



PRODUCT Catalogue 2023

HOME OF GREAT BRANDS





introduction



Since its beginning in 1958, Trufoods is the region's leading food company, manufacturing and marketing "in the kitchen" and "on the table" products.

Over the years, our attention to providing our consumers with great tasting, convenient, healthy food products still remains at the very core of our business. Our recipe is simple. We only use the finest ingredients and recipes that are full of flavor making your food experience extra special.

Home is where "true" food is. At least, that's our belief at Trufoods! We're passionate about serving up good food, and we know you are too. At Trufoods we understand the power of food to connect people, unite cultures and enrich daily life.

Families have been welcoming Trufoods and its products into their homes for more than 50 years.
And so we proudly welcome you to ours.
Come on in and discover just what we're made of!

Trufoods

ISO 22000
CERTIFIED
COMPANY

Trufoods is home of the **Zesta, Kenyon, Choco Cocoa Primo, Sunfresh** and our recently added range of **Golden biscuits and Gilda**.

All our products originate from carefully hand-picked, fresh produce and are processed under the strictest quality control and quality assurance specifications to ensure consumer satisfaction.

We distribute our products throughout Kenya and also export them to a number of African and Overseas markets.

Innovation is at the heart of everything that we do. This means that we are always adapting and engaging in research to uphold our reputation as a market leader.



Brands under Trufoods

LIFE'S VARIETY



ZESTA PREMIUM TIN JAMS VARIANTS

zesta

PREMIUM JAMS

Zesta Premium Jams are a household name and continues to be an icon of quality and consistency in every kitchen.



RED PLUM
TUBS
Available in:
20g, 50g



MIXED FRUIT
TUBS
Available in:
20g, 50g



STRAWBERRY
TUBS
Available in:
20g, 50g



ORANGE
MARMALADE
TUBS
Available in:
20g, 50g



RED PLUM
PREMIUM JAM
Available in:
300g(Tin)



MIXED FRUIT
PREMIUM JAM
Available in:
20g, 50g(Tub)
300g(Tin)



STRAWBERRY
PREMIUM JAM
Available in:
300g(Tin)



ORANGE
MARMALADE
PREMIUM
JAM
Available in:
300g(Tin)



RED PLUM
PREMIUM JAM
Available in:
500g,1Kg



MIXED FRUIT
PREMIUM JAM
Available in:
500g,1Kg



STRAWBERRY
PREMIUM JAM
Available in:
500g,1Kg



ORANGE
MARMALADE
PREMIUM
JAM
Available in:
500g,1Kg



RED PLUM
PREMIUM
JAM
Available in:
3kg



STRAWBERRY
PREMIUM
JAM
Available in:
3kg



ORANGE
MARMALADE
PREMIUM
JAM
Available in:
3kg





PREMIUM JAMS

ZESTA PREMIUM PET JAMS VARIANTS

Zesta Premium Jams are a household name and continues to be an icon of quality and consistency in every kitchen.



RED PLUM PET JAM

Available in:
100g, 200g, 450g,
900g



MIXED FRUIT PET JAM

Available in:
100g, 200g, 450g,
900g



STRAWBERRY PET JAM

Available in:
100g, 200g, 450g,
900g



ORANGE MARMALADE PET JAM

Available in:
100g, 200g, 450g,
900g

zesta

**NO SUGAR
ADDED**



ZESTA
NO SUGAR ADDED
RED PLUM JAM
Available in:
400g



ZESTA
NO SUGAR ADDED
MIXED FRUIT JAM
Available in:
400g



ZESTA
NO SUGAR ADDED
STRAWBERRY JAM
Available in:
400g



ZESTA
NO SUGAR ADDED
ORANGE MARMALADE JAM
Available in:
400g

- ✓ **High in Nutrition & Fibre**
- ✓ **Lower Calories**
- ✓ **Suitable for Diabetic**

zesta

EXOTIC JAMS



Zesta
Exotic Jams
are a household
name and continues
to be an icon of quality
and consistency in
every kitchen.



ZESTA
GOOSE BERRY
EXOTIC JAM

Available in:
330g (Glass)



ZESTA
VERY BERRY
EXOTIC JAM

Available in:
330g (Glass)



ZESTA
RASPBERRY
EXOTIC JAM

Available in:
330g (Glass)

Kenylon

Fruit Jam

Kenylon Jams
spread it on
and get the
pickle in
life

KENYLON JAM VARIANTS



KENYLON
RED PLUM JAM

Available in:
250g



KENYLON
MIXED FRUIT JAM

Available in:
250g



KENYLON
STRAWBERRY JAM

Available in:
250g



KENYLON
ORANGE MARMALADE

Available in:
250g



KENYLON
RED PLUM JAM

Available in:
500g



KENYLON
MIXED FRUIT JAM

Available in:
500g



KENYLON
STRAWBERRY JAM

Available in:
500g



KENYLON
ORANGE MARMALADE

Available in:
500g





PEANUT BUTTER

Stabilized

cholesterol
FREE



ZESTA PEANUT BUTTER VARIANTS



ZESTA
PEANUT
SMOOTH

Available in:
125, 250g



ZESTA
PEANUT
CRUNCHY

Available in:
125g, 250g



ZESTA
PEANUT
SMOOTH

Available in:
400g



ZESTA
PEANUT
CRUNCHY

Available in:
400g



ZESTA
PEANUT
SMOOTH

Available in:
800g



ZESTA
PEANUT
CRUNCHY

Available in:
800g



ZESTA HONEY VARIANTS

zesta

Natural
honey



ZESTA
HONEY

Available in:
20g (Tub)



ZESTA
HONEY

Available in:
500g
(Jar)



ZESTA
HONEY

Available in:
500g
(Squeeze)

zesta

It's Bestā!

Thicker, Richer, Tastier!



Zesta Premium Sauces are a household name and continues to be an icon of quality and consistency in every kitchen.



ZESTA SAUCES VARIANTS

**ZESTA
TOMATO
SAUCE**



Available in:
20g (Sachet)
250g, 400g,
700g, 1Kg, 5Kg



**ZESTA
CHILLI
SAUCE**

Available in:
15g (Sachet)
240g, 375g,
5Kg



**ZESTA
HOT & SWEET
SAUCE**

Available in:
250g, 420g,
720g



**ZESTA
HOT & SWEET
CHILLI SAUCE**



Available in:
400g



**ZESTA
CHOMA
SAUCE**

Available in:
400g



**ZESTA
TOMATO
GARLIC SAUCE**

Available in:
400g



**ZESTA
CHILLI
GARLIC SAUCE**

Available in:
375g



**ZESTA
TAMARIND
CHILLI SAUCE**

Available in:
400g



zesta

ZESTA TOMATO KETCHUP VARIANTS

Tomato Ketchup

Zesta Tomato Ketchup is Enriched with Vitamin E to give you that famous taste since 1958



**ZESTA
TOMATO
KETCHUP**

Available in:
400g
(Squeeze)



**ZESTA
TOMATO
KETCHUP**

Available in:
700g
(Squeeze)



**ZESTA
TOMATO
KETCHUP**

Available in:
5Kg (Jerican)



**ZESTA
HOT
KETCHUP**

Available in:
400g



**ZESTA
TOMATO
KETCHUP**

Available in:
350g (Glass
Bottle)



zesta

ZESTA MAYONNAISE

Available in:
340g (Squeeze)
340g (Glass)



Low in fat
high in taste!!!

Mayonnaise



Sunfresh

Sunfresh &
Chilli Sauces
is a tasty sauce,
adding true flavor
to any meal!



SUNFRESH SAUCES VARIANTS



SUNFRESH
SAUCE
Available in:
250g



SUNFRESH
SAUCE
Available in:
400g



SUNFRESH
SAUCE
Available in:
700g



SUNFRESH
SAUCE
Available in:
1Kg



SUNFRESH
SAUCE
Available in:
2Kg



SUNFRESH
SAUCE
Available in:
5Kg



SUNFRESH
CHILLI SAUCE
Available in:
145g, 260g



SUNFRESH
CHILLI SAUCE
Available in:
5Kg



zesta

Fruit Chutney



Adding spice
to all your
meals and
recipe

ZESTA CHUTNEY



ZESTA
FRUIT CHUTNEY
Available in:
450g



ZESTA
MANGO CHUTNEY
Available in:
450g



ZESTA
FRUITY & SPICY
SAUCE

Available in:
400g





Adding
a Sparkle to
your Meals!!!

Zesta Vinegars
white or brown, are
perfect for diverse
kitchen and
home use.



ZESTA WHITE AND BROWN VINEGAR VARIANTS



ZESTA
WHITE
VINEGAR

Available in:
300ml



ZESTA
WHITE
VINEGAR

Available in:
700ml



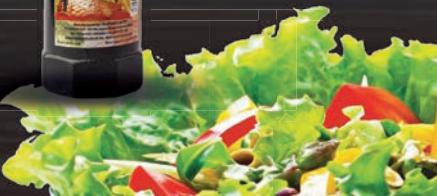
ZESTA
WHITE
VINEGAR

Available in:
5ltrs



ZESTA
BROWN
VINEGAR

Available in:
700ml





zesta

Soy Sauce

Soy Sauce
is perfect for
diverse
kitchen and
home use.



ZESTA
SOY SAUCE

Available in:
700ml





zesta

*Vanilla
Essence!!*

ZESTA
VANILLA
ESSENCE

Available in:
500ml



zesta

ZESTA SUGARS VARIANTS



*Baking
the Ultimate
difference*



**ICING
SUGAR**

Available in:
500g (Bag)
(Fondant Icing)



**ICING
SUGAR**

Available in:
500g (Pkt)
(Fondant Icing)



**CASTER
SUGAR**

Available in:
500g(Bag)



**ICING
SUGAR**

Available in:
5Kg (Bag)
10Kg (Bag)
(Royal Icing)



**CASTER
SUGAR**

Available in:
15kg(Bag)



**ICING
SUGAR**

Available in:
15Kg(Bag)
(Fondant Icing)

Icing sugar





zesta

ZESTA RANGE OF POWDERS

Zesta Powders
are perfect for
diverse kitchen and
home use.



CORN FLOUR

Available in:
400g (Pkt)



CUSTARD POWDER

Available in:
250g, 500g(Jar)
12Kg (Bag)



MANDAZI BORA

Available in:
100g (Pkt)



BAKING POWDER

Available in:
250g, 500g (Jar)
4Kg (Bag)



BI-CARBONATE OF SODA

Available in:
100g (Can)
100g (Pkt)

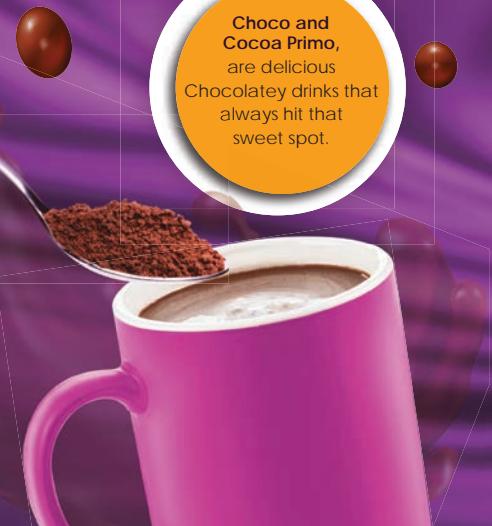


CHOCO PRIMO

COCOA PRIMO

Rich Drinking Chocolate!

Choco and Cocoa Primo, are delicious Chocolatey drinks that always hit that sweet spot.



CHOCO PRIMO / COCOA PRIMO VARIANTS



CHOCO PRIMO
Available in:
10g (Sachet)



CHOCO PRIMO
Available in:
20g (Sachet)



CHOCO PRIMO
Available in:
100g (Sachet)



CHOCO PRIMO
Available in:
100g



CHOCO PRIMO
Available in:
200g



CHOCO PRIMO
Available in:
400g



COCOA PRIMO
Available in:
20g (Sachet)



COCOA PRIMO
Available in:
100g



COCOA PRIMO
Available in:
200g

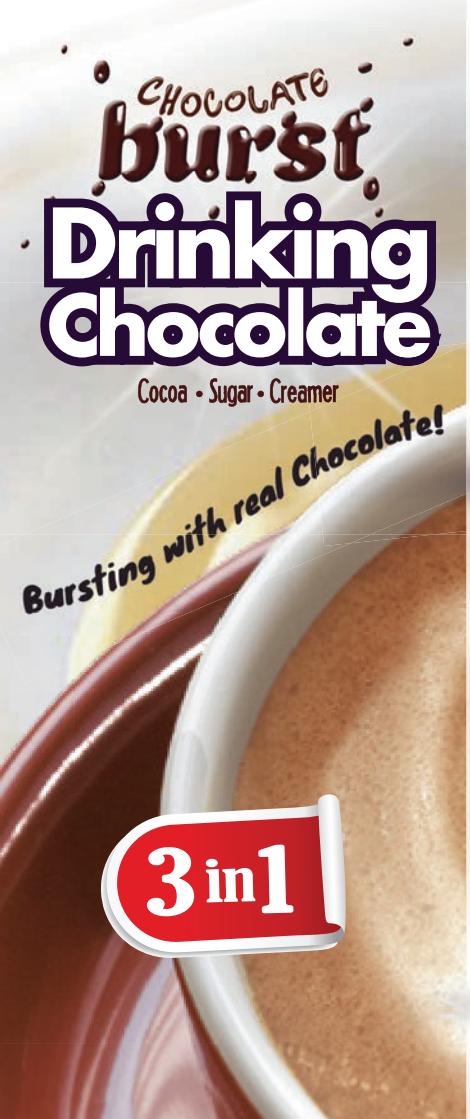


COCOA PRIMO
Available in:
400g



COCOA PRIMO
Available in:
3Kg (Bag)





CHOCOLATE *burst* Drinking Chocolate

Cocoa • Sugar • Creamer

Bursting with real Chocolate!

3 in 1

CHOCOLATE BURST DRINKING CHOCOLATE



CHOCOLATE
BURST

Available in:
20g (Sachet)



CHOCOLATE
BURST

Available in:
125g



CHOCOLATE
BURST
Available in:
225g

CHOCOLATE
burst
Drinking
Chocolate

Cocoa • Sugar • Creamer

Kenylon

Tomato Paste

Kenylon Tomato Paste due to its high quality true tomato flavour, is a must have in the kitchen required for a variety of cooking recipes.

KENYLON TOMATO PASTE VARIANTS



TOMATO
PASTE
Available in:
100g



TOMATO
PASTE
Available in:
275g, 450g



TOMATO
PASTE
Available in:
900g



TOMATO
PASTE
Available in:
2.2Kg



TOMATO
PASTE
Available in:
3.3Kg



gilda®

TOMATO Puree & Paste

Gilda Products due to its high quality true tomato flavour, is a must have in the kitchen required for a variety of cooking recipes.



GILDA
TOMATO
PUREE

Available in:
25pcs X 4 Boxes X 50g



GILDA
TOMATO
PASTE

Available in:
400g Tin



Kenylon

Processed Veggies

Kenylon
Canned Vegetables
contains all important
nutrients that contribute
to a healthy
diet.



KENYLON PROCESSED VEGGIES VARIANTS



KENYLON
BAKED BEANS
IN TOMATO
SAUCE
Available in:
300g, 420g.



KENYLON
CORN OFF
THE COB
Available in:
400g



KENYLON
GITHERI
Available in:
420g



KENYLON
CRUSHED
TOMATOES
Available in:
420g



KENYLON
PEELED
WHOLE
TOMATOES
Available in:
420g



KENYLON
PROCESSED
PEAS
Available in:
420g



KENYLON
BUTTER
BEANS
Available in:
420g



KENYLON
CHICK
PEAS
Available in:
420g



KENYLON
GARDEN
PEAS
Available in:
420g



KENYLON
BAKED BEANS
IN TOMATO
SAUCE
Available in:
2.9kg





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www.trufoods.biz

Zesta Sauces

@SaucesZesta

zestasauces

Choco Primo

choco primo

@choco.primo

Zesta Jams

@JamsZesta

zestajams