FRESH & BEST

GLOBALLY FARMED, DELIVERED ANYTIME, ANYWHERE

2026 EDITION

Fresh & Best General Trading LLC

Corporate & Trade Catalogue



Fresh fruit



Vegetables



Beef & lamb

Globally farmed.
Delivered Anytime, Anywhere.

Dubai, United Arab Emirates

COMPANY OVERVIEW

Food trading from Dubai.

We source fresh fruits and vegetables internationally and coordinate South African beef and lamb programmes for trade buyers.

IN THIS CATALOGUE

Produce 6–8 Meat 9–12 Trade enquiries 13–16 Contact 18

Who we work with

Importers, distributors, retailers, wholesalers and foodservice buyers.

What we coordinate

Product selection, quotation, packing and shipment planning against your buying brief.

What your quotation confirms

Origin, availability, specifications, packing, order quantities and shipment documents.

Explore Fresh & Best online ↗

freshandbest.ae/aboutus.php

INTERNATIONAL NETWORK

Local relationships across five markets

Our local businesses and trade relationships support sourcing, imports and exports across the network.

UNITED ARAB EMIRATES / DUBAI TRADING HUB

Fresh & Best General Trading LLC
Desert Harvest Foodstuff LLC · CKS Foodstuff Trading LLC

International sourcing, imports, exports and regional distribution

SOUTH AFRICA

Fresh and Best SA (Pty) Ltd
FMI International (Pty) Ltd

Produce sourcing and meat trade coordination

INDIA

Fresh N Best Orchid Pvt Ltd

Fresh fruit sourcing across seasons

MOROCCO

Fresh and Best Trading SARL

Developing import and export programmes

MALAYSIA

DRS AGRO EXPORTS & IMPORTS SDN BHD

Tropical fruit exports and multi-origin sourcing

MALAYSIA EXPORT CAPABILITY

Pineapple, jackfruit, starfruit, seedless watermelon, rambutan, mangosteen, papaya and red dragon fruit.

Representative European markets

Netherlands (Amsterdam), France (Paris), Germany (Frankfurt), Belgium, Italy (Milan), Spain (Madrid) and the UK (London).

Explore our international network ↗

freshandbest.ae/aboutus.php

INTERNATIONAL FOOTPRINT

Our trade network

Fresh produce from 20+ origins. South African beef and lamb for Middle East trade.



● Sourcing origin **● Destination market** **◆ Dubai trading hub**

01 Argentina
02 Australia
03 Brazil
04 Canada
05 Chile
06 China
07 Egypt
08 India
09 Indonesia
10 Kenya
11 Malaysia
12 Mexico
13 Morocco
14 Netherlands
15 New Zealand
16 Peru
17 South Africa
18 Spain
19 Tanzania
20 Thailand
21 United States
22 Vietnam
23 Zimbabwe

A Middle East
Fresh produce, beef & lamb

B Europe
Fresh produce

C South Africa
Fresh produce

D Morocco
Fresh produce

E India
Fresh produce

F Malaysia
Fresh produce

Explore the website sourcing map ↗

freshandbest.ae

LEADERSHIP

Leadership grounded in international trade



Uday Charan Shamshir

Founder & Managing Director

Uday’s 25-year career spans fresh produce sales, business development and international trade. His UAE experience includes roles with Kibsons International, Del Monte Foods UAE and Al Bakrawe Group.

He established Fresh & Best General Trading LLC in Dubai in 2023, building on the relationships and practical market knowledge developed throughout his career.

Direct customer engagement. Clear commercial requirements. Partnerships built through repeat business.

Connect with Uday on LinkedIn ↗

linkedin.com/in/udaycharan

FRESH FRUIT

Fruit portfolio

Choose by category, then tell us the variety, calibre, pack and shipment window you need.

Everyday fruits

Apples, bananas, grapes, pears and berries.



Citrus fruits

Oranges, mandarins, lemons, limes and grapefruit.



Stone fruits

Cherries, peaches, plums, nectarines and apricots.



Tropical & exotic fruits

Mangoes, pineapple, dragon fruit, guava and papaya.



Dates

Ask for available varieties, origin and pack format.



Browse the live fruit catalogue ↗

freshandbest.ae/fruits

ORIGIN SPOTLIGHT

Malaysian tropical produce

Fresh & Best lists Malaysia as a source of tropical fruit for international trade. Quoted varieties and pack formats depend on the season and destination.

Pineapple & papaya

Discuss variety, fruit size, ripeness and handling needs.



Dragon fruit & passionfruit

Specify flesh colour or variety where relevant, and required presentation.



Jackfruit

Share your preferred size and packing requirements.



Browse the fruit range ↗

freshandbest.ae/fruits

FRESH VEGETABLES

Vegetables

Source staples and speciality lines by origin, size, grade and packing requirement.

Essentials

Ginger, garlic and tomatoes.



Roots & bulbs

Onions, potatoes, carrots and beetroot.



Greens, herbs & fungi

Leafy greens, lettuce, herbs, cresses and mushrooms.



Pepper & chilli

Bell peppers, chilli peppers and sweet spicy peppers.



Stalks, pods & speciality

Asparagus, beans, peas, baby vegetables and corn.



Browse the live vegetable catalogue ↗

freshandbest.ae/vegetables

SOUTH AFRICAN MEAT

Whole Lamb Carcass

Our featured lamb line for wholesale, butchery and foodservice.



14–18 kg Indicative chilled-air weight

Chilled air freight is the primary programme. Frozen sea reefer may be quoted for selected programmes, subject to specifications, destination and documentation.

View Whole Lamb Carcass ↗
freshandbest.ae/meat/lamb-whole-carcass

SOUTH AFRICAN MEAT

Lamb cuts

Selected cuts are offered chilled by air or frozen by sea reefer, subject to quotation.

Leg & shoulder

Leg, Shoulder.



Loin & rack

Loin & Loin Chops, Rack / Best End.



Breast & neck

Breast, Neck.



Certification for the quoted supply

We verify applicable Halal certification for the selected supplier, facility, product and destination.

Explore the beef and lamb listings ↗

freshandbest.ae/meat

SOUTH AFRICAN MEAT

Beef cuts

Standard and Angus options can be discussed. Programme availability, trim and pack format are confirmed with each quotation.

Loin & rump

Fillet / Tenderloin, Sirloin / Striploin, Rump, Picanha / Rump Cap.



Rib

Ribeye / Cube Roll, Prime Rib / Wing Rib, Short Rib.



Round

Silverside, Topside, Thick Flank.



Forequarter & processing

Bolo / Blade, Brisket, Chuck, Trimmings.



Explore the beef and lamb listings ↗

freshandbest.ae/meat

MIDDLE EAST TRADE ENQUIRIES

FMI Biltong & Dried Meat Snacks

South African dried meat snacks for wholesale and retail buyers.

Beef

Sliced Biltong, Biltong Nuggets and Snapstix in Original and Chilli. Beef Dry Sausage in Original.



Chicken

Chilli Chicken Snapstix. Seasoned, air-dried chicken strips.



Game

Sliced Game Biltong and Game Dry Sausage.



Ostrich

Sliced Ostrich Biltong and Ostrich Dry Sausage.



Chicken, game and ostrich are shown in the FMI brochure. Availability, ingredients, allergens, pack sizes, applicable Halal documentation and import eligibility are confirmed before quotation.

Discuss a dried meat programme ↗

freshandbest.ae/meat/biltong-dried-meat-snacks

FOR BUYERS

Plan your supply

For importers, wholesalers, distributors, retailers and foodservice teams.

Share your buying brief

Product, variety or cut, quantity, destination and required shipment window.

Compare available options

Discuss seasonal origins, grade, pack and transport options against your requirements.

Review the quotation

Confirm the commercial terms, shipment schedule and documents for the selected programme.

Plan repeat orders

Share expected volumes and order frequency so we can discuss seasonal continuity.

Request a trade quotation ↗

freshandbest.ae/contact-us.php

TRADE SPECIFICATIONS

What we confirm

Use this checklist to request a quote for produce or meat.

Product and specification

Variety or cut, grade, size or weight, and required condition.

Origin and availability

Preferred sourcing country, seasonal window and quantity.

Pack and presentation

Pack format, net weight, labelling and any trim requirements.

Shipment and destination

Delivery market, transport mode, timing and required documents.

Browse trade and supply services ↗

freshandbest.ae/service.php

LOGISTICS & DOCUMENTATION

From pack to shipment

Transport, handling and documentation are agreed for the product and destination.

Chilled air freight

Primary option for Whole Lamb Carcass. Selected cuts and suitable produce can also be quoted by air.

Sea freight

Frozen sea reefer may be quoted for selected meat programmes. Produce transport depends on the line and route.

Shipment paperwork

Confirm commercial invoice, packing list, origin and transport documents, plus product-specific certificates where applicable.

Discuss a shipment ↗

freshandbest.ae/contact-us.php

FOR GROWERS & EXPORTERS

Introduce your supply programme

Fresh & Best reviews offers from growers, packers, processors and exporters against buyer requirements.

Product and origin

Share the product range, origin, varieties and available specifications.

Season and capacity

Include harvest or production windows, available volumes and any minimum quantities.

Packing and market requirements

Describe pack formats and share relevant documentation for the proposed market.

Introduce your supply programme ↗

freshandbest.ae/contact-us.php

TRADE EVENTS & MARKET VISITS

2026 engagements

Trade shows, sourcing trips and customer visits.

JAN	**Supplier and farm visits**	Sourcing visit · Vietnam
JAN	**Gulfood Dubai**	Participation · Dubai, UAE
FEB	**Fruit Logistica**	Trade visit · Berlin, Germany
APR	**Macfrut**	Hosted buyer · Rimini, Italy
MAY	**Supplier and farm visits**	Sourcing visit · Egypt
MAY	**Supplier and farm visits**	Sourcing visit · South Africa
JUN	**ProChile Business Meeting**	Hosted buyer · Rabat, Morocco
JUL	**Customer visits**	Customer engagement · Qatar
SEP	**Asia Fruit Logistica**	Trade visit · Hong Kong
OCT	**Supplier and farm visits**	Sourcing visit · South Africa
OCT	**Fruit Attraction**	Participation · Madrid, Spain
NOV	**Supplier and farm visits**	Sourcing visit · South Africa



Gulfood Dubai



Macfrut Rimini



ProChile



Fruit Attraction

Explore the trade events archive ↗

freshandbest.ae/events

CONTACT

Let’s discuss your next shipment.

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freshandbest.ae ↗

For a quotation, share your product, volume, destination, packing and delivery window.

Scan for enquiries and contact details