



# INSPIRING THE FUTURE





# A trusted brand

Fula was first launched in Portugal in 1965 as the purest peanut oil coming from Guinea-Bissau.

Its name comes from Africa, as Fula is the name of a well-known central African tribe.



Fula is one of the most prestigious brands in Portugal and has been the consumers top choice for over 50 years



Studies have shown that the brand Fula is recognized and trusted by most of the Portuguese consumers



Fula is exported to many countries: Angola, Mozambique, France, China, UK, Switzerland, USA, Luxembourg, South Africa and Korea, among others.





# Fula



## Why ↓

Inspire a more  
**diverse and inclusive**  
future of food

## How ↓

**Remain at the forefront**  
of edible oils and  
**explore new audiences**  
and dietary needs

## What ↓

**Accessible products for**  
**everyone**, combining  
Fula's trust and  
familiarity with culinary  
**novelty and variety**







# Fula



In tune  
with the  
**Present**



In Harmony  
with the  
**Future**





# PORTFOLIO

CORE RANGE ▼

## ORIGINAL



FULA  
ORIGINAL

1L

2L

3L

10L



Cook different  
dishes



Experiment with  
new recipes



Try unexpected  
combinations



Delight  
the palate



# PORTFOLIO

CORE RANGE ▼

## PURE



PURE  
PEANUT

1L

temporariamente  
indisponível



PURE  
CORN

1L



PURE  
SUNFLOWER

1L

3L



Deep-frying  
and fondues



New experiences  
Crispier dishes



Cakes and cookies



Sweets and pastries



Mayonnaises  
and vinaigrettes





# PORTFOLIO

CORE RANGE ▼

## SPECIAL



FULA  
SUPER 5

1L

3L

**Evolution and innovation** in the Core range. **Fula Super 5** delivers more performance and health benefits

**The 5 main functional benefits of the product:**



→ High in  
Vitamin D



→ High in  
Vitamin E



→ New generation  
anti-fried-odor



→ Crispier texture  
for fried foods



→ Milder  
frying flavor





# PORTFOLIO

NATIVOS RANGE ▼



200  
ML



500  
ML

FULA  
NATIVOS  
COCO



It's ideal for  
stir-fries, desserts,  
popcorn, and for  
adding to coffee.





Ready to  
**experiment?**



Óleo alimentar com aroma natural.  
Contém óleos vegetais refinados.







 <https://www.fula.pt/marca/>