

PRESS RELEASE

FREGY'S at SIAL Paris 2026: One Premium Brand. 14 Cuts.

Egyptian frozen potato brand showcases its versatile product portfolio and global supply capabilities at Hall 5A, Booth E144.

PARIS, France | 17–21 October 2026 — FREGY'S, a premium frozen potato brand under Fort Capital Group, Egypt, will present its diverse frozen potato portfolio at SIAL Paris 2026, inviting importers, distributors, retailers, private-label buyers and foodservice professionals to explore new sourcing and partnership opportunities.

One Premium Brand. 14 Cuts.

Designed to serve the diverse requirements of international food markets, FREGY'S brings together a versatile range of frozen potato products for HoReCa, supermarkets, hypermarkets, private-label programmes and foodservice operators.

The portfolio spans classic cuts, thin cuts, crinkle-cut fries, steakhouse cuts, potato wedges and five distinctive hash brown shapes, offering buyers a broad selection through one premium brand.

From East Oweinat to Global Markets

Processed at East Oweinat, Egypt, FREGY'S products are supported by a traceability approach spanning certified seed to frozen bag. The company is shipping to customers across six world regions, reflecting its international market reach and ambition to develop lasting partnerships with buyers worldwide.

Operating under Fort Capital Group, FREGY'S combines an extensive product portfolio with opportunities for both branded supply and private-label partnerships. Its participation at SIAL Paris offers a platform to connect with prospective partners, discuss product specifications and explore solutions tailored to different markets and commercial requirements.

Meet FREGY'S at SIAL Paris 2026

FREGY'S welcomes importers, distributors, supermarket and hypermarket buyers, HoReCa professionals and private-label partners to meet its team and discuss potential business opportunities.

Exhibition: SIAL Paris 2026

Dates: 17–21 October 2026

Hall: 5A

Booth: E144

Location: Paris Nord Villepinte, France

Book your meeting with FREGY'S at www.fregysatsial.com and discover the possibilities for your market.