



THE RETAIL COLLECTION

Good eggs. Brighter days.

Pure Nutrition, Every Day

WHITE & BROWN

6-egg and 12-egg packs





THE COMPANY BEHIND PURENEST

Al-Anwar.

AL-ANWAR FARMS

Care at heart.
Purpose in every egg.

Al-Anwar Farms brings together a commitment to quality eggs and hen care with experience in marketing, ecommerce and digital business. PureNest brings that focus to the everyday table.



OUR STRENGTHS

Care. Quality. Consumer understanding.
The thinking behind PureNest.



Care is where *our story starts.*

Our purpose is simple: nourishing everyday lives through good eggs, with care for the hens at the heart of our work.

THE AMBITION BEHIND AL-ANWAR FARMS



THE PURENEST AMBITION

A closer look at an
everyday essential.

QUALITY

Pride in *every detail.*

Quality is what we want the PureNest name to stand for. In the product. In the care behind it. In the pack you bring home.





The *white* edit.

A classic choice.
A distinctly PureNest pack.

6 EGGS & **12** EGGS





Naturally *brown.*

Warm shell tones.
The same distinctive identity.

6 / 12 EGGS PER PACK



Two colours. *Four ways to choose.*

White and brown eggs.
Separate 6- and 12-egg packs.



WHITE *6 eggs*

WHITE *12 eggs*

BROWN *6 eggs*

BROWN *12 eggs*

Good looking. *Easy to recognise.*

02 The eggs in view

A clear carton keeps the product visible.



01 A name to remember

The PureNest wordmark takes centre stage.

03 A clear choice

Prominent pack counts.
A coordinated illustrated sleeve.



IN STORE

A little green. *A lot of presence.*

A coordinated collection that presents
PureNest as one recognisable brand.



AT HOME

Everyday *rituals.*

The first breakfast.

The weekend brunch.

The recipe made again.

Good eggs. Brighter days.





INSIDE THE EVERYDAY EGG

Small egg. *So much goodness.*

Protein, vitamins and minerals.

A little everyday nutrition, beautifully packaged by nature.



P

Quality protein

Egg protein provides all nine essential amino acids, used for growth and repair.

B₁₂

Vitamin B12

Eggs contain B12, a nutrient that helps keep blood and nerve cells healthy.

Ch

Choline

Eggs provide choline, a nutrient needed to build cell membranes.

General egg nutrition; nutrient levels, including omega-3 fats, vary with egg size and hens' diet. Not a PureNest laboratory analysis. Yolks contain small amounts of vitamin D.

Freshness has *a daily rhythm.*



01 / AT THE FARM

Collected daily.

A fresh collection of eggs, every day.



02 / INTO THE PACK

Packed daily.

Daily packing keeps our routine moving.



EVERY
DAY
COLLECTED + PACKED

Care behind it. *Goodness within.*



Care comes first.

Care for our hens is at the heart of our farming values.



Quality is our focus.

A commitment to making PureNest a name you choose with confidence.



The eggs in view.

Clear packaging lets you see the eggs you're choosing.

GOOD EGGS. BRIGHTER DAYS.

From everyday breakfasts to favourite family recipes.



Your shelf. *Our next chapter.*

We're looking for retailers to bring PureNest to more everyday baskets.

A focused range of white and brown eggs, with a distinctive identity for your store and online shelves.



NOW INVITING RETAILERS

WHITE & BROWN EGGS

6- & 12-EGG PACKS

ONE PURENEST BRAND



AL-ANWAR FARMS

Let's grow *something good.*

Let's talk about
stocking PureNest.

PURE NUTRITION, EVERY DAY





LET'S CONNECT

Say hello.

Start something good.

01 / VISIT US

purenesteggs.com

02 / WRITE TO US

care@purenesteggs.com

03 / CALL OR WHATSAPP

0337-380-EGGS

0337-380-3447

WhatsApp ↗

