



We bring **European Quality** to the **Middle East**



AliceGoods is a UAE based company with supply chain solutions for convenience stores, mass merchants, Distributors, Hypermarkets and Chain Restaurants throughout the Middle East. The company distributes to customers across the country and re-exports to the neighbouring countries.

For more than 10 years, our professional Team has the experience in connecting European and GCC companies. Our deep market knowledge has grown into AliceGoods and enabled us to offer products of the highest quality, even under own labels, if requested. Our broad network of contacts gives us the advantage to understand the market needs and expectations.

Vision

We aim to be the first choice for Middle Eastern Companies looking for quality European products.

To be recognized as a reliable partner in the whole GCC Region with our expanding products range is one of our ambitions. By building strong relationships, AliceGoods objective is to become an important link in trade between Europe and the GCC countries.

Mission

We bring European quality into the Middle East.

With our broad market knowledge, we can provide exactly what our customers are looking for with a guaranteed professional and reliable approach.




AliceGoods



Why AliceGoods? Simply because you deserve European Quality

Top choice for distributors

AliceGoods products are mostly dedicated to the food service industry, the wholesale market as well as the retail market.

BelClass & Easty

Our two AliceGoods brands make your choice wider with an offer customised to your needs.



Western Europe



Eastern Europe

Our Products:

Fries, Vegetables, Frozen Fruits and Vegetables, Dairy Products, Beverages, Sauces, Confectionery, Etc.

Our Values





Alice Goods Trading FZE

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