

IFCG Expands Global Private Label Sweet Potato Fries Supply

International Food & Consumable Goods (IFCG), a leading Egyptian exporter of frozen sweet potato fries, announced its continued expansion in global retail markets ahead of its participation in PLMA's World of Private Label 2026.

With exports reaching more than 30 countries across Europe and international markets, IFCG continues to strengthen its position as a reliable private label partner for retailers, wholesalers, and food distributors worldwide.

The company specializes in premium frozen sweet potato fries and offers a wide range of cuts tailored to private label programs. IFCG provides flexible production capabilities that allow partners to develop their own retail brands with customized packaging, scalable quantities, and consistent premium quality.

"Private label is one of the fastest-growing segments in global retail," said an IFCG representative. "Our goal is to support retailers in building successful sweet potato fries categories through reliable supply, product expertise, and long-term partnerships."

Through its advanced production capabilities and export expertise, IFCG is able to supply various cuts of sweet potato fries in flexible volumes to meet the needs of international retail chains and distributors.

Visitors to PLMA's World of Private Label 2026 will have the opportunity to explore IFCG's private label solutions, product range, and partnership opportunities with global buyers.