



PRODUCT CATALOG





Brown Cane Sugar

8lbs



Pure Cane Sugar

8lbs



Pure Cane Sugar

15lbs



MANGO PULP



Alphonso Mango Pulp

850gm

Kesar Mango Pulp

850gm





Pure Ghee

5Kg

Pure Ghee

850gm



Pure Ghee

1.6Kg





MULTIGRAIN FLOUR / FARINE

WHEAT · MILLET · PAFA CRAINA · SOSE · DATS · MOUNG EOLM · PLACESRRO · SERONMA
WOR ALLET · WEDGEND WETT · DIRIENA LO DOREL · REKET · SHUTIO ON CRILS · DAO VIVASI · FEEA
WHOLE WHEAT FLOUR WITH MULTIGRAINS / FARINE DE BLE ENITER RNCE

BRAND SCOREES





Multigrain Atta

10lbs



Multigrain Atta

20lbs

Whole Wheat Atta

20lbs



WHOLE WHEAT



DURUM FLOUR

**Chakki Fresh
Atta**

10lbs



**Chakki Fresh
Atta**

20lbs



Besan
4lbs



BESAN



HEER
ASSOCIATED ENTERPRISES
SONA MASOORI RICE

AREERU UNIRIBBIC RUDL PIGUS U 1336C LI



PRODUCE OF INDIA

HEER
ASSOCIATED ENTERPRISES
SONA MASOORI RICE

SONA MASOORI RICE

AREERU UNIRIBBIC RUDL PIGUS U 1336C LI



PRODUCE OF INDIA

GOLDEN GATE

Rozana Basmati Rice r Riz



8 LBS



Royal Qilla Basmati Rice

10lbs



Golden Gate Basmati

8lbs

Sona Masoori Rice

10lbs



Sona Masoori Rice

20lbs







Moth Beans

4lbs



Yello Split Peas

4lbs



Red Lentils

4lbs



Toor Dal

4lbs



Red Split Lentils

4lbs



Red Football Lentils
4lbs



Moth Beans(Haricots)
4lbs



Red Lentils
4lbs



Chick Peas
4lbs



Red Kidney Beans
4lbs



Kala Chana
4lbs



Kala Chana(Mosambi)

4lbs



Light Red Kidney Beans

4lbs



Moong Beans

4lbs



Moong Beans(Celera)

4lbs



Moong Dal

4lbs



Urad Whole

4lbs



Small Red Beans

2lbs



Chana Dal

2lbs



Chick Peas

2lbs



Red Kidney Beans

2lbs



Kala Chana

2lbs



**Light Red
Kidney
Beans**

2lbs



Moong Dal

2lbs



Moth

2lbs

ABOUT US



Our Legacy

Founded from the Virani family's journey in 1979 with Golden Boys Foods, which grew into a national brand and was later acquired by Kraft Foods in 2005 for \$500M.

First Choice Foods Inc. was established in 2009, continuing a tradition of quality, integrity, and innovation. Today, under the leadership of President Malik Virani, the company is expanding across global markets.

Distributions and Import

- ✓ Strong distribution across British Columbia, Ontario, and Alberta
- ✓ Exporting to the USA and UK
- ✓ Importing 50+ containers annually from India, China, South America, and Asia
- ✓ Reliable logistics and national supply chain coverage

Retail Reach

- ✓ Supplying 3,000+ retail stores across Canada and exporting internationally
- ✓ Serving major chains, independent retailers, and ethnic supermarkets

Team



22 Office Staff



27 Operations & Warehouse Staff

CERTIFICATIONS



SQF Certified

Ensuring globally recognized food safety and quality standards.

Warehouse Infrastructure



Burnaby

60,000
sq. ft.



Richmond

50,000
sq. ft.



Total Capacity

15,000+
pallets



Frozen & Chilled

5,000
pallets

2025 Performance

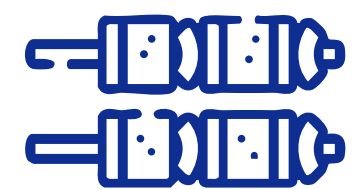
\$10M+

in annual sales

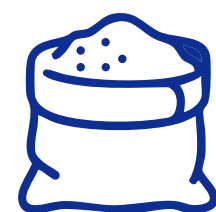


Consistent
year-over-year growth

Manufacturing Strength



Paneer:
8 tons/day



Atta (Flour):
10 tons/day



Ghee:
40 tons/month



ALL PRODUCTS

Spices & Seasoning Powders

HEER Ajwain Ground
HEER All Spice Ground
HEER Amchur Powder
HEER Anardana Powder
HEER Anise Seed Ground
HEER Black Cardamom Powder
HEER Black Pepper Ground (all grinds)
HEER Cardamom Powder
HEER Caraway Ground
HEER Cayenne Pepper
HEER Celery Ground
HEER Chili Powder (Regular / Kashmiri / X-Hot)
HEER Cinnamon Ground
HEER Cloves Powder
HEER Coriander Seed Ground
HEER Cumin Seed Ground
HEER Curry Powder
HEER Dhana Jeera Mix
HEER Fennel Seed Powder
HEER Fenugreek Seed Ground
HEER Garam Masala (all variants)
HEER Ginger Powder
HEER Haldi (Turmeric Ground)
HEER Kitchen King Masala
HEER Mace Powder
HEER Nutmeg Ground
HEER Onion Powder
HEER Oregano Rubbed
HEER Paprika (all Asta levels)
HEER Tandoori Masala
HEER Thyme Ground

Whole Spices & Seeds

HEER Ajwain Seeds
HEER Anise Seeds
HEER Bay Leaves
HEER Black Cardamom
HEER Black Pepper Whole
HEER Cardamom Green
HEER Cardamom Seed
HEER Caraway Seeds
HEER Celery Seeds
HEER Cinnamon Stick / Bark
HEER Cloves Whole
HEER Coriander Seed Whole
HEER Cumin Seed Whole
HEER Dill Seed
HEER Fennel Seed (all types)
HEER Fenugreek Seed
HEER Ginger Whole
HEER Kalonji (Onion Seeds)
HEER Mace Whole
HEER Mustard Seeds (Large / Small Rai)
HEER Nutmeg Whole
HEER Poppy Seed (White / Blue)
HEER Star Anise
HEER Tukmaria (Basil Seeds)
HEER White Pepper Whole

Pulses, Lentils & Beans (Dry)

HEER Black Eye Beans
HEER Black Turtle Beans
HEER Baby Lima Beans
HEER Chana Dal
HEER Chick Peas
HEER Dark Red Kidney Beans
HEER Great Northern Beans
HEER Green Chana
HEER Green Lentils
HEER Green Peas Whole
HEER Green Split Peas
HEER Kala Chana / Mosambi Kala Chana
HEER Light Red Kidney Beans
HEER Mixed Dal
HEER Moong Beans (Celera / Green Whole)
HEER Moong Dal (Washed / Oily)
HEER Moong Split Chilka
HEER Moth
HEER Navy Beans
HEER Pigeon Peas
HEER Pinto Beans
HEER Rajmah Jammu
HEER Red Beans Small
HEER Red Cow Peas / Red Chori
HEER Red Football Lentils
HEER Red Lentils / Masoor (Whole & Split)
HEER Soya Bean
HEER Toor Dal (all varieties)
HEER Urad Chilka
HEER Urad Dal Washed
HEER Urad Gota
HEER Urad Whole
HEER Yellow Peas (Whole & Split)

Flours & Starches

HEER Bajri Flour
HEER BESAN / Chana Flour
HEER Corn Starch
HEER Durum Atta (Apna Desi / Desi Style)
HEER Jowar (Sorghum) Flour
HEER Kala Chana Flour
HEER Maida (All Purpose Flour)
HEER Multigrain Flour
HEER Rice Flour
HEER Suji / Semolina (all grinds)
HEER Urad Flour
HEER White Corn Flour / Meal
HEER Whole Wheat Atta
HEER Yellow Corn Flour / Meal

Nuts & Dried Fruits

HEER Almonds (all forms: Natural, Blanched, Sliced, Slivered, Ground, NPS)
HEER Cashews (all grades: Raw, Roasted, Salted, Spicy, LP, W180, W240, W320)
HEER Charmagaz
HEER Golden Raisins
HEER Green Raisins
HEER Peanuts Redskin
HEER Pecan Halves
HEER Pistachio Kernels / Inshell Roasted
HEER Sunflower Seeds
HEER Sultana Raisins
HEER Thompson Raisins
HEER Walnut Halves / Pieces / Inshell

ALL PRODUCTS

Frozen Vegetables & Ready Foods

HEER Frozen Aloo Paratha
HEER Frozen Bhindi (Cut & Whole)
HEER Frozen Cauliflower
HEER Frozen Coconut Shredded
HEER Frozen Drumsticks
HEER Frozen Garlic Naan
HEER Frozen Gobhi Paratha
HEER Frozen Green Beans (all cuts)
HEER Frozen Green Chana
HEER Frozen Green Chilli
HEER Frozen Green Peas
HEER Frozen Guar
HEER Frozen Karela
HEER Frozen Methi
HEER Frozen Mixed Vegetables
HEER Frozen Paneer Paratha
HEER Frozen Patra
HEER Frozen Plain / Lachcha / Malaysian Paratha
HEER Frozen Punjabi Samosa (all sizes)
HEER Frozen Spinach (Leaf & Cubed)
HEER Frozen Sweet Corn
HEER Frozen Tandoori Naan / Roti
HEER Frozen Tindora
HEER Frozen Tuver Lilva
HEER Frozen Carrot & Peas
HEER Frozen Cassava (Whole & Sticks)
HEER Frozen Cocktail / Patti / Mixed Veg Samosa
HEER Frozen Kebabs (Hara Bhara, Shami, Beetroot)
HEER Frozen Kathi Rolls (Paneer Chilli & Tikka)
HEER Frozen Manchurian Balls
HEER Frozen Spring Roll / Pizza Pockets / Corn & Cheese Pockets

Rice, Grains & Cereals

HEER Basmati Rice (Superior Extra Fine)
HEER Kheer Rice (Calrose)
HEER Mamra (Puffed Rice)
HEER Phool Makhana
HEER Sabudana (Tapioca Pearl)
HEER Sona Masoori Rice

Snacks & Frozen Sweets

HEER Boondi
HEER Fried Onions
HEER Roasted Bengal Gram
HEER Frozen Besan Burfi
HEER Frozen Bikaneri Burfi
HEER Frozen Gajar Halwa
HEER Frozen Jodhpuri Ladoo
HEER Frozen Kaju Katli
HEER Frozen Milk Cake
HEER Frozen Motichoor Ladoo
HEER Frozen Rasmalai (Elachi / Kesar / Mango)

Miscellaneous

HEER Baking Powder
HEER Baking Soda
HEER Black Salt Powder
HEER Citric Acid
HEER Corn Nuts
HEER Flax Seed / Ground
HEER Himalayan / Pink / Sea Salt
HEER Kokum Black Wet
HEER Mishri (Crystal Sugar)
HEER MSG
HEER Pure Cane Sugar M-30
HEER Sweet Mango Chutney
HEER Tea Masala