerships based on quality, consistency, and innovation while combining European-inspired concepts with authentic Middle Eastern flavors.

As we continue to grow, we remain committed to representing Saudi manufacturing standards through continuous development and scalable operations.

Wassim Halwani
Founder & CEO



Halawa Family Company Factory Asfan, Jeddah

Company Overview

Halawa Family Company (Halawa 1830) is a Saudi-based manufacturer specializing in premium stroopwafels, filled waffle products, Tahini Halawa, and private label manufacturing solutions.

Operating from a dedicated manufacturing facility in Saudi Arabia, the company serves coffee chains, retailers, distributors, and private label partners through flexible production capabilities and strong quality standards.

Today, stroopwafels and waffle products represent the company's primary business focus, supported by modern manufacturing systems, artisanal expertise, and scalable operations.

Our Evolution

What began as a family tradition centered around handcrafted Tahini Halawa has evolved into a modern manufacturing company combining heritage expertise with contemporary product innovation.

Over the years, Halawa 1830 expanded into premium stroopwafels and filled waffle products developed for retail, coffee shop, and food service markets.

Today, the company combines:

- Traditional Middle Eastern flavor expertise.
- European-inspired waffle concepts.
- Modern manufacturing capabilities.
- Private label and OEM production solutions.

Management Team

Halawa 1830 is led by a management team focused on product innovation, operational excellence, manufacturing development, and long-term business growth.

The company's leadership combines heritage industry knowledge with modern manufacturing expertise to support continuous expansion across retail, food service, and private label markets.



Mr. Ahmed Abdu Alshaht
Sales / Operation Manager



Mr. Abdullah Alazizi
HR Manager



Ms. Moudi Alotaibi
Finance Associate



Eng. Ahmed Selim
Senior Engineer



Why Choose Halawa 1830 ?

Halawa 1830 combines heritage craftsmanship with modern manufacturing capabilities to deliver products developed for today's retail and food service markets.

Key strengths include:

- Distinctive flavor innovation.
- Modern and scalable manufacturing capabilities.
- Strong private label and OEM expertise.
- Flexible production solutions.
- Consistent quality and food safety standards.
- Long-term partnership approach.

Stroopwafels & Waffle Products



Stroopwafels and filled waffle products represent the core of Halawa 1830's current production and market focus. Developed for both retail and food service applications, the waffle range combines European-inspired concepts with distinctive Middle Eastern flavor innovation.

The product range includes:

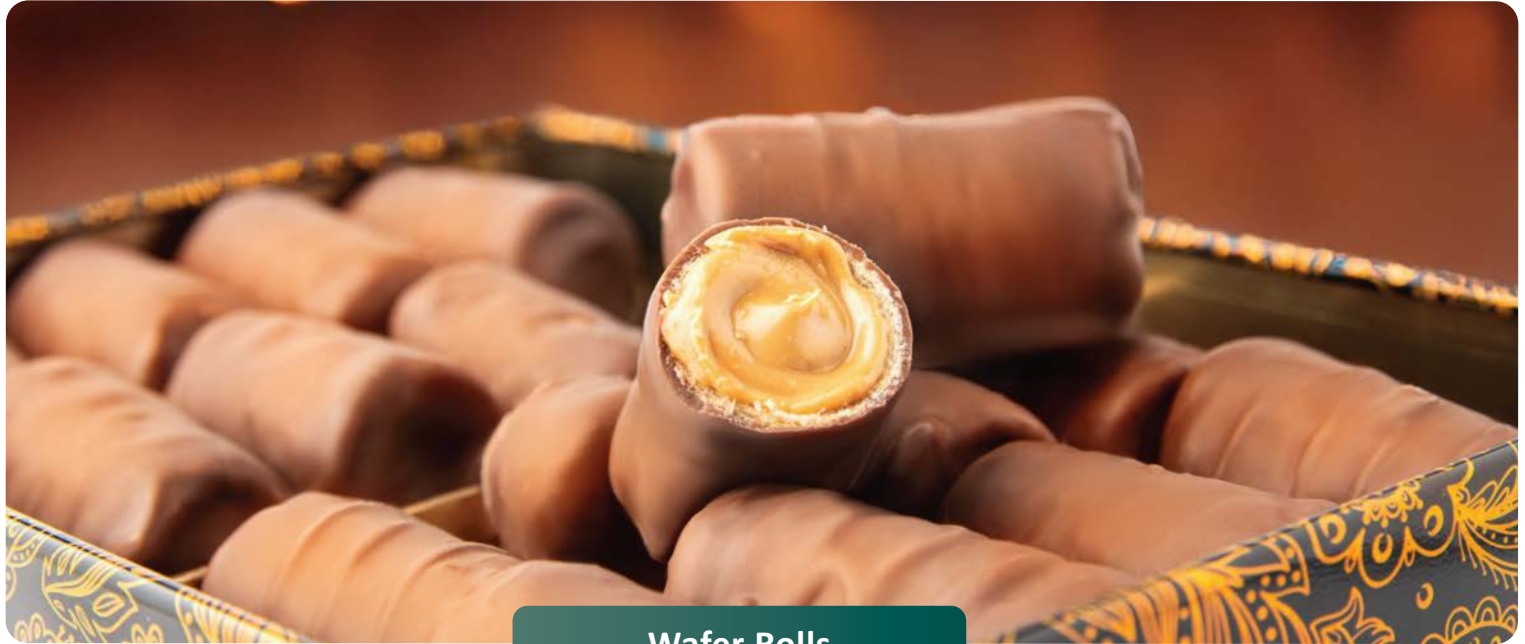
- Caramel Stroopwafels.
- Halawa Stroopwafels.
- Chocolate Coated Stroopwafels.
- Specialty waffle variants for retail and coffee shop channels.

Available in multiple formats and weights, the products are developed for:

- Retail distribution.
- Coffee chains and cafés.
- Food service operations.
- Private label partnerships.

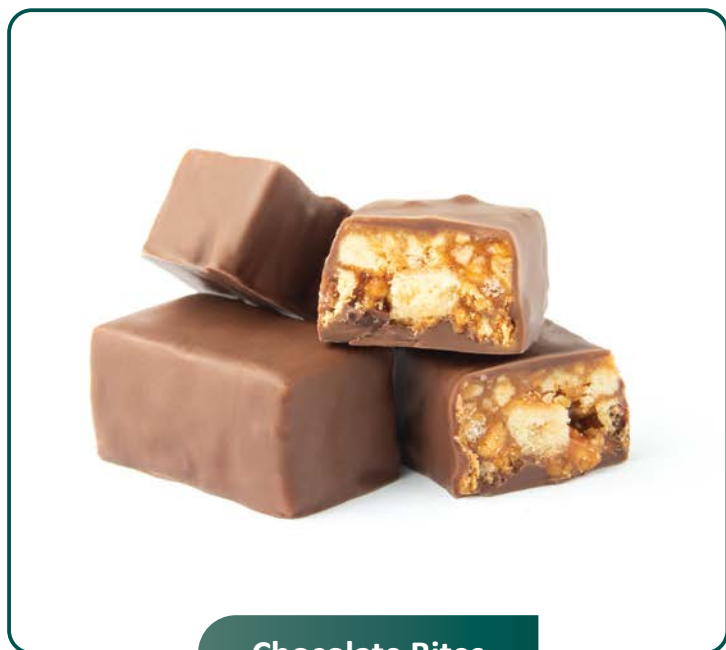
Wafer Rolls & Chocolate Products

In addition to its core waffle range, Halawa 1830 develops wafer rolls, chocolate bites, and specialty confectionery products designed primarily for coffee shop, retail, and food service applications.



Wafer Rolls

Developed for coffee shop and food service channels



Chocolate Bites



Specialty coated and filled snack products

Tahini Halawa – Heritage Line



Halawa Heritage

Tahini Halawa remains a core part of Halawa 1830's heritage and identity, reflecting nearly two centuries of family expertise in traditional confectionery craftsmanship.

Produced using carefully selected ingredients and traditional preparation methods, the halawa range combines authenticity with modern flavor innovation.



Halawa Tins

Halawa Flavors

Available flavors include:

- Plain
- Pistachio
- Cardamom with Pistachio
- Orange & Pistachio
- Chocolate
- Peanut Butter

Packaging Solutions

Halawa 1830 offers packaging solutions developed to support retail presentation, gifting applications, and private label requirements.



Packaging options include:

- Individually wrapped products.
- Multi-pack retail boxes.
- Shelf-ready packaging formats.
- Premium metal tin packaging.
- Customized private label packaging solutions.

The premium tin packaging is designed to enhance product presentation and shelf visibility while supporting premium retail positioning.

Private Label & OEM Solutions

Halawa 1830 provides private label and OEM manufacturing solutions tailored to retailers, coffee chains, distributors, and food service partners.

The company works closely with partners from concept development through final production, ensuring consistency, quality, and strong market presentation.

- **Services include:**
- Custom product development.
- Flexible product formats and sizing.
- Customized packaging solutions.
- Retail and food service product adaptation.
- Brand-oriented product positioning.
- Long-term manufacturing partnerships.



“TERRA BREW is a hypothetical (non-real) brand for a chain of cafes, created to illustrate the visual identity study process for a client to develop a custom private labeling.”

Manufacturing Capabilities



Halawa 1830 operates from a dedicated manufacturing facility in Saudi Arabia designed to support efficient production, quality control, and scalable operations.

Manufactured in Saudi Arabia with capabilities to serve retail, food service, and export markets across the GCC and international regions.

- Fully automated waffle production lines.
- Semi-automated complementary product lines.
- Traditional handmade halawa production expertise.
- Flexible production planning and scalability.
- Quality-focused operational systems.



Our Clients & Partners

Halawa 1830 proudly serves a growing network of coffee chains, retailers, distributors, and private label partners across Saudi Arabia.

The company's partnerships reflect its commitment to:

- Product quality.
- Reliable supply capabilities.
- Continuous innovation.
- Long-term collaboration.



Certifications & Compliance

Halawa 1830 operates in accordance with recognized food safety and quality standards to ensure operational reliability and product consistency.



SFDA License



HACCP Certificate



ISO 22000 Certificate

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