



CONTINENTAL BISCUITS LTD.



QM Building, 12<sup>th</sup> Floor, Plot No. BC-15, Khayaban-e-Roomi, Block 7, Clifton, K.D.A. Scheme No. 5, Karachi, Pakistan.

Visit our website at: [www.continentalbiscuits.com.pk](http://www.continentalbiscuits.com.pk)



# THE ARTISANS OF BISCUIT MAKING





### Company Profile

A Romantic Beginning: Origin of the LU brand

LU's rich history started with fairly humble beginnings in the French town of Nantes. A baker named Monsieur Le Fevre married Mademoiselle Utile and began baking delicious cookies. It has been more than 150 years that their memory lives on with every crunchy, crispy and sugar filled creamy delight LU brand offers.

### CBL History

In the year 1984, a joint venture agreement took place between the family of Mr. Hasan Ali Khan and the French food giant, Groupe Danone resulting in Continental Biscuits Limited.

Danone sold its biscuit division to Kraft Foods and hence we are in a joint venture with Mondelez International Ltd. (formerly Kraft Foods). CBL is constantly working towards making high quality and innovative products in line with the rich heritage of the LU brand.

Every biscuit is a work of art with love, care and dedication so that we are able to continuously delight our consumers.



Cert. No. HAL / 005  
[www.ri-ca.org](http://www.ri-ca.org)





# PRINCE chocolate



**FAMILY PACK**  
1 x 96 | 1 x 48 | 1 x 24



**SNACK PACK**  
6 x 24



**BAR PACK**  
12 x 24



**TICKY PACK**  
24 x 24



**PRINCE**

Covered in  
Chocolate



TICKY PACK  
12 x 24



# PRINCE CHOCO JAMMIES



Chocolate covered treat  
with real Strawberry jam inside



BAR PACK  
15 x 24





**FAMILY PACK**  
1 x 96 | 1 x 48 | 1 x 24



**BAR PACK**  
12 x 24



**SNACK PACK**  
6 x 30



**TICKY PACK**  
24 x 24



The World's No.1 Biscuit\*

# OREO



\* In Value  
Source: Euromonitor International Limited



FAMILY PACK  
1 x 96 | 1 x 48 | 1 x 24



TUBE PACK  
1 x 24



SNACK PACK  
6 x 24



BAR PACK  
12 x 24



TICKY PACK  
24 x 24



**NEW!**

# OREO

Strawberry Cream



**SNACK PACK**  
6 x 24



**BAR PACK**  
12 x 24



POUCH  
24X24



POUCH  
12X24



# *Candi*<sup>TM</sup>

ORIGINAL



**FAMILY PACK**  
1 X 96 | 1 X 48 | 1 X 24



**SNACK PACK**  
6 X 24



**BAR PACK**  
12 X 30



**TICKY PACK**  
24 X 30



ZEERA  
**Plus**



**FAMILY PACK**  
1 X 96 | 1 X 48 | 1 X 24



**SNACK PACK**  
6 X 24



**BAR PACK**  
12 X 30



**TICKY PACK**  
24 X 30



BAKERI

Classic



**FAMILY PACK**

1 X 96 | 1 X 48 | 1 X 24



# BAKERI Coconut



**FAMILY PACK**  
1 X 96 | 1 X 48 | 1 X 24



**TICKY PACK**  
24 X 24



**SNACK PACK**  
6 X 24



BAKERI

*Butter*



**FAMILY PACK**  
1 X 96 | 1 X 48 | 1 X 24



**SNACK PACK**  
6 X 24



**BAR PACK**  
12 X 24



**TICKY PACK**  
24 X 24



# BAKERI BISTIKS



**FAMILY PACK**  
1 X 96 | 1 X 48 | 1 X 24



**BAR PACK**  
12 X 24



**SNACK PACK**  
6 X 24



# BAKERI Nankhatai



**FAMILY PACK**  
1 X 96 | 1 X 48 | 1 X 24



**SNACK PACK**  
6 X 24



**BAR PACK**  
12 X 24



**TICKY PACK**  
24 X 24



**FAMILY PACK**  
1 x 48 | 1 x 24



**SNACK PACK**  
6 x 24



**TICKY PACK**  
12 x 24



**FAMILY PACK**  
1 x 48 | 1 x 24



**SNACK PACK**  
6 x 24



**TICKY PACK**  
12 x 24



**FAMILY PACK**  
1 x 96 | 1 x 48 | 1 x 24



**BAR PACK**  
12 x 30



**SNACK PACK**  
6 x 24



**TICKY PACK**  
24 x 30



# Milco Lu



**FAMILY PACK**  
1 X 24



**SNACK PACK**  
6 X 24



**BAR PACK**  
12 X 24



**TICKY PACK**  
24 X 24



FAMILY PACK  
1 x 24



BAR PACK  
12 x 30 | 24 x 30



# TIGER

AtoZ



\*In Value  
Source: Euromonitor International Limited

\*20% Daily Dose of Iron and Zinc



POUCH  
12X24



POUCH  
24X24

