



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.



ISO 22000
CERTIFIED
COMPANY

Trufoods is home of the Zesta, Kenylon, 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.

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!



Brands under Trufoods

LIFE'S VARIETY



ZESTA PREMIUM TIN JAMS VARIANTS

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





ZESTA PREMIUM PET JAMS VARIANTS

PREMIUM JAMS

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**



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



**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

zesta

EXOTIC JAMS



**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)**

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

KENYLON JAM VARIANTS

Kenylon

Fruit Jam

Kenylon Jams
spread it on
and get the
pickle in
life



**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



zesta

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

ZESTA HONEY VARIANTS

Natural
honey



ZESTA
HONEY

Available in:
20g (Tub)



ZESTA
HONEY

Available in:
500g
(Jar)



ZESTA
HONEY

Available in:
500g
(Squeeze)

zesta It's Besta!

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



**ZESTA
TOMATO
KETCHUP**

Available in:
400g
(Squeeze)



**ZESTA
TOMATO
KETCHUP**

Available in:
700g
(Squeeze)



**ZESTA TOMATO
KETCHUP**

Available in:
5Kg (Jericen)



**ZESTA
HOT
KETCHUP**

Available in:
400g



**ZESTA
TOMATO
KETCHUP**

Available in:
350g (Glass
Bottle)

Tomato Ketchup

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





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





ZESTA WHITE AND BROWN VINEGAR VARIANTS

*Adding
a Sparkle to
your Meals!!!*

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



**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 SUGARS VARIANTS



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)

*Baking
the Ultimate
difference*





ZESTA RANGE OF POWDERS



CORN FLOUR

Available in:
400g (Pkt)



CUSTARD POWDER

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



Zesta Powders
are perfect for
diverse kitchen and
home use.



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 VARIANTS

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.



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 VARIANTS

Processed Veggies

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



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



Life's Variety
TRUFOODS



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 Zesta Sauces

 @SaucesZesta

 zestasauces

 Choco Primo

 choco primo

 @choco.primo

 Zesta Jams

 @JamsZesta

 zestajams