Cakes & Bakes®

Corporate

PROFILE & CATALOGUE

Introduction

The story of Cakes and Bakes dates back to 1954, when Hafiz Abdur Rasheed, father of present CEO and grandfather of present MD, started off bakery business in the name of Ajmair Confectioners in the posh locality of Gulberg, Lahore.
Cakes & Bakes is Pakistan's first ISO certified bakery, offering diversified range of products in compliance with national and international quality & safety standards.

We focus on giving our customers highly hospitable and friendly shopping atmosphere for delightful shopping experience every time. With an ever increasing branches network in Pakistan and Middle East, a legacy of traditional taste and quality marks Cakes & Bakes as the favorite bakery.

From breakfast to mid-time snacks, frozen ready-to-eat meals to dairy products, cakes to desserts and munching products, Cakes & Bakes is serving every household, every family with a diversified range of products for everyone.

Cakes & Bakes

stepped into retail bakery in **1995** by opening an outlet of high ambience and décor in the locality of Samnabad, Lahore and proved its quality standards on local and global level.

Cakes & Bakes is a state of the art eatery and worked in different segments of bakery to introduce modern and traditional products under one roof.

Cakes and Bakes is the first ever bakery in Pakistan to have gotten **FSSC 22000 certification.** The notion behind this certification is to have a structured way of management, listen to the voices of internal as well as external customers.

Operating since 1995, we take pride in bringing delightful bakery and food experiences to our customers. With 72 retail stores nationwide, we continue to grow as a trusted name not just in this region but also in the international market as we are exporting to so many countries and we also have two outlets in U.A.E as well.



CEO Message

For our younger generations who are frustrated and bogged down due to so-called systemic gluts in our society and country, I wish them to understand that there are no short-cuts for success; one has to work hard with honesty, dedication and due diligence to pave way for success. Young and educated lot should not always look up for employers to hire them but should be aspiring to become an entrepreneur. Cakes and Bakes is a speaking example of Entrepreneurship. There are ample opportunities in our beloved Country but remember! Be always ready to sacrifice your dear things in the quest for eventual success. May Allah SWT grant us courage to revive lost pride and glory of Muslim Ummah!

Our Mission

To become the most customer-centric company, with Customer Satisfaction Index (CSI) more than 95%.





Our Vision

We are committed to providing superior quality, safe and nutritious products to our valued customers through talented and trained team, standardized processes and cutting edge techniques, complying with national and international frameworks and protocols. We take pride in being part of family celebrations and festivities. Our focus is to be meet and exceed customers' expectations through continual improvement.

Our Product Portfolio


Snacks
Nimko Range

Snacks

Nimko Range



Snacks

Para Range



Snacks

Para Range



Frozen Sweets

Celebrate the rich taste of heritage with our Traditional Sweets, prepared with time-honored recipes and premium ingredients. From mithai classics to festive delights, each sweet is crafted to bring joy, warmth, and authentic flavor to your gatherings.
Perfect for weddings, festivals, and family celebrations, our sweets are a true expression of tradition, love, and togetherness.



Frozen

Sweets Range




Bakery
Cookies

Bakery
Cookies







Condiments, Sauces & Jams



Condiments, Sauces & Jams



Cake Rusk
Range



Cake Rusk Range



Bakery

Cross & Sweets



Bakery

Cross & Sweets



Newly Launched

Cafe Range



Springs

Discover the ultimate in hydration with Springs Bottled Water, offered in 0.5Ltr, 1.5Ltr, and 19L sizes. Our top-notch facility employs rigorous filtration processes, meticulously attending to every detail to ensure the highest safety and purity standards. We aim to bring nature's purity to every doorstep!



Cakes & Bakes®

Nutrivo Dairy

With a commitment to unmatched quality and hygiene, Nutrivo offers a wide array of dairy products, including milk, yogurt, and butter. Our state-of-the-art technology and machinery ensure every product meets the highest standards of purity and excellence.

Nutrivo Desi Ghee

Nutrivo Desi Ghee is a rich and traditional dairy fat, valued for its distinctive aroma, smooth texture, and wholesome taste. It is a concentrated source of energy and adds a delicious depth of flavour to everyday cooking, traditional recipes, and homemade meals.



Nutrivo Milk

Nutrivo Milk is a wholesome source of nutrition, enriched with calcium and naturally high in protein and milk fat. It supports a balanced diet and requires no boiling simply warm and enjoy for a convenient, nourishing glass of milk.



Nutrivo Butter

Nutrivo Butter is a rich source of energy and contains fats that contribute to your daily nutritional needs. With its creamy texture and rich taste, it is perfect for adding flavour and energy to your everyday meals.



Nutrivo Yogurt

Nutrivo Yogurt Made with live probiotics, our yogurt supports healthy digestion and gut wellness with every serving. It's a wholesome, everyday addition to your diet that's as nourishing as it is delicious. Smooth, creamy, and naturally cultured, it's a simple way to care for your health from the inside out.




Experience the Freshness,
Purity & Premium Quality of
Cakes & Bakes® Table Eggs
Savor the Rich Taste
and Superior Quality of
Our Fresh, **Premium Eggs,**
Bringing Nature's
Goodness to Your Table

















Why Choose us

We take pride in our consistency and quality, using premium ingredients and ensuring reliable delivery every time. With options for custom branding and personalized packaging, we tailor every order to your needs. Serving Dubai and Sharjah, we bring experience and excellence backed by a proven track record.

- **We have the best qualified team with us in our family.**
- **We are one window shop stop for all your purchasing needs.**
- **We have the ability to develop new products on our own.**
- **We can adjust our products flavor as per your market requirements.**
- **We can design packaging and labels as per your requirements.**
- **We can serve you better than anyone else.**

Cakes & Bakes®

Contact Us

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