



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.”

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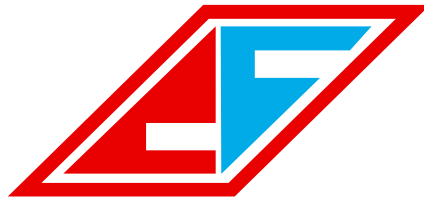
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