

NRTC Accelerates Integration of Taaza to Build Scaled Fresh Food Platform in UAE

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NRTC, a core subsidiary of Ghitha Holding PJSC and part of International Holding Company, has announced major progress in integrating Taaza Healthy Food Industries LLC into its growing portfolio.

Amid rising demand for resilient, locally sourced, and value-added food solutions, NRTC is reinforcing its commitment to the UAE market by leveraging its infrastructure, sourcing capabilities, and distribution network to drive Taaza's next phase of growth. The strategy aims to transform Taaza into a nationally scaled fresh food platform that supports local producers and strengthens the country's food ecosystem.

Since its acquisition, Taaza has continued to operate as a specialised early-stage processing platform, currently producing around 5,000 litres of fresh juices and 4 tonnes of fresh-cut fruits and vegetables each month. The company offers over 100 SKUs and serves approximately 90 B2B customers across retail, HORECA, and institutional segments.

With NRTC's integration roadmap now underway, the business is set for rapid expansion in both capacity and margins, supported by access to established sourcing channels, cold chain logistics, and a nationwide distribution network.

As part of a phased investment and optimisation strategy, NRTC plans to significantly scale Taaza's production over the next five years. Output is projected to reach up to 250,000 litres of juice per month and as much as 100,000 kilograms of fresh-cut products monthly marking more than a fiftyfold increase in juice capacity and over a twenty-fivefold rise in fresh-cut production. This growth will be driven by facility upgrades, operational efficiencies, and the development of a new production site, positioning Taaza as a major player in the UAE's fresh food manufacturing sector.