



The smile maker!



Overview:

County is a prominent and rapidly growing confectionery brand based in Multan, Pakistan. Known for its commitment to quality, taste, and innovation, County has established itself as a trusted name in the sweets and snacks industry across both local and regional markets.

Product Portfolio:

County offers a diverse and vibrant range of confectionery products designed to appeal to all age groups, especially children and young consumers. The product categories include:

Candies: A wide selection of hard and soft candies in assorted flavors and fun shapes.

Biscuits: Crisp, flavorful biscuits with a variety of sweet and cream-filled options.

Wafers: Light, crunchy wafers layered with rich cream in multiple flavors.

Bubble Gums: Long-lasting and flavorful gums, popular among kids.

Lollipops: Attractive, colorful, and fruity lollipops with various fillings and textures.

Cakes: Ready-to-eat mini cakes and sponge rolls for on-the-go snacking.

Count Line Chews: Individually wrapped chewy sweets in appealing flavors, ideal for impulse purchases.

Manufacturing & Quality:

County's production facilities are equipped with modern machinery and stringent quality control processes to ensure hygiene, consistency, and food safety. The brand adheres to local and international quality standards, positioning itself as a responsible manufacturer in the FMCG space.

Market Presence:

County has a strong distribution network throughout Pakistan, particularly in the Punjab region, with Multan serving as the core production and distribution hub. Its products are widely available in general trade, modern retail outlets, and school canteens, reflecting strong brand recall among children and families.

Brand Values:

Quality First: Commitment to delivering fresh, safe, and delicious products.

Affordability: Offering value-driven pricing to reach mass-market consumers.

Innovation: Continual product development based on evolving market trends and tastes.

Joyful Experience: Creating moments of happiness through fun, flavorful treats.

Positioning Statement:

“County – The smile maker.”

County®



County®











County[®]

















FAMILY PACK

Weight Per Piece	80g
Box Per Carton	96
Net Weight Per Carton	7680g

TEA PARTNER/PEANUTY/LITTLE HEART

Weight Per Piece	16g
Piece Per Box	24pcs
Net Weight Per Box	384g
Box Per Carton	18
Net Weight Per Carton	6912g

COCONUTY /CHOCO CHUNK

Weight Per Piece	14g
Piece Per Box	24pcs
Net Weight Per Box	336g
Box Per Carton	18
Net Weight Per Carton	6048g

COUNTY CHOCO SHOTS/CHOCO HEART

Weight Per Piece	10g
Piece Per Box	24pcs
Net Weight Per Box	240g
Box Per Carton	24
Net Weight Per Carton	5760g

COUNTY DONUT CAKE

Weight Per Piece	25g
Piece Per Box	12pcs
Net Weight Per Box	300g
Box Per Carton	18
Net Weight Per Carton	5400g

COUNTY TEA PARTNER CAKE

Weight Per Piece	25g
Piece Per Box	12pcs
Net Weight Per Box	300g
Box Per Carton	18
Net Weight Per Carton	5400g

COUNTY MINI SWISS ROLL

Weight Per Piece	50g
Piece Per Box	6pcs
Net Weight Per Box	300g
Box Per Carton	18
Net Weight Per Carton	5400g

COUNTY TWIN CUP CAKE

Weight Per Piece	30g
Piece Per Box	12pcs
Net Weight Per Box	360g
Box Per Carton	18
Net Weight Per Carton	6480g

COUNTY CREAMORY WAFFER

Weight Per Piece	60g
Box Per Carton	96
Net Weight Per Carton	5760g

NEXT BUBBLE/ROXY BUBBLE

Weight Per Piece	5g
Piece Per Box	50pcs
Net Weight Per Box	250g
Box Per Carton	24
Net Weight Per Carton	6000g

ROXY BUBBLE/NEXT BUBBLE JAR

Weight Per Piece	5g
Piece Per Box	120pcs
Net Weight Per Box	600g
Box Per Carton	12
Net Weight Per Carton	7200g

ÉCLAIR /Fruitly Chew /3MILK CREAMY TOFFEE

Weight Per Piece	5g
Piece Per Box	50pcs
Net Weight Per Box	250g
Box Per Carton	24
Net Weight Per Carton	6000g

ÉCLAIR /Fruitly Chew /3MILK CREAMY TOFFEE JAR

Weight Per Piece	5g
Piece Per Box	120pcs
Net Weight Per Box	600g
Box Per Carton	12
Net Weight Per Carton	7200g

JUMBO TONGUE PAINTER/JUMBO MILK POP/JUMBO PARTY

Weight Per Piece	18g
Piece Per Box	50pcs
Net Weight Per Box	900g
Box Per Carton	12
Net Weight Per Carton	10800g

COUNTY MILK SHAKE/BADAM POP

Weight Per Piece	16g
Piece Per Box	24pcs
Net Weight Per Box	384g
Box Per Carton	18
Net Weight Per Carton	6912g

COUNTY GHOST CHEW

Weight Per Piece	15g
Piece Per Box	24pcs
Net Weight Per Box	360g
Box Per Carton	24
Net Weight Per Carton	8640g



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