PREMIUM QUALITY, EVERYDAY DELIGHT





Vitaluxe





www.vitaluxeksa.com

ABOUT US

Vitaluxe is a proud brand of Sedres, built to bring the finest quality food products to your table. Operating in Saudi Arabia, we offer a diverse range of premium items including rice, spices, herbs, frozen vegetables, and frozen meat and poultry. Backed by the experience and standards of Sedres, we make sure every product meets the highest expectations of taste and freshness. Discover the Vitaluxe difference and elevate your culinary experiences with our exceptional selection.

- AUTHENTICITY
- QUALITY
- SUSTAINABILITY
- PREMIUM

MISSION

To source and deliver premium Rice, Spice, Tea-Coffee, Vegetables, Frozen Vegetables, Frozen Meat & Poultry, Frozen Seafood, and other agricultural products from around the world, exclusively for the Saudi Arabian market. By maintaining direct control over our sourcing practices, we ensure the highest standards of product quality. We complement our global imports with carefully selected products from local farmers, creating a reliable supply of authentic agricultural and frozen products for Saudi Arabia.

VISION

To be recognized as a trusted Importer of quality products from all over the globe. Through our farm-and-factory-to-market approach and sustainable agricultural practices, combined with strategic sourcing, we aim to set benchmarks in the growing KSA market. We strive to expand our operations throughout KSA with advanced logistics and large warehouses, maintaining our commitment to quality, authenticity, and environmental responsibility.

Tea



GREEN MINT TEA

Introducing a Refreshing Classic, Infused with Natural Coolness. VITALUXE GREEN MINT TEA awakens your senses with a crisp, invigorating blend of hand-picked green tea leaves and naturally dried mint.



GOLD TEA

Introducing a New Signature Blend, Sourced from India's Finest Tea Gardens. VITALUXE GOLD adds a vibrant touch of sunshine to your day, crafted from the finest hand-picked tea leaves sourced from India's premier gardens.



PREMIUM BLACK TEA

Introducing Our Exquisite Signature Blend, Sourced from India's most celebrated Tea Gardens. VIATLUXE PREMIUM BLACK TEA Infuse your moments with the essence of luxury, crafted from the most select hand-picked leaves from India.

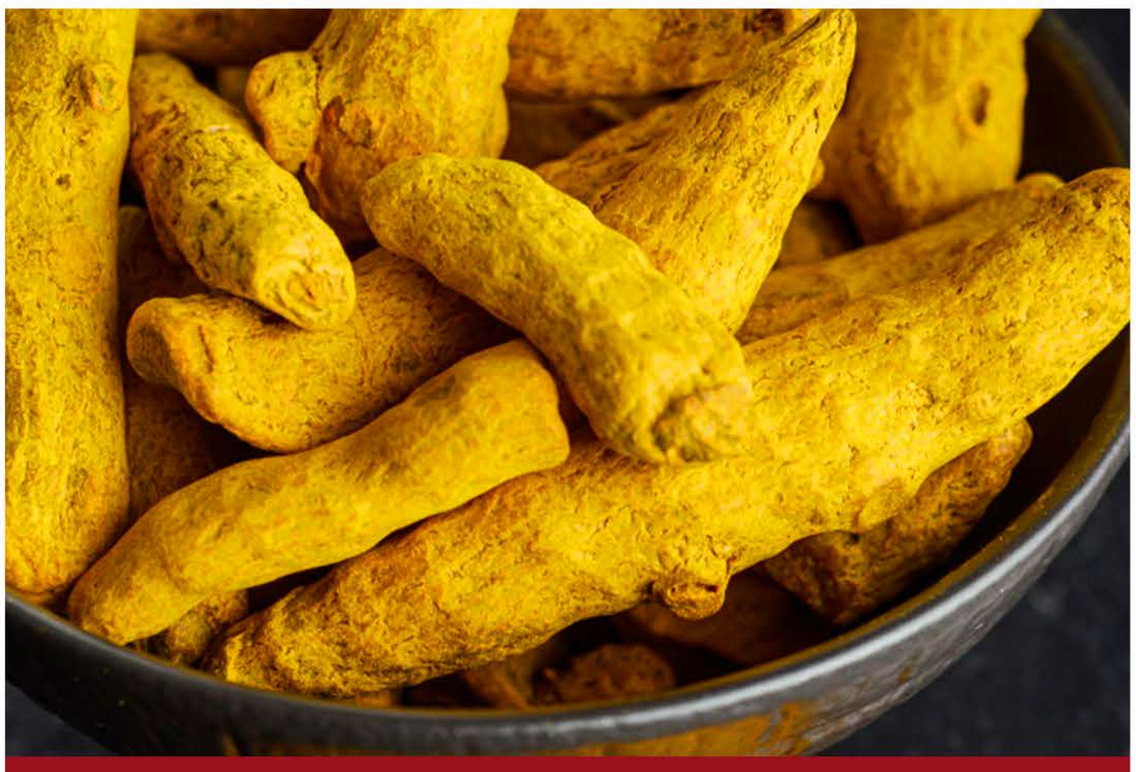


BLACK TEA

Experience the Essence of flavourful Black Tea VITALUXE BLACK TEA Made from hand-picked leaves, our black tea offers a rich flavour and inviting aroma. Each cup delivers a timeless taste that you can enjoy every day.

Spices





TUMERIC

Introducing a Golden Healer from India's Heartland. VITALUXE TURMERIC POWDER is made from premium roots grown in carefully selected farms across India, known for their naturally high curcumin content.



INDIAN GREEN CARDAMOM

Indian Green Cardamom, known for its rich aroma and distinctive flavor, is one of the most sought-after spices in the global market. Grown in the lush regions of Kerala, Karnataka, and Tamil Nadu,



BLACK PEPPER

Black Pepper, known as the "King of Spices," is one of the most essential spices in kitchens worldwide. Grown in the tropical regions of India, our premium black pepper offers a pungent, spicy flavor that enhances a wide range of dishes.



CUMIN

Cumin, a staple in global kitchens, is renowned for its warm, earthy flavor and distinct aroma. Sourced from the sun-rich fields of India, our premium cumin seeds are perfect for enhancing a variety of dishes, from curries and soups to spice blends.



RED CHILLI

Red Chilli, a cornerstone of global cuisine, adds vibrant color and intense heat to a variety of dishes. Grown in the rich soils of India, our premium red chillies are available in various forms, including whole, powdered, and flakes. Known for their pungency and health benefits.



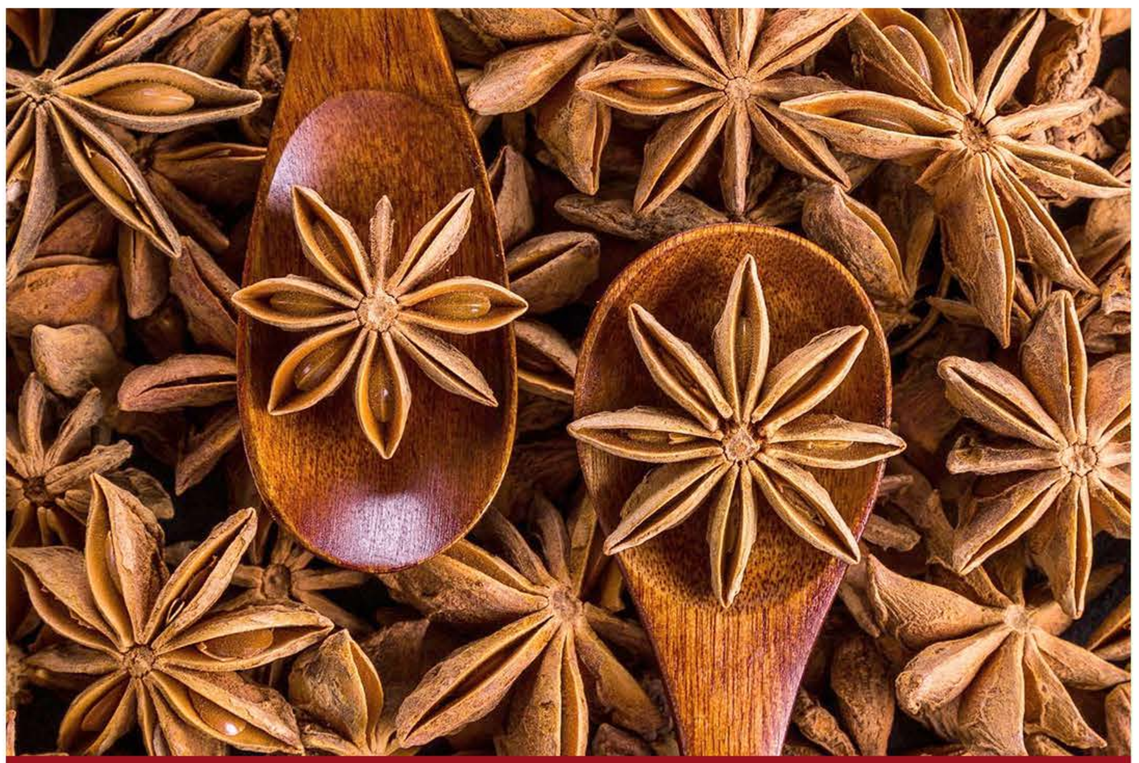
CORIANDER

Coriander, a versatile and aromatic spice, is an essential ingredient in kitchens worldwide. Sourced from the fertile regions of India, our premium coriander seeds offer a mild, citrusy flavor perfect for curries, spice blends, and marinades.



CEYLON CINNAMON WHOLE

Introducing a Bold Spice with a Sweet Soul. VITALUXE CEYLON CINNAMON WHOLE brings warmth and depth to your kitchen, sourced from the lush forests of Sri Lanka. Known as “true cinnamon,” these hand-rolled quills are delicately sweet, richly aromatic, and packed with natural goodness.



STAR ANISE

Star anise (Illicium verum) is a star-shaped spice that has been used for centuries in traditional medicine and cooking. And known for its distinctive flavor and aroma. Star anise is a versatile spice with medicinal properties that can be used in a variety of ways.

Dry Fruits & Nuts



ALMONDS

Almonds are a type of tree nut. Almonds are a nutritious and versatile nut that can be enjoyed in a variety of ways. However, it's essential to consume them in moderation and be aware of any potential allergies or interactions.

WALNUTS

Walnuts are a nutritious and delicious nut that can be enjoyed in a variety of ways. They are a good source of omega-3 fatty acids, antioxidants, and fiber, and may help support brain health, heart health, and digestive health.





CASHEW NUTS

Cashew Nutsare a popular snack and ingredient in many cuisines around the world They are a good source of magnesium, copper, zinc, and fiber, and may help support bone health and heart health.

HAZELNUTS

Hazelnuts, also known as filberts, are a type of tree nut. They are a good source of antioxidants, vitamin E, copper, magnesium, and fiber, and may help support heart health, brain health, and digestive health.





PISTACHIO

Pistachio are a good source of antioxidants, vitamin B6, magnesium, potassium, and fiber, and may help support heart health, weight management, and digestive health.

RAISINS

Raisins are dried grapes that are a popular snack. They are a good source of fiber, potassium, and antioxidants, and may help support digestive health, bone health, and heart health.





PINE NUTS

Pine nuts are the edible seeds of pine trees. They are a good source of antioxidants, magnesium, vitamin E, and zinc, and may help support heart health, weight management, and bone health.

BLACK RAISINS

Black raisins are dried black grapes. They are a good source of fiber, potassium, and antioxidants, and may help support digestive health, heart health, and bone health.



Rice


Vitaluxe
فيتالوكس
AL NAQIYA
CLASSIC BASMATI RICE
1121
النقية أرز بسمتي كلاسيك
PRODUCT OF
INDIA
NET WEIGHT 2 KG


Vitaluxe
فيتالوكس
AL NAQIYA
Punjabi White Basmati Rice
أرز النقية بسمتي أبيض بنجابي
جودة ممتازة ١٠٠٪
100%
PREMIUM
QUALITY


Vitaluxe
فيتالوكس
AL NAQIYA
SIGNATURE PUNJABI
WHITE BASMATI RICE
100%
PREMIUM
QUALITY
10 KG
NET WEIGHT
Product of
INDIA


Vitaluxe
فيتالوكس
PEARL
OASIS RICE
SELLA GOLDEN BASMATI
100%
PREMIUM
QUALITY
5kg


Vitaluxe
فيتالوكس
AL QAMAR
RICE
100%
PREMIUM
QUALITY
40kg


Vitaluxe
فيتالوكس
GOLDEN
SAND RICE
SELLA BASMATI
100%
PREMIUM
QUALITY
5kg


Vitaluxe
فيتالوكس
AL NAQIYA
LONG BASMATI RICE
100%
PREMIUM
5kg


Vitaluxe
فيتالوكس
PREMIUM THAI
JASMINE RICE
5kg


Vitaluxe
فيتالوكس
AL NAQIYA
RICE
CREAMY SELLA BASMATI
100%
PREMIUM
QUALITY
5kg


Vitaluxe
فيتالوكس
ARABIAN
AROMA RICE
GOLDEN SELLA BASMATI
100%
PREMIUM
QUALITY
5kg


Vitaluxe
فيتالوكس
AAA
THAI WHITE
RICE
40kg


Vitaluxe
فيتالوكس
SUNSET
GRAIN RICE
CREAMY SELLA BASMATI
100%
PREMIUM
QUALITY
5kg


Vitaluxe
فيتالوكس
AL BAHRIYA
PARBOILED RICE
5kg



Vitaluxe



SHABRATI RICE

Shabrati Basmati Rice is a premium variety known for its long grains and aromatic fragrance. Grown in the rich soils of India, it offers a soft, fluffy texture with distinct non- sticky grains, making it ideal for biry-anis, pilafs, and other traditional dishes. Our Shabrati Basmati Rice is carefully selected and packaged to maintain its natural aroma and freshness.



IR 64 RICE

IR64 Basmati Rice (Raw/Perboile) is a popular va-riety known for its long grains and delicate aroma. Grown in the rich agricultural regions of India, it offers a soft, non-sticky texture when cooked, making it ideal for everyday meals, pilafs, and side dishes. Our high- quality IR64 Basmati Rice is care-fully sourced and packaged to retain its natural fragrance and quality,.



PR 11 RICE

PR11 Basmati Rice is a high-quality, long-grain vari-ety known for its aromatic fragrance and soft, fluffy texture. Grown in the fertile regions of India, it cooks to perfection with non- sticky grains, making it ideal for a variety of dishes such as biryanis, pilafs, and everyday meals. We ensure premium selection and packaging to preserve the natural aroma and freshness of PR11 Basmati Rice.



1121 BASMATI RICE (STEAM RICE/ CREAMY SELLA/GOLDEN SELLA)

1121 Basmati Rice (Steam Rice/Creamy Sella/Golden Sella), renowned for its long grains and fragrant aroma, is one of the finest varieties of basmati rice cultivated in the fertile fields of India. Known for its delicate texture, non-sticky nature, and superior cooking quality, it is perfect for a variety of dishes,



SUGANDHA BASMATI RICE (STEAM/SELLA)

Sugandha Basmati Rice (Steam/Sella) is a fragrant, high-quality rice variety known for its long grains and aromatic flavor. Cultivated in India's fertile basmati-growing regions, it offers a soft, fluffy texture with a non-sticky consistency, making it perfect for a wide range of dishes, including biryanis, pilafs, and everyday meals.



1509 BASMATI RICE (STEAM RICE/ CREAMY SELLA/GOLDEN SELLA)

1509 Basmati Rice (Steam Rice/Creamy Sella/Golden Sella) is a high-quality, long-grain variety known for its aromatic fragrance and excellent cooking properties. Grown in the nutrient-rich soils of India, it offers a soft, fluffy texture and non-sticky grains, making it ideal for biryanis, pilafs, and a wide range of traditional dishes.



1718 BASMATI RICE (STEAM RICE/ CREAMY SELLA/GOLDEN SELLA)

1718 Basmati Rice (Steam Rice/Creamy Sella/Golden Sella) is a premium variety known for its long, slender grains and rich, aromatic fragrance. Grown in the renowned basmati- growing regions of India, it delivers a delicate, fluffy texture and non-sticky nature, making it perfect for biryanis, pilafs, and a variety of global cuisines.

Pulses & Lentils

BROWN LENTLIS

Brown lentils are a type of legume that is widely consumed around the world. They are a good source of protein, fiber, and nutrients, making them a popular choice for vegetarians and vegans.





KIDNEY BEANS

Kidney beans are high in dietary fiber, which can help promote digestive health and prevent constipation. The soluble fiber in kidney beans can help lower cholesterol levels and reduce the risk of heart disease.

YELLOW SPILIT CHICKPEAS

Yellow split chickpeas are - High in protein, fiber, and various vitamins and minerals. Rich in complex carbohydrates, providing sustained energy. Low in fat content. They're known for their slightly nutty flavor and creamy texture when cooked.





RED LENTILS

Red lentils have a low glycemic index, which can help regulate blood sugar levels. Red lentils are a good source of iron, which is important for healthy red blood cells. Red lentils are a good source of potassium, which is important for heart health and blood pressure regulation.

Frozen Vegetables



TOMATOES

Tomatoes are a rich source of antioxi-dants, including lycopene, which can help protect against oxidative stress and cell damage. and help support heart health, digestive health, and cancer prevention.

CUCUMBERS

Cucumbers are a refreshing and nutri-tious vegetable. Cucumbers are high in water content, making them a great snack for staying hydrated. Cucumbers have anti-inflammatory properti that help reduce inflammationes





CARROTS

Carrots are a type of root vegetable. Carrots are a rich source of vitamin A, which is important for healthy vision, immune function, and skin health. Anti-oxidants and phytochemicals in carrots may help prevent certain types of cancer.

GREEN PEAS

Green Peas, also known as garden peas, are a type of legume that is widely consumed around the world. They are known for their sweet flavor, tender tex-ture, and numerous health benefits. They're a great addition to salads, soups, and side dishes,



Frozen Meats



FROZEN POULTRY

Frozen poultry is a staple in kitchens, restaurants and catering operations, and a consistent supply makes all the difference. Our whole frozen poultry is neatly packed in protective wrapping to lock in freshness, tenderness and natural flavour from storage to plate. Ideal for roasting, grilling and bulk meal preparation, it gives food businesses a dependable protein for daily menus.



FROZEN MUTTON

Mutton is celebrated for its deep, full-bodied flavour, making it a centrepiece of traditional and festive cooking. Our vacuum-packed frozen mutton is sealed to retain its natural richness and tenderness, even after long, slow cooking. Perfect for stews, rice dishes and special-occasion menus, it brings authentic taste to every plate and dependable value to every order.



FROZEN BEEF

Frozen beef is the backbone of countless menus, from slow-cooked curries to flame-grilled favourites. Our premium frozen beef is wrapped and stored under controlled conditions to preserve its rich taste, firm texture and nutritional value. Whether you supply supermarkets, restaurants or institutional kitchens, we provide dependable quality and steady availability that keeps your customers coming back.



FROZEN LAMB

Lamb is loved for its soft texture and mild, delicate taste, which makes it a favourite for roasts, grills and celebratory platters. Our frozen lamb is carefully prepared and packed to keep its tenderness and flavour intact, from whole legs to table-ready cuts. With dependable supply throughout the year, it is an easy choice for caterers, restaurants and retailers.

Vitaluxe

For Rice Products

+966 53 584 7403

ehtesham.haq@sedres.com

For Frozen Products

+966 55 141 1822

sohail.nazir@sedres.com

For Other Enquiries

www.vitaluxeksa.com

info@vitaluxeksa.com

sales@vitaluxeksa.com

P.O. Box – 10990,
Jubail – 31961, KSA