



**PRODUCT
CATALOG**



RC1190152

**AMEL INTERNATIONAL
SERVICES LIMITED**

www.amsusanproducts.com

WHO WE ARE

Amel International Services Limited is a wholly indigenous legacy company, registered with the CAC (RC 1190152) for the primary purpose of manufacturing and distribution. We own and operate one of Nigeria's most popular brands – AMEL SUSAN, using materials mostly sourced locally.

AMEL-SUSAN produces more than seven different products in more than thirty offerings in two broad categories - the Baking Line (or Baking Companion as people like to call it) and the Breakfast Line (Cereal and Cocoa Beverage Drink (CBD) Line. We are now poised to include another range – Non-Dairy Creamer.

All our products are NAFDAC approved, produced in-country to international standards, and with a high portion of local content. They include Icing Sugar, Corn Flour, Baking Soda, Bakery Cocoa, Pure Cocoa, Cocoa beverage Drinks, Custard Powder (Vanilla, Banana and Milk flavours), Natural Honey, etc.

AMEL-SUSAN adopts the import-substitution approach for products development and market penetration. Our concept is to provide a very rich range of options for people to improve their health and vitality as a means to occupying the void left by the exit of former conglomerates that used to rule the markets. In line with the Federal government agenda to promote "made in Nigeria" products, we are strategically positioned to take advantage of that, and provide Nigerians with a safer, high-quality option to the foreign brands/imports.

Relying on proven products and established markets and channels, we replicate the success already attained by erstwhile industrial giants who had abandoned their positioning and brands, as our starting block. We then systematically improve performance in quality and profitability by adopting locally abundant raw materials into our self-developed and unique recipes, which make us stand out in the market place.



MISSION

To offer a wide variety of quality, nutritious products at affordable prices, ensuring there is one of our products in every household in Nigeria.



VISION

To create a national brand with international reputation for sustainable food safety and customer satisfaction.

Icing Sugar

FEATURES:

- It is white, fluffy, pliable and remarkably firm.
- Amel Susan Finest Icing Sugar GIVES a SMOOTH finish in TEXTURE and is BINDING.
- When using Amel Susan "Finest" Icing Sugar, you do not get that choking feeling from Sugar dust. This is because all Sugar dust is extracted before packing.
- It saves you money - Where you use 3 packs of other brands of Icing Sugar, you need approximately only 2 packets of Amel Susan Finest Icing Sugar.

PAKAGING:

Amel Susan Icing Sugar is available in:
12x500gm Pouches
20x500gm Pouches
20x1kg Pouches
4x5kg Pouches and
25kg laminate bags



A close-up photograph of three yellow corn cobs and a wooden bowl filled with white corn flour. The corn cobs are arranged diagonally across the frame, with the top one slightly out of focus. The wooden bowl is in the upper right, filled with a mound of fine white powder. The background is a dark, textured surface.

Corn Flour

FEATURES:

2.1. For Thickening of Soups, Stews, Gravy and Sauces:

To add thickness to all soups (pepper soup inclusive), stews, gravy, sauces and casserole – make a little paste of Amel Susan Corn Flour and add to the above until the required thickness is achieved.

2.2 For Baking:

For special baking, add one part of Amel Susan Corn Flour to four parts of your wheat flour for baking lighter cake, biscuits and other pastries and for your confectionery. Each use of Amel Susan Corn Flour will give your cakes, biscuits and other pastries a professional touch that is smoother and fluffier.

2.3 For Children Foods (Pap) as Weaning Food for Babies:

Add 3 dessertspoon of Amel Susan Corn Flour to 4 tablespoon of milk taken from 250ml of milk. Stir and heat on fire before bringing to boiling point, add the remaining milk and continue to stir until it turns to a smooth pap. Add sugar and a dash of salt to taste. Leave to cool and serve with Amel Susan Pure Cocoa. It makes a delicious food for children and a healthy, tastier weaning food for babies.

2.4 For Frying:

For frying, spread Amel Susan Corn Flour and roll over your fish, chicken or meat and fry until brown. It will give delicious taste to your frying.

PAKAGING:

Amel Susan Corn Flour is available in

- 6x300gm;
- 12x350gm;
- 24x350gm; and
- 6x2kg packs
- 25kg bags



Baking Soda

FEATURES / USES:

4.1 For Baking and Frying:

Amel Susan Baking Soda is a leaving agent for making cakes, bread, buns, biscuits, puff-puff, chin-chin, doughnut and other confectioneries and pastries. Put a teaspoonful of Amel Susan Baking Soda in a dough and mix thoroughly then allow to rise before baking or frying.

4.2 FOR STOMACH UPSET

Put a teaspoonful of Amel Susan Baking Soda in a glass of pure clean drinking water and drink to relieve you from stomach upset.

4.3 FOR BRUSHING TEETH

Use occasionally on your wet toothbrush to whiten teeth and refresh your mouth.

4.4 HOUSEHOLD CLEANER

Sprinkle Amel Susan Baking Soda on a dampened sponge or cloth to clean household appliances, metal and cabinet.

To clean comb and brushes, soak for 5 minutes in a bowl of warm

water with 4 teaspoonful of Baking Soda

4.5 REFRIGERATOR FRESHENER

To remove food odour, put some quantities of Baking Soda in a flat plate and leave it in the refrigerator.

4.6 AS LAUNDRY AID

Add Baking Soda to your bleach and detergent for a cleaner wash.

4.7 SEPTIC TANK

Pour one cup of Baking Soda down toilet or drain, once a week to free clogging, corrosion and odour.

PAKAGING:

Amel Susan Baking Soda is available in

- 12x100gm;
- 48x100gm;
- 24x350gm.



Bakery Cocoa



The Goodness of
"100% NATURAL
ALKALIZED COCOA"
can be used to boost
the Chocolate Flavour,
texture and colour of
your Chocolate cakes,
Chocolate bread,
Chocolate biscuits,
Chocolate sauce,
Chocolate spread
and Malted chocolate
cake, bread and biscuit

PURE COCOA POWDER

Stay Healthy Always



TO MANAGE
HYPERTENSION
AND DIABETES



TO STAY
HEALTHY
ALWAYS



TO LOSE WEIGHT
AND SLIM DOWN
COMPLETELY



TO PREVENT
HEART ATTACK
AND STROKE

ADVANTAGES OF 100% COCOA POWDER DRINK



- Amel Susan 100% Cocoa Drink acts as an Aphrodisiac for men, making them have restful sleep at night resulting to full relaxation, vigor, vitality and enhances maximum male performance.
- Amel Susan 100% Cocoa helps mothers to regain their health and beauty and also maintain their normal weight after child birth with healthy and smoother skin because cocoa is a fat burner.
- Amel Susan 100% Cocoa helps bring down high blood pressure and reduces its effects on the sufferer.
- Amel Susan 100% Cocoa helps reduce the effects of Diabetes on the sufferer if taken without sugar.
- Amel Susan 100% Cocoa helps manage stomach ulcer.
- Amel Susan 100% Cocoa helps manage Heart Attack and Stroke by opening up the arteries to increase blood flow thereby stopping blood clots which can result in Heart Attack and Stroke.
- Amel Susan Pure Cocoa reduces the incidence of Rheumatism, Stress, Fatigue and Anxiety because Cocoa acts as natural food tonic for the body.
- Amel Susan Pure Cocoa fosters higher life expectancy.



Flavoured Custard Powder

Specially enriched with 13 vitamins, Minerals + Iron



Specially boosted with Vitamin A & C to help protect your Immune System.

It is nourishing, delicious and very satisfying.

AVAILABLE IN THE FOLLOWING FLAVOURS:

- VANILLA
- BANANA
- 3 IN 1 MILK



Available pack sizes:

- 3 x 2kg (Vanilla and Banana Flavours)
- 3 x 1.5kg (3 in 1 Milk ONLY)
- 12 x 500g (All variants)
- 100 x 50g (All variants)

Custard Available in Sugar Free and Instant

Honey

**100%
NATURAL
HONEY**

Amel Susan Pure Natural Honey has the goodness of healthy living and is used as Food, Medicinal and for Drunkenness. It contains vitamins, minerals as well as Antibacterial properties





Non-Dairy Creamer

Amel Susan Non-Dairy Creamer is a healthy substitute for milk or cream as additive to coffee, tea, hot chocolate, pap, custard, oat meal, cereal or other beverages. It is suitable for those who are lactose intolerant or allergic to dairy products or people who are vegans.



Pack sizes available:

120 x 15g Sachet

12 x 400g Jar

6 x 800g Jar

6 x 2kg Pouch

3 x 1.7kg Jar

SOME OF OUR CLIENTS





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