

ESTABLISHED IN EGYPT · TRADING GLOBALLY



HS HERBS

Healthy Origins, *Safe Quality.*

Premium Egyptian herbs, spices and seeds — cultivated with heritage, certified to global standards, and delivered to importers across five continents.

40+

PRODUCTS

30+

EXPORT MARKETS

5

GLOBAL CERTIFICATIONS

24h

RESPONSE TIME



Who We Are

HS Herbs is a certified Egyptian export house supplying medicinal herbs, culinary spices and agricultural seeds to importers, manufacturers and private-label brands worldwide — built on the principle that origin and integrity are inseparable.



Our Mission

To connect the fertile farmlands of Fayoum, Aswan and the Nile Delta with global food, wellness and industrial supply chains — through certified quality and honest partnership.



Our Vision

To be the most trusted Egyptian sourcing partner for international buyers — recognised for consistency, traceability and long-term relationships rather than one-off transactions.



Our Promise

Every shipment carries a personal guarantee: what is tested, certified and agreed is precisely what arrives at the buyer's facility. No substitutions, no shortcuts.



Our Values

High Standards, Honest Sourcing and Hygienic Solutions — the three commitments encoded into the HS name and into every container we load.



Two Letters, One Promise

When Hatem Shaaban founded HS Herbs in the fertile heart of Fayoum, the initials were never just a name — they became a discipline. H is for the Handpicked Harvest and the High Standard imposed before any buyer ever asks for one. S is for a Sustainable Supplier and the Solutions engineered for every importer's compliance needs.





HATEM SHAABAN

Founder & Export Manager

Fayoum, Egypt

24h

Personal response time to every B2B inquiry

100%

Of shipments signed off personally

THE FOUNDER'S WORD

Every Container Carries My Name

“Every container that leaves Alexandria with my company's name on it is a reflection of my personal commitment to quality. That is not a slogan — it is a responsibility.”

Hatem Shaaban built HS Herbs by combining deep agricultural knowledge of Egypt's herb-growing regions with the commercial discipline international B2B trade demands. As both Export Manager and Digital Marketing Manager, he personally oversees farm-partner selection, quality sign-off and final shipment documentation — so importers deal directly with the person accountable for what arrives at their door.



Why Egypt

Egypt is not incidental to our quality — it is the source of it. Nile-fed soil, a Mediterranean-to-subtropical climate gradient, and centuries of cultivation knowledge combine with the world's most strategic export gateway.



Ideal Growing Climate

Year-round sun, Nile Delta irrigation and diverse micro-climates across Fayoum, Aswan, Sinai and Upper Egypt support both delicate medicinal flowers and hardy seed crops in the same country.



Deep Agricultural Heritage

Egyptian farmers have cultivated herbs, spices and seeds for millennia, producing the varietal knowledge and hand-harvesting skill that mechanised regions cannot replicate.



Strategic Global Gateway

Positioned at the crossroads of Europe, Africa and Asia, with direct access to the Suez Canal and the Port of Alexandria — placing Egyptian cargo within 14–21 days of virtually any global market.

EGYPT AT A GLANCE

4

Growing Regions — Fayoum, Aswan, Nile Delta, Sinai

1

Port of Alexandria — direct FCL/LCL access

14–21

Days shipping lead time to global ports

365

Growing days across staggered harvest calendars

Why Buyers Choose HS Herbs



Triple-Certified Quality

ISO 9001, ISO 22000 and HACCP operate together, not as separate checkboxes — every batch is tested before it is offered, not after a complaint.



Full Traceability

Farm-of-origin declarations, batch records and laboratory COAs accompany every shipment — no ambiguity for compliance or audit teams.



24-Hour Response

Every inquiry is answered by the export team — and personally reviewed by the founder — within one business day, every time.



Flexible Order Structures

From 5 MT trial orders to multiple monthly FCLs, plus LCL consolidation for smaller buyers entering the Egyptian market.



Private Label Ready

Custom packaging, blending and specification work engineered around each buyer's brand and regulatory requirements.



Direct Founder Accountability

No account-manager hand-offs — the person who signs your COA is the person who answers your call.

Who We Serve

Our export infrastructure is built to serve every tier of the B2B botanicals supply chain — from first trial order to standing annual contracts.



International Importers



Food Manufacturers



Private Label Buyers



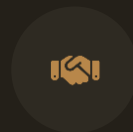
Retail Chains



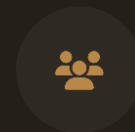
Wholesalers & Distributors



Industrial & Pharma Buyers



B2B Trade Partners



Trade Fair Visitors

One Origin, Three Export Categories

Forty-plus products spanning medicinal herbs, culinary spices and agricultural seeds — each grown, processed and certified to the same uncompromising standard.



Medicinal Herbs

12+ Varieties

Chamomile, Hibiscus, Peppermint, Spearmint, Calendula and more — supplied to pharma, nutraceutical and wellness brands.



Culinary Spices

15+ Varieties

Cumin, Coriander, Fennel, Anise and signature blends — trusted by food manufacturers and spice distributors globally.



Agricultural Seeds

10+ Varieties

Nigella, Sesame, Fenugreek and Flaxseed — cleaned, sorted and graded for food-grade and health-food export.

Medicinal Herbs

Grown in optimal Egyptian climate conditions and exported to pharmaceutical, nutraceutical and wellness brands worldwide.



Chamomile Flowers

Matricaria chamomilla

Whole, cut & sifted, or powder grade. Rich in chamazulene.



Hibiscus (Karkade)

Hibiscus sabdariffa

Deep-red dried calyces; whole, broken or powder grade.



Spearmint

Mentha spicata

High-carvone leaf, cut & sifted or whole leaf grade.



Peppermint

Mentha piperita

High-menthol content for flavour and wellness applications.



Calendula Flowers

Calendula officinalis

Whole flower or petals-only grade, rich in flavonoids.



Lemongrass

Cymbopogon citratus

Cut leaf with characteristic citrus aromatic profile.



Rosemary

Salvia rosmarinus

Whole leaf or rubbed grade for culinary and cosmetic use.



Rose Petals & Buds

Rosa damascena

Hand-sorted dried petals for tea and cosmetic markets.

Culinary Spices

Cumin, coriander, fennel and premium blends — trusted by food manufacturers, distributors and spice importers across Europe and North America.



Cumin Seeds

Cuminum cyminum

Machine-cleaned, sortex-graded for colour and purity.



Coriander Seeds

Coriandrum sativum

Whole or split, low-moisture, food-grade export quality.



Fennel Seeds

Foeniculum vulgare

High volatile-oil content, whole seed grade.



Anise Seeds

Pimpinella anisum

Aromatic, uniform grading for flavour manufacturers.



Turmeric

Curcuma longa

Dried finger or powder grade, high curcumin content.



Dried Chili / Hot Pepper

Capsicum spp.

Whole pod, flake or powder, graded by heat index.



Bay Leaves

Laurus nobilis

Whole dried leaf, hand-sorted for size and colour.



Thyme & Marjoram

Thymus / Origanum

Cut & sifted culinary grade for blends and seasoning.

Agricultural Seeds & Specialty Botanicals

Clean, sorted and graded for food-grade and health-food export to premium international markets.



Nigella Seeds (Black Seed)

Nigella sativa

Habbatus Sauda — food-grade and cold-press oil-grade lots.



Sesame Seeds

Sesamum indicum

Natural or hulled, sortex-cleaned to export purity.



Fenugreek Seeds

Trigonella foenum-graecum

Whole seed grade for food, feed and nutraceutical use.



Basil (Dried)

Ocimum basilicum

Cut & sifted leaf, aromatic-oil retained through low-heat drying.

Your Brand, Our Infrastructure

We operate as a white-label production partner — supplying certified raw material, retail-ready packaging and finished-brand documentation under our buyers' own labels.



Custom Retail Packaging

Pouches, tins, jars and cartons designed and printed to buyers' brand specifications.



Regulatory Documentation

Label artwork, nutritional declarations and compliance paperwork prepared per destination market.



Co-Packing at Scale

Blending, filling and sealing capacity engineered around private-label order volumes.

STRATEGIC INITIATIVE

The Fayoum Origin Exchange

Our platform vision: moving HS Herbs from single-shipment exporter to sourcing infrastructure — giving brands direct, traceable access to Egyptian origin at any order size.

Available for qualified brand partners exploring long-term co-packing agreements.

Customized Blends & Bulk Orders

Flexible order architecture built around each buyer's growth stage — from a first trial shipment to a standing annual supply contract.



Trial Order

5–10 MT

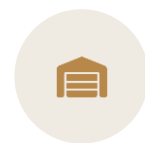
The entry point for new buyers to validate quality, documentation and lead times before committing to volume.



Standard Container

FCL 20ft / 40ft

18–28 MT per container — our most common order structure, with full export documentation included.



LCL Consolidation

Multi-Product

Smaller buyers can combine several products in one shared container, lowering entry cost per SKU.



Standing Contracts

Multiple FCL / Monthly

Recurring monthly or seasonal supply agreements with locked specifications and priority scheduling.

Custom blend formulation, private-label packaging and destination-specific compliance documents are available at every tier.

Quality Control, Batch by Batch

Every production batch clears six independent checkpoints before it is released for export — with rejection, not renegotiation, for any parameter out of specification.

01



Incoming Inspection

Raw material is inspected on arrival for moisture, colour and foreign matter against intake benchmarks.

02



Cleaning & Sorting

Gravity separators and optical colour sorters remove foreign matter and sub-grade material.

03



Metal Detection

Every batch passes through calibrated metal detection before packing, per HACCP critical control points.

04



Laboratory Testing

Accredited third-party labs test microbiological load, heavy metals, pesticide residue and aflatoxins.

05



Traceability Recording

Each batch is assigned a production number linking it to farm origin and every quality record generated.

06



Final Food Safety Sign-Off

A full Certificate of Analysis is issued and cleared before any shipment leaves the facility.

Globally Certified & Compliant

Six accreditations underpin every export decision we make — each one a system, a discipline and a promise to our international partners.



ISO 9001

Quality Management System



ISO 22000

Food Safety Management



HACCP

Hazard Analysis & Critical Control Points



FDA Registered

US Food Facility Registration



Halal Certified

Islamic Dietary Compliance



GACC Registered

China Market Access (Decrees 248/249)

Packaging Solutions

Packaging engineered around the destination — from bulk export sacks to shelf-ready private label formats.



Bulk Export Packaging

25 kg or 50 kg new PP woven bags with food-grade PE inner liner — the standard for FCL bulk shipments.



Retail-Ready Packaging

Pouches, jars and cartons sized and labelled for direct retail-shelf placement in destination markets.



Private Label Packaging

Buyer-branded artwork, barcoding and compliance labelling produced to destination market regulations.

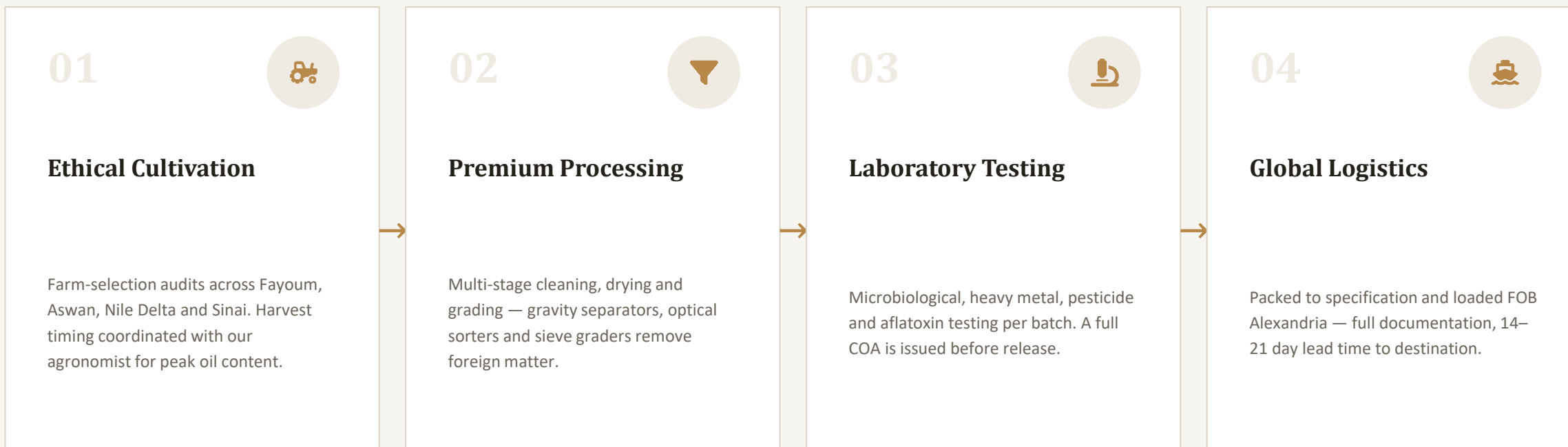


Container Loading

Palletised or floor-loaded configurations for 20ft and 40ft FCL, optimised for maximum weight utilisation.

From Farm to Shipment

Four governed stages — each with a documented process and a verifiable standard — separate a raw harvest from a certified export shipment.



Export Markets

Thirty-plus active markets across Europe, the Americas, MENA and Asia — served from a single certified origin.

- **Europe**

Germany · Poland · Netherlands · UK

- **Americas**

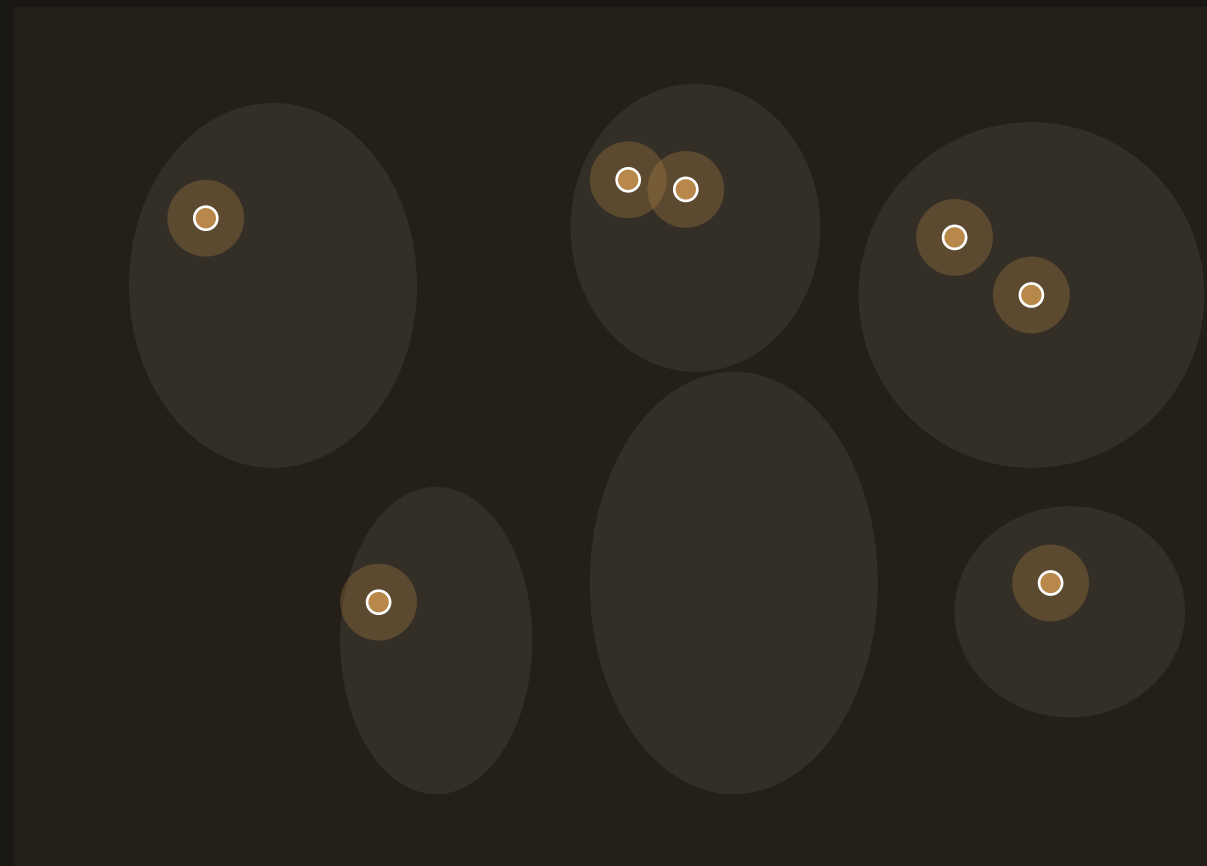
United States · Colombia

- **MENA & Gulf**

Qatar · UAE · Saudi Arabia

- **Asia Pacific**

China · Malaysia · India



ILLUSTRATIVE TRADE FOOTPRINT



Logistics, Simplified

FOB Alexandria is our default — but we structure shipping terms around what works for the buyer's freight arrangements.

FOB

Free On Board

Alexandria Port — buyer arranges ocean freight from origin. Our default and most economical structure.

CFR

Cost & Freight

We arrange and prepay ocean freight to destination port; buyer manages import clearance and insurance.

CIF

Cost, Insurance & Freight

Freight and marine insurance included to destination port — the simplest option for new buyers.

EXW

Ex Works

Buyer's freight forwarder collects directly from our Fayoum facility — full logistics control for the buyer.



Port of Alexandria



5 MT Minimum Order



14–21 Day Lead Time



Full Export Docs Included

Sustainability as an Operating Mandate

Sustainable Supplier is not a marketing phrase for us — it is written into how we select farms, manage water and structure partnerships.



Responsible Water Use

Partner farms are audited for irrigation efficiency, reducing pressure on shared Nile Delta water resources.



Reduced Chemical Inputs

Preference given to growers practising low-residue cultivation and seasonal crop rotation.



Farmer Partnerships

Long-term relationships with growers across Fayoum, Aswan and the Nile Delta — audited each season, not each shipment.



Heritage Preservation

Crop rotation and soil-health practices that protect Egypt's agricultural heritage for future harvests.



Track Record

40+

Export Products

Across herbs, spices and seeds

30+

Active Markets

Europe, Americas, MENA, Asia

96%

Batch Acceptance Rate

Against third-party COA standards

100%

Documentation Compliance

Every shipment, every time

24h

Inquiry Response Time

Personally reviewed by the founder

6

Global Certifications

ISO · HACCP · FDA · Halal · GACC



Why HS Herbs

A single Egyptian origin, a founder who signs every certificate personally, and a supply chain built for buyers who plan to stay for the long term.



Trust

- Triple international certification (ISO 9001, ISO 22000, HACCP)
- FDA-registered facility with active US market clearance
- Full farm-to-port traceability on every shipment



Quality

- Six-checkpoint quality control on every production batch
- 96% batch acceptance rate against COA standards
- Rejection, not renegotiation, for out-of-spec lots



Partnership

- 24-hour response, personally reviewed by the founder
- Flexible order sizes — 5 MT trial to standing FCL contracts
- Private label and custom blend capability at scale

GET IN TOUCH

Let's Build a Sustainable Supply Chain

Submit your product needs, target volume and destination — our export team responds with a comprehensive proposal within 24 hours.



EMAIL

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PHONE / WHATSAPP

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HEADQUARTERS

El Galaa Street, Abshway, Fayoum Governorate, Egypt



EXPORT PORT

Port of Alexandria — FCL / LCL available



BUSINESS HOURS

Sun – Thu, 9:00 AM – 5:00 PM (EET)



SCAN TO REQUEST A QUOTE



hs-herbs.com

ISO 9001 · ISO 22000 · HACCP
FDA Registered · Halal · GACC



Thank You

Healthy Origins, Safe Quality.

info@hs-herbs.com · +20 102 360 4604 · hs-herbs.com

HS HERBS — FAYOUM, EGYPT