

HORECA SOLUTIONS



CRAFTED BY

Midtronics Trading L.L.C

Premium Cooking Oils & Kitchen Essentials for the UAE's Professional Kitchens

— Delivering Quality. Building Trust. —

About Chefs Pro+® HORECA Solutions

An officially registered trademark of HORECA Solutions, Dubai, UAE

Chefs Pro+® is dedicated to empowering professional kitchens, hotels, restaurants and catering operations across the UAE. We deliver premium-grade, high-performance cooking oils and kitchen essentials engineered for heavy commercial use and consistent culinary excellence.

Our oils are refined to resist oxidation and breakdown at high smoke points of up to 225–230°C, so fryers stay cleaner for longer and kitchens spend less on oil changes. Every formula is non-hydrogenated, with zero trans fats, and every line we distribute — from our sunflower and canola oils to our Italian tomatoes — is fully HACCP and Halal certified.

From our base in Deira, Dubai, we supply bulk HORECA formats across all seven Emirates, backed by a sales team that turns quote requests around within 24 hours — so operators can trust what goes into every fryer, pan and dish.

15+

YEARS OF INDUSTRY TRUST

50+

PREMIUM HORECA PRODUCTS

5K+

SATISFIED KITCHENS & CLIENTS

Why Professional Kitchens Trust Us

Engineered for extended fryer stability, minimal oil absorption and anti-foaming performance, Chefs Pro+® products empower HORECA and commercial food services to deliver crispier, consistent results — while reducing oil waste and overall operating costs.

Our Commitment to You

Quality you can rely on. A partnership built to last.

We don't see any order as a one-off transaction. Every drum, canister and tin we deliver carries our promise: consistent quality, batch after batch, so the dish that leaves your kitchen tastes the same in December as it did in January. When you commit to Chefs Pro+®, our commitment is to become a dependable extension of your kitchen — not just a name on an invoice.

That means stock you can count on, quote turnaround within 24 hours, and a team that answers the phone when a delivery needs to move or a fryer schedule changes overnight. We measure our own success by how long our clients stay with us — which is why so many of the region's hotel groups, restaurant brands and catering operations have trusted us for years, not just for one order.

We work with some of the most recognised hospitality and F&B names in the UAE, and we understand what that trust demands: premium, certified ingredients with zero inconsistency, and the responsive, always-reachable support that a five-star kitchen or a fast-growing restaurant group simply cannot do without. That is the standard we hold ourselves to on every single order, for every single client — large or small.

Who We Are

The story, mission and approach behind Chefs Pro+®

OUR MISSION

Consistent Quality, Every Single Batch

To be the most trusted HORECA ingredient partner in the UAE — giving hotels, restaurants, caterers and cloud kitchens the consistent, high-performance cooking oils and kitchen essentials they need to run efficient, profitable operations, without ever compromising on quality or food safety.

OUR APPROACH

Built Around the Kitchen, Not the Warehouse

We work hand-in-hand with operators to understand real kitchen demands — volume, budget and performance — then match every account with the right product from our HACCP and Halal-certified range. From first order to ongoing supply, our focus stays on reliable stock availability, responsive local delivery and product performance that stays consistent tin after tin.

OUR EXPERIENCE

Backed by Decades in the Trade

Chefs Pro+® is brought to market by Midtronics Trading LLC — supplying quality and delivering trust across the UAE since 1998. That depth of sourcing, quality control and distribution experience stands behind every litre of oil and every tin that carries the Chefs Pro+ name.

HALAL CERTIFIED

HACCP CERTIFIED

ISO CERTIFIED

COMMON QUESTIONS

Q. What makes Chefs Pro+ oils suitable for high-heat commercial frying?

Every oil is refined for exceptional thermal stability and a high smoke point — up to 225–230°C — so it resists oxidation, smoking and breakdown through continuous, high-temperature use.

Q. Are all Chefs Pro+ products Halal and HACCP certified?

Yes. Our entire range — sunflower, canola and palm oils as well as our whole peeled tomatoes — is fully HACCP and Halal certified to strict international food-safety standards.

Q. How do your cooking oils help lower commercial kitchen operating costs?

Our high-performance formulas offer extended fry life and low oil absorption rates, so food absorbs less grease while staying crisp — reducing overall oil consumption and how often fryers need changing.

Q. What bulk sizes do you supply for HORECA kitchens?

Heavy-duty commercial formats built for high-output kitchens: 20L canisters for our sunflower and canola oils, 10L for palm oil, and 2500g catering tins for our Italian tomatoes.

The Chefs Pro+ Advantage

Six reasons professional kitchens choose us

01

Extended Fry Life

Formulated with high thermal stability to withstand high-heat deep frying longer, drastically lowering oil consumption costs.

02

Certified HORECA Quality

Fully HACCP and Halal-certified, meeting strict international food-safety and commercial kitchen standards.

03

Bulk HORECA Packaging

Heavy-duty commercial sizes (10L, 20L, 2500g) designed to optimise storage, handling and kitchen prep speed.

04

Low Oil Absorption

Keeps fried foods golden and crispy outside while absorbing minimal oil, for lighter, better-tasting dishes.

05

High Heat Stability

High smoke points — up to 225°C — prevent smoking, burning and oil breakdown during continuous cooking.

06

Pure & Non-Hydrogenated

100% natural oils, free from partial hydrogenation, with zero trans fats and zero cholesterol options.

Trusted by Leading Names in the Market

Proudly supplying hotels, restaurants, caterers and food businesses across the UAE

Serving some of the most recognised hotel groups and restaurant brands in the UAE has shaped how we operate. Premium names don't tolerate inconsistency, late deliveries or certification gaps — and neither do we. Every client on this page, and every kitchen we supply beyond it, gets the same certified quality, dependable stock and responsive service, because we know that reputation is earned one delivery at a time.



InterContinental



Crowne Plaza



ibis Hotels



Cipriani Dubai



The Coffee Club



Farm Fresh



Al Falla



Jail Bird



Burger Wings



Z7 Management

A selection of the hotels, restaurants and food businesses we proudly supply across the UAE.

F1 — Refined Sunflower Oil

Our dependable, all-purpose commercial frying oil



20L HEAVY-DUTY CANISTER • 10L PET BOTTLE

F1 is 100% refined sunflower oil fortified with anti-foaming agent E900 — built as the reliable workhorse for everyday commercial frying. Where uncertified, lower-grade sunflower oils froth, discolour and break down quickly under continuous heat, F1 stays clean and stable up to 230°C, so kitchens get dependable, foam-free performance shift after shift.

It's a premium product at an entry-level price point: the same Halal, HACCP and ISO-certified quality control that runs through our whole range, without paying for a specialty blend you don't need for general-purpose frying, sautéing and pan cooking.

THE SAVINGS CASE

The anti-foaming formula cuts waste from boil-overs and resists breakdown longer than uncertified sunflower oils, lowering oil spend per shift.

SPECIFICATIONS & USAGE

COMPOSITION	100% Refined Sunflower Oil + Antifoaming Agent (E900)
SMOKE POINT	Up to 230°C
AVAILABLE SIZES	20L Heavy-Duty Canister / 10L PET Bottle
CERTIFICATIONS	Halal, HACCP & ISO Certified
BEST USED FOR	General deep frying, sautéing and all-purpose commercial cooking
STORAGE & SHELF LIFE	Store in a cool, dry place away from direct heat and light

F5 — Blended Sunflower Oil

50% RSO / 50% HOSO — extended performance without the full premium



20L HEAVY-DUTY CANISTER • 10L PET BOTTLE

F5 blends standard refined sunflower oil with high oleic sunflower oil in equal parts, fortified with E900. The added oleic content resists oxidation far better than pure refined oil, so F5 holds its quality through more frying cycles before it needs changing — a genuine middle ground between everyday value and premium longevity.

For kitchens weighing cost against performance, F5 is where the numbers usually work best: noticeably longer fry life than a basic refined oil, at a lower cost than going fully high oleic.

THE SAVINGS CASE

Higher oleic content slows degradation versus standard refined oil, meaning fewer oil changes and a lower true cost per kilo fried — without paying full price for 100% high oleic.

SPECIFICATIONS & USAGE

COMPOSITION	50% Refined Sunflower Oil (RSO) / 50% High Oleic Sunflower Oil (HOSO) + E900
SMOKE POINT	High heat resistant — suited to deep frying, sautéing and searing
AVAILABLE SIZES	20L Heavy-Duty Canister / 10L PET Bottle
CERTIFICATIONS	Halal, HACCP & ISO Certified
BEST USED FOR	High-turnover restaurant kitchens needing more than standard fry life
STORAGE & SHELF LIFE	Store in a cool, dry place away from direct heat and light

F10 — High Oleic Sunflower Oil

Our premium formula — the one that pays for itself in the fryer



20L HEAVY-DUTY CANISTER • 10L PET BOTTLE

F10 is our premium, fully high oleic formula — the oil we recommend to any kitchen that fries constantly and wants that reflected on its bottom line. Rich in monounsaturated fat and natural Vitamin E, it resists oxidation dramatically better than standard sunflower oil.

In practical terms, that means F10 can be used across significantly more frying cycles before it needs replacing. For a high-volume fryer, reusing the oil longer — rather than discarding and refilling on a fixed schedule — is the single biggest lever for cutting oil costs. Yes, F10 sits at a premium price per litre; kitchens that fry heavily typically find the extended reuse more than offsets it, landing a lower true cost per kilogram fried than a cheaper oil replaced twice as often.

THE SAVINGS CASE

Superior oxidative stability extends usable fry life well beyond standard oils — fewer oil changes, less waste, and typically the lowest true cost-per-kilo-fried in our range for high-volume kitchens.

SPECIFICATIONS & USAGE

COMPOSITION	High Oleic Sunflower Oil, rich in monounsaturated fat & Vitamin E
SMOKE POINT	Up to 230°C, without smoking, breaking down or transferring odour
AVAILABLE SIZES	20L Commercial Canister / 10L PET Bottle
CERTIFICATIONS	Halal, HACCP & ISO Compliant
BEST USED FOR	High-volume deep frying, pan searing, dressings and baking
STORAGE & SHELF LIFE	Store in a cool, dry place away from direct sunlight

U2 — Pure Canola Oil

100% pure rapeseed oil — the cleanest label in our range



20L HEAVY-DUTY CANISTER

U2 is a fully natural, unblended rapeseed/canola oil, naturally low in saturated fat and rich in Omega-3 and Omega-6 — with no additives beyond the oil itself. It's the preferred choice for operators who want to list “pure canola oil” on a menu or nutritional disclosure, while still getting dependable heat performance day to day.

Its versatility across frying, baking, sautéing and dressings means one canister replaces several specialty oils — simplifying both your inventory and your purchasing.

THE SAVINGS CASE

One multi-purpose oil covers frying, baking and dressings — reducing the number of specialty oils a kitchen needs to stock, order and manage.

SPECIFICATIONS & USAGE

COMPOSITION	100% Pure Rapeseed / Canola Oil, non-hydrogenated
SMOKE POINT	Up to 225°C
AVAILABLE SIZES	20L Commercial Canister
CERTIFICATIONS	Halal & HACCP Certified
BEST USED FOR	Deep frying, shallow frying, baking, sautéing and dressings
STORAGE & SHELF LIFE	Store in a cool, dry place away from direct sunlight

Premium Palm Oil

Built for the heaviest, most continuous frying lines



10L HEAVY-DUTY CANISTER

Our Premium Palm Oil is engineered for the heaviest, most continuous frying operations — fast-food lines, high-volume fry stations and catering kitchens that run fryers for hours without a break. Its natural resistance to oxidation and breakdown under sustained heat means it holds up where lighter oils would need frequent changing.

It seals food fast for a crisp, non-greasy finish batch after batch, with a foam-free surface even under continuous, back-to-back frying.

THE SAVINGS CASE

Naturally slower degradation under sustained heat reduces the frequency of full oil changes — one of the largest recurring costs in a fast-food or catering fry station.

SPECIFICATIONS & USAGE

COMPOSITION	Refined Premium Palm Olein + Antifoaming Agent (E900)
AVAILABLE SIZES	10L Heavy-Duty Canister
CERTIFICATIONS	Halal, HACCP & ISO Certified
BEST USED FOR	Continuous high-volume deep frying — fast food, catering, banqueting
STORAGE & SHELF LIFE	Store in a cool, dry place away from direct heat and light

PREMIUM FRESH ASPARAGUS

Selected for freshness, quality, and consistent presentation



FRESH JUMBO ASPARAGUS

Our Jumbo Fresh Asparagus is carefully selected from premium growing regions in Thailand, offering firm, tender spears with a fresh appearance and excellent eating quality. Ideal for professional kitchens, hotels, restaurants, catering operations, and premium foodservice applications.

Harvested and handled with care to maintain freshness, vibrant colour, and crisp texture, our asparagus is suitable for grilling, roasting, steaming, sautéing, and a wide range of gourmet preparations.

THE QUALITY CASE

Freshly selected jumbo spears provide consistent size, appearance, and texture — helping chefs maintain premium presentation and reliable portioning across every service.

SPECIFICATIONS & USAGE

ORIGIN	Thailand
PRODUCT	Fresh Jumbo Asparagus
AVAILABLE SIZE	Jumbo
PRODUCT FORM	Fresh whole asparagus spears
BEST USED FOR	Hotels, restaurants, catering, fine dining, buffets & foodservice
STORAGE & SHELF LIFE	Keep refrigerated and store under recommended chilled conditions. Use within the supplier-recommended shelf life.

Whole Peeled Tomatoes

Italian-grown, naturally packed, ready for the pass



2500g CATERING TIN

Harvested at peak ripeness in Italy and packed only in their own natural tomato juice — no added preservatives, no shortcuts — our Whole Peeled Tomatoes deliver the same clean-label quality as a boutique Italian import, at HORECA pricing and pack sizes.

Pre-peeled and ready to use, they save real prep labour versus fresh tomatoes, break down into a richer and more consistent sauce base, and hold their quality tin after tin — so your pasta, pizza and stews taste the same every time they leave the kitchen.

THE SAVINGS CASE

Pre-peeled format cuts kitchen prep labour versus fresh tomatoes, and shelf-stable tins reduce the waste and over-ordering that comes with fresh produce.

SPECIFICATIONS & USAGE

COMPOSITION	Whole Peeled Tomatoes, Tomato Juice, Citric Acid (Acidity Regulator)
NET WEIGHT	2500g (2.5kg) per tin
CERTIFICATIONS	Halal & HACCP Certified, Non-GMO, No Preservatives
COUNTRY OF ORIGIN	Italy
BEST USED FOR	Pasta sauces, pizza toppings, marinara, soups and slow-cooked stews
STORAGE & SHELF LIFE	Store unopened in a cool, dry place. Once opened, transfer to a non-metallic container, refrigerate and use within 3 days.

Let's Work Together

Partner with Chefs Pro+ for wholesale HORECA supply and premium commercial kitchen ingredients.

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