

2026



COMPANY PROFILE

Mercanda

www.mercanda.ae

BRINGING ITALY'S FINEST TO THE MIDDLE EAST

Premium Keto & Protein lines, healthy snacks, confectioneries, and functional beverages exclusively brought to the UAE and GCC by Mercanda Middle East Trading L.L.C.





WHO WE ARE

Mercanda Middle East Trading L.L.C., based in Dubai, is the UAE arm and sister company of Workshops Light Romania. We are proud distributors of 1 Attimo Informa, an Italian wellness brand dedicated to blending taste, innovation, and health.

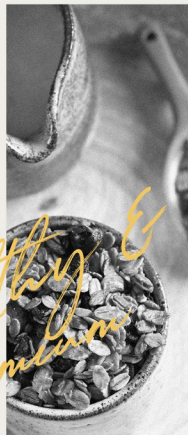
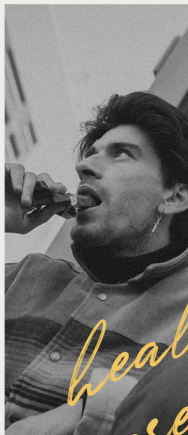
Our portfolio spans multiple categories you see on the [official site](#) — Keto & low-carb, Proteins, Meal Replacements, Hydration & Functional Drinks, Snacks & Breakfast, Confectioneries & Spreads, all crafted to serve modern, health-conscious consumers.

When you partner with Mercanda, you get access to authentic, European-certified products, a local presence in the GCC, and strategic support to bring these lines to supermarkets, specialty stores, cafés, and beyond.

ABOUT MERCANDA

Mercanda Middle East Trading L.L.C. is a Dubai-based company (Trade License No. 1553314), established to bring Europe's most innovative food concepts to the UAE and GCC. As the sister company of Workshops Light Romania and the official regional partner for Italy's renowned brand 1 Attimo Informa, Mercanda serves as the local gateway for healthy, premium Italian products.

With licensed activities covering snack foods, pastries, and beverages, Mercanda ensures that the UAE and GCC markets have access to authentic, health-focused products designed to meet the needs of today's consumers.



*healthy &
premium*

OUR MISSION & VISION

Mission

To deliver premium Italian wellness products that combine authentic taste with advanced nutritional science, giving consumers healthier everyday choices.

Vision

To become the leading distributor of health-driven Italian brands in the UAE and GCC, trusted by retailers, partners, and consumers for quality, innovation, and sustainability.

*Mission
Vision*

OUR VALUES

Quality

We work exclusively with brands that uphold the highest European standards.

Health

Every product is carefully designed to support balanced, modern lifestyles.

Trust

Compliance with UAE and international food regulations ensures reliability.

Sustainability

We prioritize ethical sourcing, eco-friendly packaging, and responsible distribution.

Values

OUR TEAM

Mercanda is led by **Massimo Sanges**, Italian entrepreneur and industry expert, who serves as both Owner and Manager. With decades of experience in food innovation and international distribution, Massimo drives the company's expansion across the Middle East, bringing Italian excellence to new markets.



CERTIFICATIONS & COMPLIANCE

At Mercanda, compliance is at the heart of our operations.

- **Dubai Municipality Product Registrations**

Ensuring all SKUs meet local safety and labeling standards.

- **Food Safety Compliance**

Full adherence to UAE regulations for storage, handling, and distribution.

Halal Certification

Products meet the requirements for GCC consumers, ensuring wider accessibility.

- **VAT & Trade Compliance**

Registered with the UAE's Department of Economy & Tourism, fully authorized for trade

OUR PRODUCT PHILOSOPHY

At **Mercanda Middle East Trading L.L.C.**, we believe that food should be more than just nourishment — it should be healthy, Italian, and premium. Partnering with **1 Attimo In forma**, we bring to the UAE and GCC a full lineup of products crafted in Italy, combining authentic taste with advanced nutrition.

Whether you're looking for Keto solutions, high-protein performance products, or indulgent yet mindful confectioneries, our portfolio is designed to meet the needs of **today's health-conscious consumers.**



[VIEW FULL CATALOG](#)

OUR LINEUP

Confectioneries & Spreads

Indulgence meets wellness with products like protein cookies, spreads, and healthy treats. Enjoy sweet flavors with mindful nutrition in every bite.

Brand: 1 Attimo Informa

Products

- Cookies
- Spread
- Minicake



OUR LINEUP

Snacks & Breakfast

Nutritious cereals, bars, and granolas that make every day start healthier. Designed for convenience without compromising on flavor or quality.

Brand: 1 Attimo Informa

Products

- Granola
- Cereals
- Granola Cup
- Porridge Cup



OUR LINEUP

Protein & Supplements

Powerful formulations that support strength, energy, and recovery — including protein bars, powders, and amino acids. Ideal for athletes, fitness enthusiasts, and active individuals.

Brand: 1 Attimo Informa

Products

- Protein Bars
- Energy Bars
- Whey Protein
- BCAA 2:1:1
- Creatine



OUR LINEUP

Meal Replacements & Hydration Drinks

Balanced formulations that serve as complete nutritional solutions. From meal replacement shakes to hydration beverages, these products are crafted to support daily nutrition and optimal performance.

Brand: 1 Attimo Informa

Products

- Hydration Water
- Meal Replacement



OUR LINEUP

Keto & Low Carb

Delicious, low-carb alternatives designed for those managing energy intake and following ketogenic lifestyles. Perfect for consumers who want great taste without compromising health.

Brand: 1 Attimo Informa

Products

- Keto High Protein Bar
- Keto Cookies
- Keto Pudding
- Keto Protein Shake
- Keto Cornetto
- Keto Bread
- Keto Bun



BRAND

1 ATTIMO IN FORMA

The Story of the Brand

1 Attimo Informa is an Italian Urban Wellness Company®, pioneering in protein and healthy foods. We support the dietary needs of a new generation of mindful consumers who embrace a contemporary and conscious lifestyle.

Our Vision

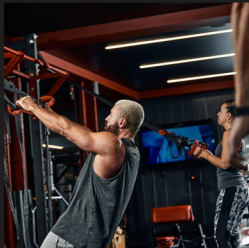
We stand for an authentic vision of well-being, far removed from stereotypes and unrealistic ideals of the “perfect body.” Instead, our products focus on balance, taste, and quality — serving as everyday companions on a wellness journey accessible to all.

For us, there is no single perfect shape — only your own, unique and unrepeatable.

“To each their own shape.”



THE 4 PILLARS



Sports & Sponsorship

Movement is at the heart of well-being. Through our sports partnerships and sponsorships, we support athletes, teams, and events that embody discipline, passion, and balance, values shared across all our initiatives.



Nutrition

Educating new generations on balanced nutrition is central to our mission. We organize seminars and workshops on mindful eating, stress management, and physical activity. Programs like Nutriquiz involve students interactively, encouraging smarter and healthier food choices.



Community

Wellness goes beyond products. Our community creates spaces for connection, art, and engagement. From festivals to fairs and urban events, we share our values and promote a conscious lifestyle through shared experiences.



Fragility

We believe strength lies in vulnerability. The Fragility Project explores sensitive themes such as mental health and eating disorders. Through initiatives like the short film "Il Suono dell'Ombra", presented at the Chamber of Deputies in Italy, we raise awareness using art and culture.

WHY CHOOSE 1 ATTIMO IN FORMA

Made in Italy – Authentic craftsmanship, rooted in Italian tradition.

Healthy Indulgence – Nutritious products without compromising taste.

Premium Ingredients – Carefully selected for quality, health, and safety.

International Expansion – Trusted in Europe, now available in the UAE and GCC through Mercanda Middle East.



BUSINESS OPPORTUNITIES



At Mercanda Middle East Trading L.L.C., we go beyond importing and distributing premium Italian products — we build partnerships that create value. As the UAE representative of 1 Attimo Informa, we offer multiple ways for businesses to bring authentic, health-focused solutions to their customers.

For Retailers & Supermarkets

Expand your product range with our Italian-made healthy snacks, pastries, and functional drinks. We provide full distribution support, product training, and promotional materials to ensure maximum consumer impact at point of sale.

For Distributors

Leverage our strong GCC market presence. We welcome distribution partners who want to expand 1 Attimo Informa's reach into new territories. With Mercanda, you benefit from exclusive rights, streamlined logistics, and co-branded marketing support.

For HoReCa (Hotels, Restaurants & Cafés)

Offer your customers premium menu solutions that align with today's demand for healthier choices. From protein-packed snacks to functional beverages, we supply ready-to-serve options that elevate your F&B experience.

For Pharmacies & Specialty Stores


Our Keto, Protein, and Nutrition lines fit perfectly within health and wellness retail environments. We provide tailored assortments and education materials to help pharmacies and specialty stores meet growing demand for functional and healthy products.



MERCANDA

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