



# SEASTAR

Seastar Foodstuff Manufacturing & Trading Co. LLC  
شركة نجم البحر لصناعة وتجارة المواد الغذائية ذ.م.م

2026



COMPANY PROFILE



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# Corporate overview

Sea Star for the Manufacturing and Trading of Food Products (Limited Liability Company) was established in 2012 in Aqaba, Jordan, as one of the subsidiaries of Elaf Investment Group PSC. The company specializes in the manufacturing and trading of pistachios. In 2016, it moved to its new factory equipped with the latest technologies, which strengthened its position in both local and international markets. With an ambitious vision, the company strives to become the largest pistachio manufacturer in the Middle East, relying on quality, innovation, and long-term partnerships, with a firm commitment to social responsibility and environmental sustainability that reflects its national values.

As part of Elaf Investment Group, the company combines Jordanian expertise with advanced industrial technology to deliver exceptional quality to global markets.

What began as a small local project has become a regional force with a presence in Europe, Asia, Africa, and the Americas. Sea Star operates with precision, innovation, and integrity, ensuring that every product reflects the highest standards of food safety and international performance.

With two world-class facilities, Sea Star 1 and the modern Sea Star 2, the company manages a production capacity exceeding 50 tons per day, operating with AI-supported sorting systems and highly efficient teams, embodying Sea Star's commitment to excellence, reliability, and sustainable industrial growth.

## — Vision —

Leadership in achieving the highest added value in the pistachio industry and delivering our products to global markets.

## — Mission —

We are committed to providing diverse and high-quality pistachio products by adopting the latest technologies and building sustainable partnerships, to meet customer expectations and serve both local and international markets.





# Our Journey

Sea Star's journey began in Aqaba with a simple ambition: to redefine the pistachio industry through innovation and consistency in quality. From a small factory to a global name, the company expanded through strategic investments, modern technology, and continuous improvement.

Between 2012 and 2015, the first facility equipped with semi-automatic cracking machines was operated. In 2017, Sea Star became the first Jordanian company to adopt optical sorting technology from Bühler, marking a major leap toward global competitiveness.

By 2025–2024, the company launched its second facility, fully automated and powered by artificial intelligence, representing the future of Jordanian food manufacturing.



The beginning of the dream and partnership with the Turkish side, and the establishment of the first facility with an area of 1,000 square meters.

Semi-automatic cracking machines with a production capacity of 3 tons per day, operated by 15 employees, targeting the local market.

A factory equipped with semi-automatic cracking machines and a production capacity of 3 tons per day, employing 15 staff members and targeting the local market.



2016

# Growth Milestones

2012

2013

2014 Initial study for expanding the facility due to increased demand.

2015 Starting preparations to establish a new factory on a land area of 5,000 square meters.

2015



The establishment of the first factory with an area of 1,000 square meters, equipped with semi-automatic cracking machines with a production capacity of 3 tons per day. It employs 15 staff members and serves the local market.

- Introduction of the first optical sorting machine in Jordan for pistachio processing (Bühler).

- Expansion of raw material sources and increase of production capacity to 8 tons per day.

- Opening opportunities for cooperation with the local community and targeting female employment.



2017



2018

- Launch of the global expansion strategy.
- Opening new markets in North Africa and Europe.
- Installation of new Z1 sorting machines and increasing production capacity to 12 tons per day through a team of 30 employees.
- Obtaining HALAL, FSSC, ISO 9001, and HACCP certifications.
- Joining the International Nut and Dried Fruit Council (INC).

- Partnership with raw material suppliers in the United States of America.

- Entering new markets in South America (Brazil).

2019



Obtaining ISO 22000 certification.

Wonderful PISTACHIOS



2020

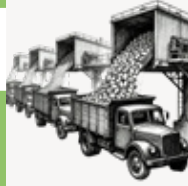
- Obtaining the "Great Place to Work" certification.
- Renewal of all cracking machines and introduction of the new Bühler 3A sorting model with a production line capacity of 3 tons per hour.
- Reaching a female workforce ratio of %40 of total employees.



- Increased production capacity to 17 tons/day.
- Won "Best Workplace for Women" award.
- Expanded sieving lines to reach 20 tons/day.

2021

Implemented SAP automation for warehouse management.



2023

- TRUST PROGRAM certification from JFDA Buhler A5 sorting model with 4 ton/hour line.
- Conducting studies related to Energy & Environment start Building the seastar 2 with 10100 m<sup>2</sup> a distinguished.

2024 • Raising the staff to 110 team member with %60 female.

- Atomization for Human resource Dept. With KAYYAN APP.
- 2 sorting AI machines are put to increase the quality of the product.

- Establishing & operating SEASTAR Factory 2, equipped with artificial intelligence technologies and fully automated packaging systems, with a production capacity of 50 tons per day.

2026





# Factory of the Future

Sea Star operates two advanced factories within the Aqaba International Industrial City, spanning a production area of more than 15,000 square meters. Sea Star Factory 1 formed the foundation of industrial excellence, while Sea Star Factory 2 is a fully automated facility integrating AI-based sorting technologies, real-time monitoring, and advanced packaging technologies.

All production stages, from cracking and sorting to packaging and storage, are designed to ensure high precision, cleanliness standards, and operational speed. The factories are equipped with high-efficiency Bühler systems, automated packaging and carton-forming lines, and environmentally controlled cold storage warehouses.

Through integrating the SAP system into all operational processes, Sea Star has achieved a paperless operation rate of up to %60, strengthening its position as one of the most technologically advanced facilities in the region.



# Production Capabilities

Sea Star's production strength lies in its operational capacity, advanced technologies, and human resources. With an annual raw material capacity of 23,000 metric tons and a daily production capacity of 30 tons from Sea Star Factory 1 and 150 tons from Sea Star Factory 2, operating at a rate of 295 working days per year and 20 hours per day, the company ensures stable, high-volume production for its clients worldwide.

The facilities operate according to the highest standards of traceability and efficiency, supported by a seasoned team of engineers, operators, and quality specialists who are committed to maintaining consistent levels of safety and performance.





# Product Portfolio

## Roasted & Flavored Pistachios



Designed to deliver premium tasting experiences, developed in line with modern consumer preferences.

## In-shell Pistachios



Products of American origin, processed and sorted to ensure uniformity in size, color, and quality.

## Kernel Pistachio



Premium raw pistachio kernels in several grades: Premium, Super Standard, Extra Standard, halves, and pieces.

## Pistachio Paste



%100 natural, available in concentrations of %22, %30, %43, and %10, for industrial and confectionery applications.

### In-Shell Pistachio Kernel



25 Libra **11.340<sup>kg</sup>**

25-21 USX1

22-18 USX1

25-21 Supreme

22-18 Supreme

### Pistachio Kernel



10<sup>kg</sup> Carton (cartoon)

Super Standard

Extra Standard

Standard

Halves & Pieces

Premium

### In-Shell Roasted, Salted & Flavored Pistachio

Perfectly roasted and seasoned to meet diverse global preferences.



25 Libra **11.340<sup>kg</sup>**

### Roasted, Salted & Flavored Pistachio

Available in custom flavors for various market



10<sup>kg</sup> ( cartoon )

### Pistachio Paste

Smooth, High-quality paste idea for confectionery bakery, and industrial use



5<sup>kg</sup> (4x buckets **per box**)



# Quality Standards, Certifications & Awards

Quality is the cornerstone of Sea Star's reputation. The company is committed to international standards through obtaining ISO 22000, FSSC v6, ISO 9001, HACCP, and HALAL certifications, while continuously pursuing BRCGS, ISO 14001, SEDEX, and ISO 50001 certifications.

Each production batch undergoes rigorous testing through accredited laboratories. Daily internal inspections of moisture levels, temperatures, and physical specifications ensure consistency and compliance with national and international standards.





## Wonderful® PISTACHIOS

- # Ambassador
- Sea Star is the official ambassador of Wonderful Pistachios in Jordan and Iraq, in recognition of an outstanding partnership that contributed to promoting American California pistachios, strengthening global presence, and driving sustainable growth for regional markets throughout the year.



- # Membership
- Sea Star has been an official member of INC since 2018, and Mr. Mohammad became an ambassador of the organization in 2025, reflecting the company's active role in the sector, its commitment to international standards, and its access to research, sustainability initiatives, and global trade networks, supporting quality, innovation, and sustainable growth.



- Sea Star has also been a principal member of GAFTA since January 2022 ,21, confirming its accreditation within this global organization, ensuring compliance with ethical contracts, standards, risk management, and building trusted partnerships.



- # Awards
- Sea Star has received the King Abdullah II Award for Excellence, in recognition of institutional performance quality, innovation, sustainability, social responsibility, and visionary leadership, in addition to leveraging technology to enhance efficiency, improve customer experience, and reinforce sector leadership.
  - In 2025, Sea Star also received the Ethics in Business Award – Certificate of Excellence, in recognition of its leading role in ethical business leadership and its contribution to supporting the local market in Jordan.



## Sustainability & Responsibility

Sea Star's commitment to sustainability extends beyond production operations. The company has adopted programs to improve energy efficiency and digitized processes to reduce waste and enhance operational efficiency. Through the use of eco-friendly equipment, electric forklifts, and effective resource management initiatives, Sea Star continues to reduce its environmental impact while adhering to global sustainability standards.



In alignment with the United Nations Sustainable Development Goals (SDGs), Sea Star's initiatives contribute to achieving several key objectives, including:



### **Industry, Innovation, & Infrastructure**

Through AI-based automation, smart manufacturing, and digital transformation, contributing to building a sustainable industrial model.

### **Decent Work and Economic Growth**

By providing safe, fair, and innovative work environments that empower employees of both genders and enhance their participation and professional growth.

### **Responsible Consumption & Production**

Through reducing waste, implementing paperless operations, and resource management initiatives that improve production efficiency and operational sustainability.

### **Partnerships for the Goals**

Through cooperation with international partners, accreditation bodies, and sustainability-focused organizations to drive joint progress toward global environmental and economic objectives.

These initiatives reflect Sea Star's commitment to sustainable industrial growth and corporate responsibility. This comprehensive approach has contributed to the company's nomination for the Green Factory Award, confirming its alignment with international sustainability frameworks and its continued pursuit of building a smarter and more sustainable industrial future in Jordan.



# Global Presence

Sea Star's presence extends to more than 30 countries across five continents, connecting Jordan to key global markets.

✔ Europe    ✔ Asia

✔ Africa    ✔ The Americas

Each of these markets reflects Sea Star's solid reputation for quality, reliability, and building long-term partnerships.



# Future Vision



Sea Star aspires to continue its development as a global leader in the pistachio industry through investment in technology, research, and product innovation. The company plans to expand its product portfolio by launching value-added products, establishing a fully EDGE-certified green facility, transitioning toward renewable energy, and achieving a zero-waste concept through the Sea Star 3 project, which will serve as a research and development hub focusing on smart manufacturing and sustainable processing.

Guided by its principles of quality, trust, and progress, Sea Star continues to transform its vision into tangible reality, building a global legacy that starts in Jordan and reaches the world.





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