A PROUD HISTORY & PROMISING FUTURE

- 1950: Founded by the late Mohamad Anabtawi as an ice blocks factory
- 1960: Production of ice popsicles
- 1971: Production of Milk-based Ice Cream
- 1982: New Production lines and mixing plant
- 2000: New advanced equipment
- 2006: Current management took place
- 2007: Export to Jordan
- 2008: Acquiring the HAACP certificate
- 2015: Relocation the new plant
- 2017: Going Regional
AL ARZ NEW PLANT

Total area of more than 10,000 m²

8 state of the art production lines
Capacity of 8 million liters of ice cream per month

More than 5,000 m³ of cold storage
High quality and food safety are the main core values of Al-Arz Ice Cream. We abide by our values throughout our manufacturing process, starting with the selection of raw material and the material used in packaging, until the final product is delivered to the market and sold to the end customers.
Palestinian Quality Certificate

HACCP Certificate by Lloyd’s

Al Arz is in the process of acquiring the Food Safety System Certification - FSSC 22000
PRODUCTS

- Impulse
- Take Home Packs
- Catering Packs
Al Arz market share is more than 45% of the **West Bank Ice Cream Market**

Main Competitors are Strauss (Unilever) and Nestle
Due to the political situation which affects the energy resources in the Palestinian Territories, Al Arz has performed few steps to maximize the efficiency of the energy consumption.
MAXIMIZING THE EFFICIENCY OF ENERGY CONSUMPTION

Preheating water using evacuated non-pressurized tubes
Installing 2 new VFD ammonia compressors with 500 kW refrigeration capacity
MAXIMIZING THE EFFICIENCY OF ENERGY CONSUMPTION

62 kWp photovoltaic system will be installed in October.
Signing a one year agreement with a local company to conduct an energy audit.
Continuous monitoring for the production cycle to minimize waste
HAVE AN ICE DAY