



Gibs

®

# Sweet Classic

BAKERY & CONFECTIONERY  
CATALOGUE

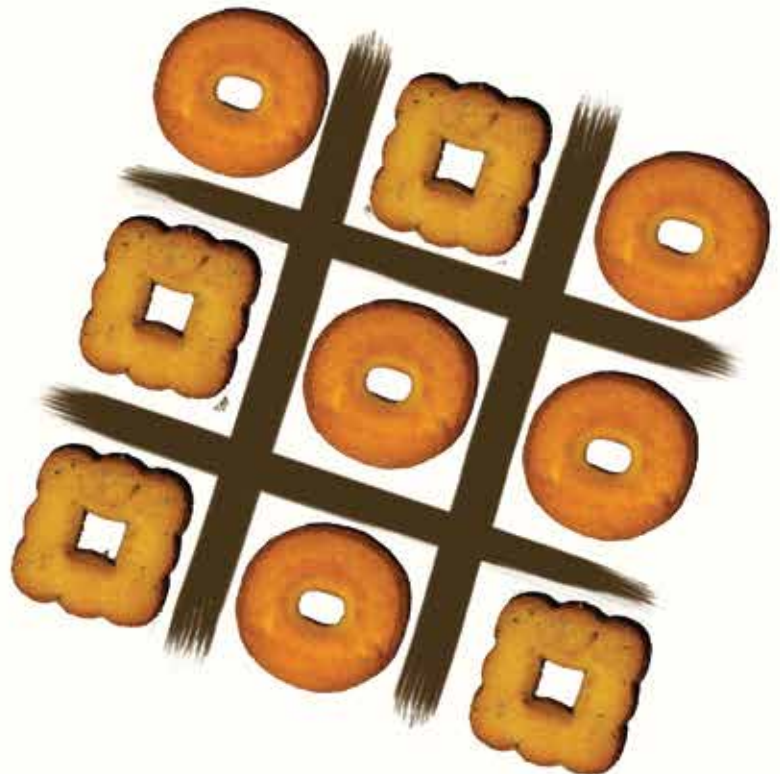


# ABOUT US

Since 2000, SM Foods has been offering a range of impulse foods under its flagship brand Gibs. In an extremely competitive market, Gibs stands its ground in terms of taste, quality, innovation and value. The plants at SM Foods are highly advanced, meeting international standards and proving to be the best in the world. Quality has been a continuous commitment at SM Foods.

## Chairman's Message

S.M Foods Limited has been successful over the years because of the dedication and passion of our people. To further strengthen this foundation, we continue to give particular attention to our values and our guiding business principles. Empowerment, trust, transparency, hard work and ethical behavior are some of our core values and remain at the heart of everything we do. We work hard to conduct our business with integrity.



# Our Mission

To serve generations with the highest quality hygienic food products by focusing on innovative production techniques and new product development catering to their satisfaction across and beyond. Our company proudly claims to be delivering “Best quality at affordable price”.

# Our Vision

To be the market leader through leveraging our innovative production techniques and superior quality products in a wide range of food categories while also contributing towards national economic growth and social welfare.

# Corporate Social Responsibility

As an organization that prides itself on giving back to the community that has so graciously supported us along our journey, GIBS endeavors to be a firm that leaves a positive impact upon society at large. Our CSR activities span a wide array of social welfare issues including multiple medical camps and ration drives, strengthening educational infrastructure by contributing to additional facilities and scholarships for talented yet underprivileged students. We also strive to develop a progressive culture within the community through the promotion of Islamic education and seminars on education, business, and cultural values. GIBS firmly believes in the principles of commitment to quality and the development of a progressive community.







# *Biscuits & Cookies*





Makhan Waala  
Butter Cookies  
Packaging  
18 x 08, 24 x 06

Rs. 20  
Rs. 30



Zeera Waala  
Bakery Style Cookies  
Packaging  
18 x 08, 24 x 06

Rs. 20  
Rs. 30



Makhan Waala  
Butter Cookies  
Family Pack  
01 x 72

Rs. 40



Zeera Waala  
Bakery Style Cookies  
Family Pack  
01 x 72

Rs. 40





## Butter COOKIES

Butter Cookies  
Packaging  
18 x 24  
18 x 12  
18 x 8

Rs.  
**05**

Rs.  
**10**

**NEW**  
**SPEEDO**  
Egg & Milk Cookies

Speedo Cookies  
Egg & Milk  
Packaging  
18 x 15  
18 x 12

Rs.  
**10**

Rs.  
**20**

Rs.  
**20**



**Tea Time**  
FINE LINE BISCUITS

Tea Time  
Fine Line Biscuits  
Packaging  
18 x 12

Rs.  
**10**

**TOP**

Top  
Packaging  
18 x 15

Rs.  
**10**



# DOUBLE Cream

Double Cream  
Packaging  
18 x 20 , 18 x 30  
18 x 15

Rs.  
**05**

Rs.  
**10**



# Marie

Marie  
Packaging  
18 x 16

Rs.  
**10**



# Crispy ZEERA

Crispy Zeera  
Biscuits  
Packaging  
18 x 15  
18 x 10

Rs.  
**10**

Rs.  
**20**



# Glucose

Glucose  
Packaging  
18 x 15  
18 x 40

Rs.  
**05**

Rs.  
**10**







Real Taste Quality  
Biscuits  
Packaging  
18 x 15 , 18 x 40

Rs.  
05

Rs.  
10

*Grace*

Grace  
Packaging  
18 x 16  
18 x 30

Rs.  
05

Rs.  
10



*Pea & Pea*

Pea & Pea  
Peanut Pista  
Packaging  
18 x 15  
18 x 10

Rs.  
10

Rs.  
20

*Peanut  
Pista*

Peanut Pista  
Biscuits  
Packaging  
18 x 16  
18 x 30  
18 x 10

Rs.  
05

Rs.  
10

Rs.  
20





**Revo**  
Milk & Strawberry  
Cream Sandwich Biscuits

Revo Milk &  
Strawberry  
Packaging  
18 x 30

Rs.  
**05**

**Cookiez**  
PINEAPPLE  
& COCONUT

Cookiez Pineapple  
& Coconut Cookies  
Packaging  
18 x 15  
18 x 10

Rs.  
**10**

Rs.  
**20**



**SUPREME**  
Egg & Milk Cookies

Supreme Egg  
& Milk Cookies  
Packaging  
1 x 96

Rs.  
**40**

**Bakes**  
Bakery Style  
Cookies

Bakes Bakery  
Style Cookies  
Packaging  
1 x 96

Rs.  
**40**



# BABY FOOD

Baby Food  
Packaging  
18 x 40  
18 x 15

Rs.  
**05**

Rs.  
**10**

*Original*  
**Kremore**  
STRAWBERRY  
SANDWICH BISCUITS

Original Kremore  
Strawberry  
Packaging  
18 x 30  
18 x 20

Rs.  
**05**

Rs.  
**10**



# Coconut Cookies

Coconut Cookies  
Packaging  
18 x 10  
18 x 15  
18 x 30

Rs.  
**10**

Rs.  
**20**

*More*  
**peanut**

More Peanut  
Packaging  
18 x 30  
18 x 16

Rs.  
**05**

Rs.  
**10**

Rs.  
**05**





**Revo**  
Banana  
Sandwich Biscuits

Revo  
Banana Sandwich  
Packaging  
18 x 30

Rs.  
**05**



Khaas  
Peanut Biscuits  
Packaging  
18 x 30  
18 x 16

Rs.  
**05**

Rs.  
**10**



*Original*  
**Kremore**  
BANANA  
SANDWICH BISCUITS

Kremore Banana  
Sandwich Biscuits  
Packaging  
18 x 30

Rs.  
**05**

**LION**  
ENERGY BISCUITS

Lion  
Energy Biscuits  
Packaging  
18 x 30

Rs.  
**05**



# Panjeeri

Panjeeri  
Traditional Biscuits  
Packaging  
18 x 40

Rs.  
**05**



UP Classic Cookies  
Milk Egg & Chocolate  
Packaging  
18 x 24  
18 x 16  
18 x 08

Rs.  
**05**

Rs.  
**10**

Rs.  
**20**



Premo Chocolate  
Packaging  
18 x 30  
18 x 20

Rs.  
**05**

Rs.  
**10**



Mango Masti  
Packaging  
18 x 30  
18 x 16

Rs.  
**05**

Rs.  
**10**





**Smooper**

Smooper  
Egg & Milk Cookies  
Packaging  
18 x 06 , 18 x 30  
18 x 30

Rs.  
**10**

Rs.  
**15**

**milku**

Milku Honey &  
Milk Biscuits  
Packaging  
18 x 16 , 18 x 08

Rs.  
**10**

Rs.  
**20**

Rs.  
**5**



**Milkoney**  
Honey & Milk Flavoured Cookies

Milkoney Honey  
& Milk Flavoured  
Packaging  
24 x 06

Rs.  
**20**

Rs.  
**30**

**JIMJAM**  
Vanilla Strawberry

Jim Jam Vanilla  
& Strawberry  
Packaging  
18 x 16  
18 x 30

Rs.  
**5**

Rs.  
**10**



# Classic Lemon

Sandwich Biscuits

Classic Lemon  
Biscuits  
Packaging  
18 x 30  
18 x 16

Rs.  
**05**

Rs.  
**10**



Short Cake  
Packaging  
18 x 30

Rs.  
**05**



# Revo

Strawberry & Vanilla  
Flavor Sandwich  
Biscuits

Revo Vanilla &  
Strawberry  
Packaging  
18 x 20

Rs.  
**10**





# Wafers







Peach Waviz  
Wafers  
Packaging  
18 x 15

Rs.  
**10**

*Cream*  
**WAFERS**

Cream  
Wafers  
Packaging  
18 x 15

Rs.  
**10**



Crispee Coconut  
Packaging  
18 x 15

Rs.  
**10**



Crispee Banana  
Packaging  
18 x 15

Rs.  
**10**





**BOLBOlay**  
Banana Wafers

Bulbulay  
Banana Wafers  
Packaging  
18 x 30

Rs.  
**05**

**BOLBOlay**  
Tutti Frutti Wafers

Bulbulay  
Tutti Frutti Wafers  
Packaging  
18 x 30

Rs.  
**05**



Crispee Orange  
Packaging  
18 x 15

Rs.  
**10**



Crispee Strawberry  
Packaging  
18 x 15

Rs.  
**10**



ORANGE WAFERS  
**Veger**

Orange Wafers  
Leger  
Packaging  
18 x 30

Rs.  
**05**

**Love** Wafers  
**Rolls**

Love Rolls  
Wafers  
Packaging  
12 x 50

Rs.  
**05**



**Love  
Bite**  
Creamy  
Pillow Wafers

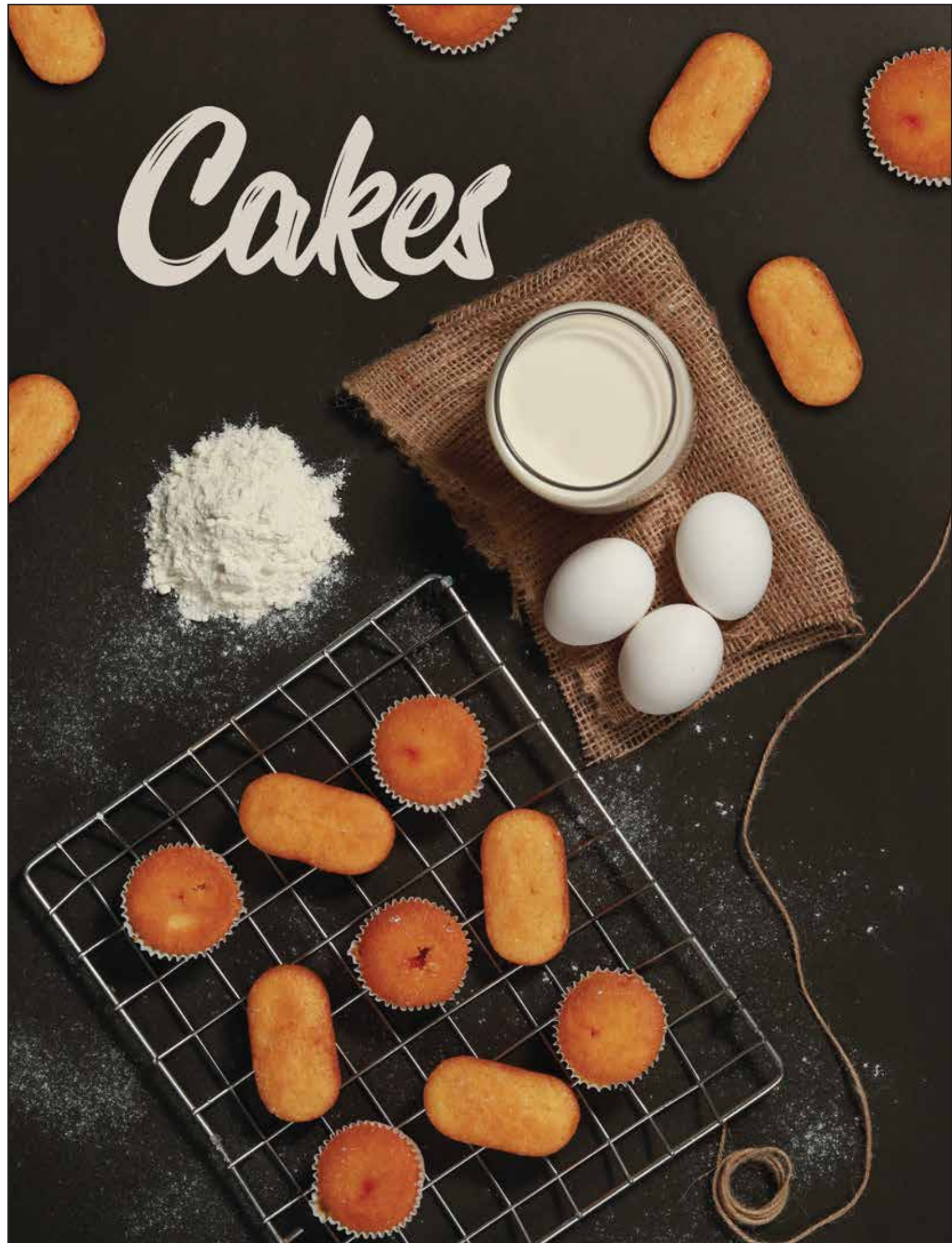
Love Bite  
Creamy Pillow Wafers  
Packaging  
24 x 30

Rs.  
**05**





# Cakes





**KUP CAKE**

CENTERFILLED

STRAWBERRY FLAVORED JAM

Kup Cake  
Strawberry  
Packaging  
18 x 15

Rs.  
**10**

**KUP CAKE**

CENTERFILLED

CHOCOLATE FLAVORED JAM

Kup Cake  
Chocolate Flavour  
Packaging  
18 x 15

Rs.  
**10**



**Swiss**

Cream Roll Cake

*Banana*

Swiss  
Cream Roll Cake  
Banana  
Packaging  
18 x 15  
18 x 8

Rs.  
**10**

Rs.  
**20**

**Swiss**

Cream Roll Cake

*Strawberry*

Swiss  
Cream Roll Cake  
Packaging  
18 x 15

Rs.  
**10**





**Swiss**  
Chocolate  
Flavour

Swiss  
Chocolate Flavour  
Packaging  
18 x 15

Rs.  
**10**

**CakeTime**  
Plain Cake Slices

Cake Time  
Plain Cake  
Slices  
Packaging  
18 x 15  
18 x 8

Rs.  
**10**

Rs.  
**20**



**CakeTime**  
Marble Cake Slices

Cake Time  
Marble Cake  
Slices  
Packaging  
18 x 15

Rs.  
**10**

**DONUT  
DELIGHT**

with almond topping

Donut Delight  
Packaging  
18 x 15

Rs.  
**10**



**Soft  
Cake**  
BANANA

Soft Cake Banana  
Packaging  
18 x 40

Rs.  
**05**

**Soft  
Cake**  
STRAWBERRY

Soft Cake  
Strawberry  
Packaging  
18 x 40

Rs.  
**05**



**Donut**  
coconut delight

Donut  
Coconut Delight  
Packaging  
18 x 15

Rs.  
**10**



Donut Cake  
Packaging  
18 x 15

Rs.  
**10**





# Softbite

CHOCOLATE & VANILLA  
DOUBLE FLAVORED CREAM LAYER CAKE

Softbite  
Chocolate & Vanilla  
Packaging  
18 x 30

Rs.  
**10**

# Softbite

STRAWBERRY & VANILLA  
DOUBLE FLAVORED CREAM LAYER CAKE

Softbite  
Strawberry & Vanilla  
Packaging  
18 x 30

Rs.  
**10**



# CupCake

Strawberry

Cupcake Strawberry  
Packaging  
18 x 30  
18 x 15

Rs.  
**05**

Rs.  
**10**





# Snacks





مہاراجہ  
سپیشل

Maharaja  
Daal Muth  
Packaging  
36 x 12

Rs.  
05

مُرع  
دال موٹھ

Murgh  
Daal Muth  
Packaging  
36 x 12

Rs.  
05



BEST!  
Nimko  
MORE CRISPY  
MORE TASTY

Best  
Nimko  
Packaging  
18 x 20

Rs.  
10

اصلی  
نیمکو

Asli Mix  
Nimko  
Packaging  
18 x 20

Rs.  
10



مُرغ

Murgh Nimko  
Packaging  
18 x 24

Rs.  
05

Nimoo  
PARAY

Nimoo Paray  
Packaging  
18 x 40

Rs.  
05



Kababish  
Khasta Paray  
Packaging  
18 x 40

Rs.  
05

Chicken  
PARAY

Chicken  
Paray  
Packaging  
18 x 40

Rs.  
05







Tandoori Chicken  
Nimkoz Nimko Mix  
Packaging  
18 x 20

Rs.  
**10**



Crunch  
Nimko Mix  
Packaging  
18 x 40  
18 x 15

Rs.  
**05**

Rs.  
**10**



Karachi Tandoori  
Tikka Nimko  
Packaging  
18 x 40

Rs.  
**05**



*Achari Mix Nimko*

Karachi  
Achari Mix Nimko  
Packaging  
18 x 40

Rs.  
**05**



# Chocolates





**milkit**

Milkita White  
Chocolate  
Packaging  
18 x 100

Rs.  
**02**

**Chocolate**  
Liquid Chocolate

Chocolate  
Liquid  
Chocolate  
Packaging  
24 x 75

Rs.  
**02**



**Koko  
MASTI**

Koko Masti  
Chocolate Cream  
Packaging  
24 x 15

Rs.  
**10**

A Perfect Blend of  
Chocolate Cream

**Koko  
MASTI**

Koko Masti  
Strawberry Cream  
Packaging  
24 x 15

Rs.  
**10**

A Perfect Blend of  
Strawberry Cream





Mini Boll  
Chocolate  
Packaging  
24 x 75

Rs.  
05

**Chiklik**  
LIQUID  
CHOCOLATE

Chiklik Liquid  
Chocolate  
Packaging  
24 x 75

Rs.  
02



Footballs Choco  
Delicious Milk  
Packaging  
24 x 150

Rs.  
02

**SMART EGG**  
Chocolate



Smart Egg  
Chocolate  
Packaging  
24 x 30

Rs.  
05







Dip Sip  
Chocolate  
Packaging  
12 x 60

Rs.  
**10**



**Conito**  
**Chocolate Cone**  
*with Peanut Chunks*

Conito  
Chocolate Cone  
Packaging  
12 x 30

Rs.  
**10**



# Fishu

Fishu Choco Snack  
Biscuit Sticks With  
Chocolate Dip  
Packaging  
18 x 30

Rs.  
**05**

# Lush

Lush Chocolate  
Paste  
Packaging  
24 x 30

Rs.  
**05**

CHOCOLATE PASTE



# Mini CONE STRAWBERRY ARTIFICIALLY FLAVOURED

Mini Cone  
Strawberry  
Artificially Flavoured  
Packaging  
12 x 50

Rs.  
**05**





# Lollipops





Pip Pop  
4 Flavours  
Lollipop  
Packaging  
12 x 100

Rs.  
03

LOVE  
POP

FRUITY FLAVORED  
LOLLIPOP

Love Pop  
Fruity Flavours  
Lollipop  
Packaging  
18 x 30

Rs.  
05



jugnu

Jugnu Lollipop  
With Whistle  
& Light  
Packaging  
18 x 24

Rs.  
10



Strawberry Pop  
Fruity Flavoured  
Lollipop  
Packaging  
18 x 30

Rs.  
05







Special khopraa  
Pop Richness of Coconut  
Packaging  
18 x 30

Rs.  
**05**



Rainbow Gum  
Filled Lollipop  
Packaging  
12 x 48

Rs.  
**05**



Teddy pop  
Packaging  
18 x 30

Rs.  
**05**





# Bubbles





Liquid Center Filled  
**Fresh in**  
Mango

Fresh in Mango  
Liquid Center Filled  
Packaging  
24 x 150

Re.  
**01**

Liquid Center Filled  
**Fresh in**  
Spearmint

Fresh in Spearmint  
Liquid Center Filled  
Packaging  
24 x 150

Re.  
**01**



**Boomz**  
With Liquid Center Filled  
Mango

Boomz Mango  
Bubble Flavour  
Packaging  
24 x 50

Rs.  
**02**

**Boomz**  
ORANGE

Boomz Bubble  
Orange Flavour  
Packaging  
24 x 50

Rs.  
**02**



**Boomz**  
Elaichi  
Flavour

Boomz Bubble  
Elaichi Flavour  
Packaging  
24 x 50

Rs.  
**02**

Paan Flavour  
Liquid Centerfilled Bubble Gum  
**Boomz**

Boomz Bubble  
Paan Flavour  
Liquid Centerfilled  
Gum  
Packaging  
24 x 50

Rs.  
**02**



**Boomz**  
With Liquid Centerfilled  
Banana

Boomz Banana  
Liquid Centerfilled  
Packaging  
24 x 50

Rs.  
**02**

**Boomz**  
With Liquid Centerfilled  
Mango

Boomz Mango  
With Liquid  
Centerfilled  
Packaging  
24 x 50

Rs.  
**02**





# Jellies





# FRUTOS

Frutos  
Fruit Jelly  
Packaging  
12 x 40

Rs.  
05

# FRUIT JELLY

Fruit Jelly  
Packaging  
12 x 40

Rs.  
05



A to Z Mixfruit  
Jelly  
Packaging  
18 x 24

Rs.  
05

Khatti meethi  
**imlee**  
n Chilli

Khatti Meethi  
Imlee N Chilli  
Packaging  
18 x 24

Rs.  
05







Max Jelly  
Mango  
Packaging  
24 x 75

Rs.  
**02**



Max Jelly  
Strawberry  
Packaging  
24 x 75

Rs.  
**02**



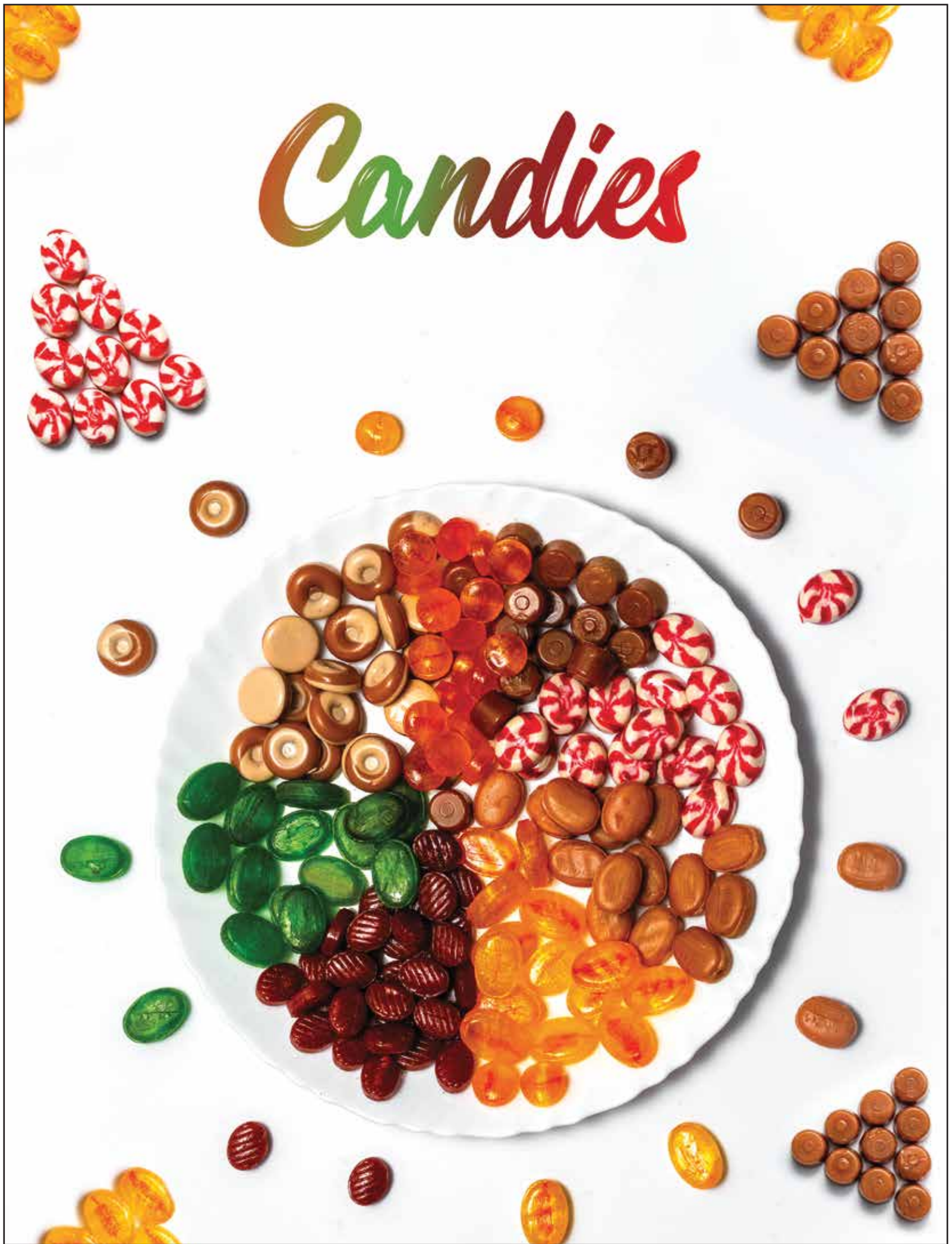
**TOYS**

Toy Fruit Jellies  
Exciting Shapes &  
Flavours  
Packaging  
12 x 40

Rs.  
**05**



# Candies





**AMROOD  
MAZA**

Amrood Maza  
Candies  
Packaging  
24 x 150

Re.

**01**



Butter Scotch  
Energy Candies  
Packaging  
24 x 150

Re.

**01**



**Chill  
Hill**

Chill hill Candy  
Packaging  
24 x 150

Re.

**01**



**COW MILK**  
MILK SOFT CANDY

Cow Milk  
Milk Soft Candy  
Packaging  
24 x 150

Re.

**01**



**energy**

Energy Milk  
Candies  
Packaging  
24 x 150

Re.  
**01**

**Fantila**

Fantila  
Orange Candies  
Packaging  
24 x 150

Re.  
**01**



*Milk in Rich*  
Butter Candy

Milk in Rich  
Butter Candy  
Packaging  
24 x 150

Re.  
**01**

**Pan Maza**  
Candy

Pan Maza  
Candy  
Packaging  
24 x 150

Re.  
**01**







Mixery Candy  
Strawberry & Creamy  
Packaging  
24 x 150

Re.  
01



7. Soda  
Centerfilled Candy  
Packaging  
24 x 150

Re.  
01



Rose Bunch  
Sweet Candy  
Packaging  
24 x 150

Re.  
01



Vita White  
Milk Rich Candy  
Packaging  
24 x 150

Re.  
01





Butter Plus  
Original Butter  
Candy  
Packaging  
24 x 150



Fruitmela  
Blackcurrent  
Chew  
Packaging  
24 x 150



Good Candy  
Anar  
Packaging  
24 x 150



Litchi Sweet  
Centerfilled Candy  
Packaging  
24 x 150





**FRUITMELA**  
Orange

Fruitmela  
Orange Chew  
Packaging  
24 x 150

Re.  
**01**



Fine -ever  
Chocolate Filled Candy  
Packaging  
24 x 150

Re.  
**01**



**HOFIT**  
Drops

Hofit Drops  
Crystal Candy  
Packaging  
24 x 150

Re.  
**01**

Special  
**Khopraa**  
Candy

Special Khopraa  
Candy  
Packaging  
24 x 150

Re.  
**01**





Mango  
**Splash**

Mango Splash  
Filled Candy  
Packaging  
24 x 150

Re.  
**01**

**Mixfru**  
Candy

Mixfru  
Candy  
Packaging  
24 x 150

Re.  
**01**



**MAKHNI**  
Butter Candy

Makhni  
Butter Candy  
Packaging  
24 x 50

Rs.  
**02**

**MANGO**  
**Chonsa**  
CENTERFILLED CANDY  
Taste of Mango Flavor!

Mango Chonsa  
Centerfilled  
Candy  
Packaging  
24 x 50

Rs.  
**02**







Milk Bon Bon  
Centerfilled Candy  
Packaging  
24 x 50

Rs.  
**02**



Spinner  
Candy  
Packaging  
24 x 50

Rs.  
**02**



Swadi Candy  
Packaging  
24 x 50

Rs.  
**02**



Fine-Ever  
Chocolate Filled Candy  
Packaging  
24 x 50

Rs.  
**02**



# Frudy

Frudy Candy  
Jar  
Packaging  
6 x 500

Re.  
**01**

# Swadi

Mango Flavoured candy with sour twist!

Swadi Mango  
Flavoured Candy  
Packaging  
12 x 150

Rs.  
**02**



**MILK  
BON BON**  
Centerfilled Candy

Milk Bon Bon  
Centerfilled Candy  
Packaging  
12 x 150

Rs.  
**02**





# Toffees





Kulfa Toffee  
Packaging  
24 x 75

Rs.  
**02**



Eclairs  
Chocolate Filled  
Packaging  
24 x 75

Rs.  
**02**



**Eclairs**  
POUCH

Eclairs Premum  
Belgian Chocolate  
Inside  
Packaging  
20 x 50

Rs.  
**03**

**Eclairs**  
JAR

Eclairs Premum  
Belgian Chocolate  
Inside  
Packaging  
18 x 75

Rs.  
**03**





# ECLAIRS

Chocolate Toffee XL

Eclairs XL  
Chocolate  
Toffee  
Packaging  
12 x 50

Rs.  
**05**



Toofu  
Milk Toffee  
Packaging  
24 x 60

Rs.  
**03**



# Makhan Badami

Makhan Badami  
Toffee  
Packaging  
24 x 30

Rs.  
**05**



A top-down view of various chocolate items on a light grey surface. In the upper center, a light-colored wooden tray with a natural edge holds ten round chocolate medallions, each with a star-like pattern. To the right of the tray is a small, dark, round container. Below the tray are three rectangular chocolate bars, each with a grid pattern. Scattered around these items are numerous small, round, colorful candies in shades of red, yellow, green, blue, and orange. On the left side, there are several pieces of chocolate wrapped in gold and brown foil with star patterns. The word "Chocolates" is written in a large, stylized, brown cursive font with a white outline, positioned in the lower center of the image.

Chocolates



# Deluxe

Superb Coconut Chocolate  
A Perfect Blend of Coconut and Chocolate

Deluxe  
Superb Coconut  
Packaging  
36 x 12

Rs.  
05



# Deluxe

Superb Peanut Chocolate  
A Perfect Blend of Peanut and Chocolate

Deluxe Chocolate  
Peanut  
Packaging  
36 x 12

Rs.  
05



# Choco Nut

Milk Chocolate  
with Peanut

Choco Nut  
Milk Chocolate  
Packaging  
18 x 30

Rs.  
05



*Lush*  
HEARTS

Lush Heart  
Chocolate  
Packaging  
18 x 30

Rs.  
05



**COINS**

Coins Chocolate  
Coins  
Packaging  
24 x 50

Rs.  
05



*Lush*  
**Star**  
Chocolate  
with Hazelnut

Lush Star  
Chocolate with Hazelnut  
Packaging  
24 x 30

Rs.  
05



*Lush*  
Premium  
Chocolate  
BAR

Lush Premium  
Chocolate Bar  
Packaging  
18 x 15

Rs.  
20





# CHUNKIN

Chunkin Chocolate  
Coated Sandwich  
Packaging  
18 x 20

Rs.  
10

# MOODS

Chocolate

MOODS Chocolate  
Packaging  
12 x 30

Rs.  
10



# METRO

Metro Wafer Chocolate  
Packaging  
18 x 20

Rs.  
10





ChocoZ  
Chocolate Beans  
Packaging  
24x 15

Rs.  
**10**

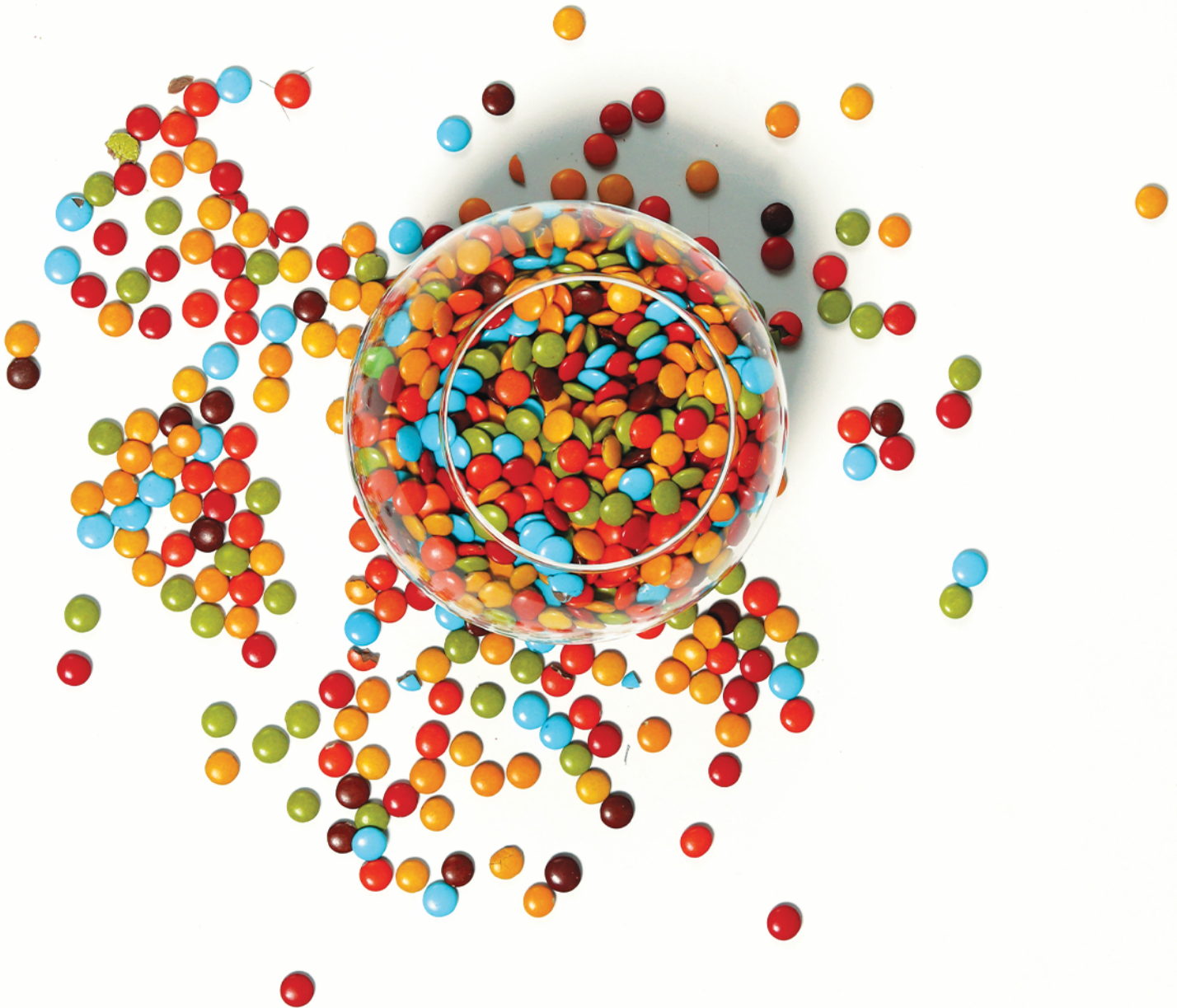


Choco Beans  
Packaging  
24x 15

Rs.  
**10**







**S.M. FOOD MAKERS LIMITED.**  
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