



عِشْرَةَ عُمُر



سنة

ومين قدنا!

سنيورة القدس... إنجاز صار عِشْرَةَ عُمُر

1920 - 2020

History and Heritage

Siniora was founded in 1920 in Jerusalem, the city that has been linked to the brand for years. After the 1948 Palestinian exodus (Nakba), the Siniora factory moved to an 11-kilometer area in the city suburbs, where it was equipped with the latest technology at the time. An additional factory, Siniora Food Industries, was established in Sahab, Jordan.

In 1996, the Arab Palestinian Investment Company took ownership of Siniora and made the necessary changes for further development. Both factories were expanded, production was enhanced, and the latest technologies were installed to keep up with the highest quality standards. These changes enabled Siniora to venture into markets abroad.

Siniora then became a public joint-stock company in the official financial market. The company went on to purchase Unium in 2011. In 2016, Siniora launched its first line of frozen foods in Jordan. In 2017, it bought Al-Masa factory in Dubai to cover the GCC markets; and in 2019, the company launched its frozen-foods line in Palestine.

Siniora is ranked among the top producers of canned meats, cold cuts, and frozen foods in the region, with a reputation built upon its loyal customers' trust in its high-quality products for the past nine decades, since its founding.

Siniora products

All Siniora products are produced using high-quality beef, chicken, and turkey halal meat as described on the nutritional-value panel on Siniora packaging, where consumers can find all the information they need.

Siniora offers a variety of more than 80 products designed to meet the needs of all consumers.

1. Siniora Al-Quds Mortadella comes in a variety of flavors, such as olive, pepper, pistachio, and plain, and sizes (2.5kg, 1kg, 500gm, and 200gm slices).
2. Siniora Al-Quds Roast Category consists of premium 100% pure meat cuts, such as Pure Turkey and Pure Roast Beef, with a very low fat percentage not exceeding 1%. The healthy and nutritious Roast Category includes products with the finest red and black peppers.
3. Siniora Al-Quds Frankfurters respond to a variety of consumer needs and wants, and include beef, chicken, and turkey that come in various package sizes (1kg, 400gm, 380gm).
4. Siniora Luncheon Cans, the iconic blue cans, contain either beef or turkey.
5. Siniora Frozen Products include beef, chicken, and other meats.

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