

SUMMER MOON

EXPORT CATALOGUE 2026 – 27

Smoked & Salted Fish Appetizers

Factory-direct from Alexandria, Egypt · Since 1989

مشهيات الأسماك المدخنة والمملحة – من المصنع مباشرة

Summer Moon brand · Private label · Chilled +4 °C · 12-month shelf life

ABOUT SUMMER MOON

Three decades of smoking, salting and curing fish

Summer Moon began in Limassol, Cyprus, in 1989 as a trading company specializing in seafood appetizers. In 1995 the founder, Dr. Hany El Menshawy, built our own smoking and salting plant in New Borg El Arab, Alexandria: a 5,000 m² multistory facility dedicated to ready-to-eat fish products.

We were among the first Egyptian producers in UNIDO's HACCP upgrading program, and in 2014 we founded the **Summer Moon Food Academy** with German development cooperation (GIZ) to train food-industry professionals in hygiene and safety.

30+
years in seafood appetizers

70+
products: herring, mullet, sardine, salmon, tuna, roe

7
export markets across North America and the Gulf

12 mo
minimum shelf life, chilled at +4 °C

QUALITY & APPROVALS

- HACCP
- ISO 22000
- US FDA-registered facility
- NFSA-approved exporter (Egypt)
- EU-approved establishment · smoked fish

We export to: USA · Qatar · United Arab Emirates · Kuwait · Canada · Oman · Bahrain





EXPORT BEST SELLERS

Most requested abroad

الأكثر طلبًا في التصدير

Our four best-selling products in the USA, most requested first. Each one is gutted, filleted or roe, which suits markets with strict import rules.



01

Smoked Herring, gutted

رنجة مدخنة بدون أمعاء

Whole smoked herring in a vacuum pack, gutted on request.



02

Fesikh (Salted Mullet), gutted

فسيخ بدون أمعاء

Traditional Egyptian salted mullet in a vacuum pack or glass jar, gutted on request.



03

Herring Fillets

فيليه رنجة – فاكيوم وبرطمان

Smoked herring fillets in vacuum packs and glass jars.



04

Herring Roe

بطارخ رنجة – برطمان زجاج

Herring roe in glass jars; also available thermoformed.

Pack designs shown may differ by market. Labels are prepared to meet each destination's requirements.



RANGE 01

Herring

الرنجة

Hot- and cold-smoked herring, whole and filleted, from classic Egyptian *renga* to ready-to-eat salads.



Smoked Herring

رنجة مدخنة

Vacuum · gutted on request



Smoked Herring Fillets

فيليه رنجة مدخنة

Thermoformed



Cold-Smoked Herring Fillets

فيليه رنجة مدخنة على البارد

Vacuum



Herring Fillets

فيليه رنجة

MAP tray · SoulFood



Herring Fillets with Lemon

فيليه رنجة بالليمون

Glass jar



Smoked Herring Salad

سلطة رنجة مدخنة

MAP tray · ready to eat



RANGE 02

Mullet & Fesikh

البوري والفسيخ

Egypt's iconic salted mullet, the centerpiece of Sham El-Nessim, prepared as gutted fish, fillets, slices and ready-to-serve rolls.



Salted Mullet (Fesikh)

فسيخ مملح

Glass jar · approx. 250 g



Salted Mullet Fillet

فيليه فسيخ

Glass jar · 200 g



Salted Mullet Slices

شرائح فسيخ

MAP tray · 200 g



Salted Mullet Fillet Roll

رول فيليه فسيخ

MAP tray · 250 g



Salted Mullet Fillet Tota

فيليه فسيخ توتا

MAP tray · 200 g



Mullet with Carrots

فسيخ بالجزر

Vacuum · approx. 250 g



RANGE 03

Sardine & Anchovies

السردين والأنشوجة

Salted, smoked and steamed sardine in trays, pouches, jars and tins, plus anchovies for the deli counter.



Headless & Gutted Salted Sardine

سردين مملح منزوع الرأس والأحشاء

MAP tray · 240 g



Smoked Sardine Fillets

فيليه سردين مدخن

MAP tray · 240 g



Sardine Fillet Roll with Olives

رول فيليه سردين بالزيتون

MAP tray · 240 g



Salted Sardine Fillet

فيليه سردين مملح

Pouch · approx. 250 g



Sardine Fillets

فيليه سردين

Thermoformed



Steamed Sardine Fillet

فيليه سردين مطهو على البخار

Tin · chilled



Sardine with Carrots

سردين بالجزر

Glass jar · approx. 250 g



Sardine with Carrots

سردين بالجزر

Vacuum



Anchovies

أنشوجة

Glass jar · 140 g



RANGE 04

Salmon, Tuna & Stuffed Olives

السالمون والتونة والزيتون المحشي

Smoked salmon and tuna, plus our signature green olives filled with fish: ready-to-eat deli items for retail and foodservice.



Smoked Salmon Fillets

فيليه سالمون مدخن

100 g – 200 g



Green Olives Filled with Smoked Salmon

زيتون أخضر محشي بالسالمون المدخن

MAP tray · 240 g



Green Olives Filled with Tuna

زيتون أخضر محشي بالتونة

MAP tray · 240 g



Smoked Tuna Slices

شرائح تونة مدخنة

MAP tray · 200 g



Smoked Tuna Salad

سلطة تونة مدخنة

MAP tray · 200 g



Yellowfin Tuna Chunks

قطع تونة يلوفين

Glass jar · 130 g · 3 recipes



RANGE 05

Roe & Bottarga

البطارخ

Mullet roe (bottarga) and herring roe, cured the traditional way: whole, grated or wax-sealed for gourmet retail and chefs.



Mullet Roe (Bottarga)

بطارخ بوري

Thermoformed · 120 g



Waxed Mullet Roe

بطارخ بوري مشمعة

Wax-sealed · 140 g



Grated Mullet Roe

بطارخ بوري مبشورة

Glass jar · 120 g



Herring Roe

بطارخ رنجة

Glass jar or thermoformed · 250 g



Smoked Herring Roe

بطارخ رنجة مدخنة

MAP tray · 240 g



Dutch Herring Roe

بطارخ رنجة هولندي

Vacuum · 250 g

YOUR BRAND, OUR PRODUCTION

Private label & packaging

Sell Summer Moon under our brand, or let us produce for you under yours. We manufacture to your specification, pack in your artwork and label for your market, with the same recipes, hygiene standards and cold chain as our own brand.

1
Choose products
Select from 70+ recipes, or brief us on a new one.

2
Pick the pack
MAP tray, vacuum, thermoformed, jar or tin, in your sizes.

3
Your artwork
We check every label against destination rules before printing.

4
Produce & ship
Chilled production and dispatch at +4 °C.



MAP tray
"SoulFood" ready-to-eat line



Thermoformed
With absorbent pad for longer freshness



Vacuum
Whole fish, fillets and roe



Glass jar
Fillets, roe, tuna and anchovies



Tin
Steamed sardine fillets

Storage: all products are chilled. Keep at +4 °C through the whole supply chain; none are shelf-stable.

Food safety: HACCP and ISO 22000 systems; US FDA-registered facility; NFSA-approved exporter.

Shelf life: minimum 12 months at +4 °C from production.

Labels: English and Arabic as standard; other languages for private label on request.

WORKING WITH US

From inquiry to dispatch

STEP 1
Inquiry
Tell us the products, packs and quantities you need.

STEP 2
Proforma
Prices, delivery point, production and dispatch dates.

STEP 3
50% deposit
Production starts on receipt of the deposit.

STEP 4
Inspection
You or your inspector may check the goods at our factory.

STEP 5
Balance & dispatch
Remaining 50% before the goods leave the factory.

Delivery option (Incoterms 2020)	What we do	What the buyer arranges
FCA Factory	Production, chilled packing, export documents. Goods ready for collection at New Borg El Arab.	Collection by the buyer's forwarder; freight, insurance, import clearance.
FCA Cairo Airport	As above, plus chilled truck delivery to the buyer's air-freight forwarder at Cairo International Airport.	Factory-to-airport transport cost (invoiced at cost), air freight, insurance, import clearance.
FCA Alexandria Port	As above, plus delivery of the reefer container (+4 °C) to the buyer's forwarder at the Alexandria terminal.	Factory-to-port transport cost, port charges, sea freight, insurance, import clearance.

Our responsibility ends when the goods are handed to the buyer's carrier at the agreed place. Export documents, including the commercial invoice, packing list, certificate of origin and health certificate, are prepared by Summer Moon. Minimum order quantities and price lists are available on request. Catalogue version 1.1, November 2026.

Let's talk about your next season

تواصلوا معنا لطلبات التصدير

For Sham El-Nessim (3 May 2027) deliveries, we recommend confirming orders by January 2027.

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