

Leading the change across the F&B industry

Founded in 1986, Food Specialities Limited (FSL) is the pioneer in offering high-quality food and beverage products, marketing expertise and technical services across the manufacturing, retail and hospitality industries. Headquartered in Dubai with branch offices across the region, FSL services the entire Middle East, North Africa and Indian subcontinent.

Leading player

“My philosophy behind FSL was to build a professionally managed company with exceptionally high standards in every aspect of the organisation. Centred on our commitment to be your long-term partner, we have achieved this ambition

by developing close relationships with our customers, principals and business partners based on mutual success and performance,” says FSL Chairman and CEO, Deepak Dhawan.

Servicing clients across the dairy, confectionery, juice, beverage, meat and culinary spectrum, FSL is a true regional leader in food and beverage ingredient solutions. Further strength in other areas such as marketing consumer brands including its own Diamond brand, specialised commodity trading and a food services distribution business allow the company to service every segment of the food and beverage industry.

Focus and vision

FSL’s focus on its core markets, combined with its vision and investment prowess, has contributed largely to its success. “We were one of the first companies to relocate to Jebel Ali Free Zone and to open offices in Saudi Arabia in the late 1980s. It is incredible to see how both the UAE and Saudi economies have developed in the past two decades and we are fortunate to have benefited from that growth,” adds Dhawan, who will soon inaugurate FSL’s most recent project, a state-of-the-art distribution centre and manufacturing facility in Dubai TechnoPark.



Deepak Dhawan, Chairman and CEO, FSL

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