



Business Profile



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About Us

Value Max Foods is a leading force in the food manufacturing industry, dedicated to bridging the gap between the farm and the family table. We specialize in the advanced processing, innovative packaging, and the transformation of raw agricultural outputs into high-quality finished products for both retail and industrial use.

Our diverse portfolio is built on a foundation of excellence and accessibility, featuring a carefully selected range of products. We are proud to offer a variety of Rice which includes aromatic **Basmati**, **Premium Thai White Rice**, nutritious **Parboiled Rice**, and our standard **White Rice**. Our expertise extends to producing fine **Mealie Meal** (both **Roller Meal and Super Refined**), wholesome **Sugar Beans**, **pure Salt**, and **premium Popcorn**.

At Value Max Foods, we ensure that every product that bears our name delivers an exceptional experience, combining superior taste and texture with unmatched affordability. We don't just process food products; we add value to every meal and enhance lives through quality nutrition.



Why Choose Us?

Choosing Value Max Foods means partnering with a manufacturer that understands the essential role of staple foods in daily life. This is what sets us apart:

- **Uncompromising Quality:** We utilize advanced processing technologies and rigorous quality control checks to ensure our products meet the highest standards of purity, taste, and safety.
- **Exceptional Value:** We are dedicated to operational efficiency and smart sourcing, allowing us to provide premium products at competitive, affordable prices without compromise.
- **Diverse Product Portfolio:** From everyday staples to specialty items, our wide range ensures we can meet the diverse needs of retailers, distributors, and industrial clients from a single, trusted source.
- **Expertise in Value Addition:** We go beyond basic processing. Our focus on advanced techniques enhances the nutritional value, shelf life, and convenience of our products, delivering greater benefits to our customers.
- **Reliability & Trust:** We have built our reputation on consistency. You can depend on us for on-time deliveries, consistent product quality, and a partnership you can trust.



Vision

To be the most trusted and innovative food manufacturing company in Zimbabwe.



Mission

To enhance food security and nutrition by transforming raw agricultural produce into high-value, finished products through advanced processing and packaging solutions.



Our Values

- **Quality:** Quality is the non-negotiable foundation of everything we do. From sourcing to packaging, we are relentless in our pursuit of excellence.
- **Integrity:** We conduct our business with honesty, transparency, and fairness, building lasting relationships with our farmers, partners, and employees.
- **Customer-Centricity:** Our customers are at the heart of our operations. We listen, adapt, and strive to exceed their expectations in every interaction.
- **Innovation:** We continuously seek and embrace advanced technologies and processes to improve our products, increase efficiency, and lead the market.

Our Products

Rice



Basmati



Thai White Rice



Premium White Rice



White Rice



Parboiled Rice

Our Products

Mealie Meal



Roller Meal



Super Refined



Sugar Beans



Salt



Popcorn

Our Founders

Warren Stead

Director: Chairman

Adrian Carbutt

Managing Director

Joe Badza

Director: Finance

Brendon Fisher

Director: Operations

Our Team

Tawanda Dapi

Chief Finance Officer

Nigel Bunting-Gray

Operations Manager

Marshall Muparamoto

Finance Manager



Contact Us

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