



MAISON  
**SAMIRA MAATOUK<sup>®</sup>**

Franchise Book

# A Letter From The Chairman



*Samira Maatouk*

**SAMIRA MAATOUK, CHAIRMAN**

To Our Esteemed Partners,

At Maison Samira Maatouk, we believe that a remarkable cup of coffee is far more than a daily ritual – it is an expression of culture, a celebration of craftsmanship, & a legacy passed from one generation to the next. For decades, our Maison has upheld the art of fine coffee, blending traditional roasting mastery with modern innovation to create experiences that resonate with discerning consumers around the world.

As we continue to expand our presence & explore new opportunities for collaboration, we see tremendous potential in partnering with organizations that share our commitment to quality, authenticity, & long-term value creation. Our approach is rooted in delivering exceptional products, building meaningful brand equity, & ensuring that every partnership reflects the standards of excellence that define Maison Samira Maatouk.

This proposal outlines how our heritage, expertise, & passion for coffee can translate into measurable growth & a distinguished market presence for our partners. We are dedicated to offering our full capabilities to support a seamless collaboration & a successful journey ahead.

We appreciate the opportunity to present our vision & look forward to the possibility of building a strong & enduring partnership.

Warmest regards,

**Samira Maatouk**

Group Chairman

Samira Maatouk Group



# IT ALL STARTED IN 1949

## A LEGACY OF COFFEE EXCELLENCE

### Our Vision

At Samira Maatouk Group, our vision is to craft the highest quality coffee through exceptional bean sourcing and perfected roasting, elevating coffee into an artful, communal experience, and sharing this passion globally to become a brand synonymous with excellence and innovation in the coffee industry.

### Our Mission

To be the leader in the coffee sector by providing the finest products that are made of the finest coffee beans and the most advanced elaboration processes.



# Our Values



## TRUST

Samira Maatouk Group considers all stakeholders as a single family holding strong bonds with one another. This established relationship requires a high amount of trust.



## INNOVATION

We are an institution that does not limit itself to fulfilling the demands of the local and international markets, but rather creates the demand. Hence, we encourage idea generation from both- our partners and employees.



## OPENNESS

We value and encourage each comment brought by our customers, our employees and our community. We strive for continuous improvement and follow an open-door policy.



## INTEGRITY

Samira Maatouk Group believes strong moral principles are One of its foundations in dealing with employees & guests.



## PASSION

Passion inspires our efforts and hard work; yet, discipline assures our success.



## COMMITMENT

Commitment is an essential pillar of success around which our efforts resonate. We operate within a business culture that values commitment and delivery.

# SAMIRA MAATOUK GROUP

## OUR BUSINESS MODEL

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- 1 Retail
- 2 Franchise
- 3 Trade & Distribution

- 4 HoReCa
- 5 Private Label
- 6 Catering

# Our Global Presence



# Our Journey Through The Years



- **1949**

Mr. M. Maatouk, a pioneering coffee enthusiast, founded Maatouk Maison du Café in Azarieh, downtown Beirut, specializing in freshly roasted premium coffee with uniquely distinguished blends.
- **1960**

The coffee house gained recognition, leading Mr. M. Maatouk to expand into a restaurant, pastry shop, and sweet shop to complement Maison du Café.
- **1980**

The business moved to the United Kingdom, where Mr. M. Maatouk established the first Lebanese coffee factory in Hayes, Middlesex.
- **1985**

The family re-established their coffee factory in Lebanon, continuing their legacy.
- **1987**

The Maatouk family relocated to Düsseldorf, Germany, further growing their coffee empire.
- **1995**

The Maatouk family returned to Lebanon, fully reviving their brand. Mrs. Samira Maatouk, daughter of Mr. M. Maatouk, expanded operations into Abu Dhabi, UAE, opening a branch of Maatouk Maison du Café.
- **1996**

After the passing of Mr. M. Maatouk, Mrs. Samira Maatouk and her brother Mr. J. Maatouk took over the business, establishing state-of-the-art production facilities in Bechamoun, Lebanon, and Abu Dhabi, UAE.
- **2009**

To meet increasing coffee demand, the first fully automated roasting and manufacturing plant was built in Abu Dhabi—the first of its kind in the region.
- **2012**

Launched the first coffee shop in Al Ain, UAE, expanding retail presence.
- **2017**

Introduced the first Fresh Coffee Island in Abu Dhabi, followed by eight more kiosks that year.
- **2019**

With nearly 30 branches in three years, the second fully automated manufacturing plant was established in Abu Dhabi, ensuring capacity to meet growing market demands.
- **2020**

Despite global challenges, the brand opened its iconic coffee boutique in The Galleria Mall, along with nine more kiosks, strengthening its market position.
- **2021**

Rapid expansion led to 45 Fresh Coffee Islands across five countries, the launch of five coffee boutiques, and the first franchise in Egypt.
- **2023**

Continued global expansion, opening more branches internationally.
- **2025**

Committed to entering new markets like Morocco and the U.S., further solidifying its global presence.



# Uncompromising Quality & Safety

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- Extensive Research and Development
- Premium Bean Selection
- Rigorous Testing and Sensory Evaluation
- Innovative Packaging & Preservation
- Cutting-edge Production Technologies
- Daily Based Tasting & Sensory Evaluation of Finished Goods

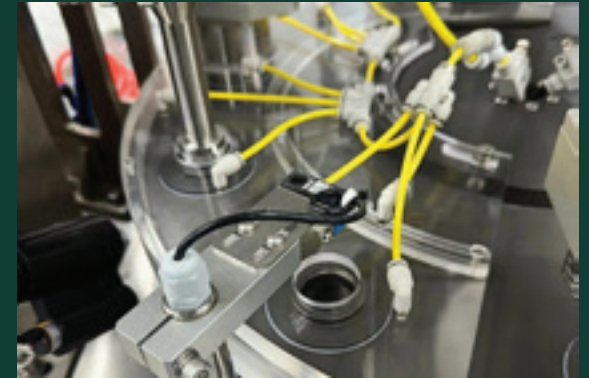


# Production Excellence

The Art & Science Behind Every Cup

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- State-of-the-Art Roasting Technology
- Advanced Blending & Grinding Systems
- Sustainable Packaging & Nitrogen Infusion
- Smart Factory Operations
- Sustainable Energy Solutions



# QMS Certifications



**TUV NORD**

## CERTIFICATE

**HACCP (Hazard Analysis Critical Control Points) Certification**  
As Per Food Code Requirements Based on CXG 1-1969

In accordance with TUV Middle East procedures, it is hereby certified that

**Maatouk 1960 Factory LLC**  
Musafah M26, Block 12  
Abu Dhabi, United Arab Emirates



applies a HACCP system in line with the above guidelines for the following scope

**Category: C4**

Scope  
**Production, Grinding, Packing of roasted caffeinated and decaffeinated (whole-non flavoured, ground flavoured and non flavoured) coffee.**

Certificate Registration No. 6192 01 1160  
Audit Report No. 6000 0000

Valid from 00-04-2025  
Valid until 15-03-2028  
Initial certification 2013

  
Certification Body  
TUV Middle East

Abu Dhabi, 08-04-2025

This certification was completed in accordance with the TUV Middle East auditing and certification procedures and is subject to regular surveillance audits.

TUV Middle East | Mezzanine Floor, Canal Tower A, Airport Road, P.O. Box 40308, Abu Dhabi, UAE





**TUV NORD**

## CERTIFICATE

Food safety management systems as per  
**ISO 22000 : 2018**  
Requirements for any organization in the food chain

The Certification Body TUV Middle East hereby certifies as a result of the audit, assessment and certification decision according to ISO/IEC 17021-1:2015, that the organization

**Maatouk 1960 Factory LLC**  
Musafah M26, Block 12  
Abu Dhabi, United Arab Emirates



operates a management system in accordance with the requirements of ISO 22000 : 2018 and will be assessed through periodic surveillance audits for conformity within the validity of the certificate

**C: Food Manufacturing**  
C17 Processing of roasted coffee products

Scope  
**Production, Grinding, Packing of roasted caffeinated and decaffeinated (whole-non flavoured, ground flavoured and non flavoured) coffee.**

Certificate Registration No. 6192 01 1160  
Audit Report No. 6000 0000

Valid from 00-04-2025  
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TUV Middle East | Mezzanine Floor, Canal Tower A, Airport Road, P.O. Box 40308, Abu Dhabi, UAE







# QMS Certifications



## Certificate of Registration

Awarded to

### MAATOUK 1960 FACTORY LLC

at  
P.O. BOX NO: 111477, PLOT 12, BLOCK 13, MUSSAFAH M-26, ABU DHABI, UAE

Quality Registrar Systems certify that the management system of the above organization has been audited and found to be in compliance with the QRS & ISO Standard requirements for registration of the management system standard detailed below:

### PS 3733-2019

#### (HALAL FOOD MANAGEMENT SYSTEM)

Scope of work

- PRODUCTION, GRINDING, PACKING OF ROASTED CAFFEINATED & DECAFFEINATED
- WHOLE NON-FLAVOURED, GROUND FLAVOURED & NON-FLAVOURED COFFEE

Certificate No: NQU-50014  
Originally Registered: 13 MAR 2025  
Latest Issue: 13 MAR 2025  
Valid up-to: 12 MAR 2028



Quality Registrar Systems




WORLDWIDE CERTIFICATION

MANAGING OFFICE ADDRESS:  
Quality Registrar Systems  
P.O. Box :26826  
United Arab Emirates

Tel: +971-2-6714302  
Fax: +971-2-6741449  
www.qrsysl.com



وزارة التنمية الاقتصادية  
DEPARTMENT OF ECONOMIC DEVELOPMENT



مركز أبوظبي للصحة العامة  
ABU DHABI PUBLIC HEALTH CENTRE

### Approval Certificate

By Authorization from  
Abu Dhabi Public Health Centre (ADPHC)

**Industrial Development Bureau certifies that the Occupational Safety and Health Management System (OSHMS) of Maatouk 1960 Factory L.L.C with license number: IN-1002289, complies with all the minimum Occupational Safety and Health requirements set by the Centre.**

Approval Date: 05 July 2023  
Renewal Date: 05 July 2025  
Valid Till: 04 July 2028

Approval Certificate No: ADPHC/IN-02/1009/2023-289  
Issued On: 05 August 2023

مركز أبوظبي للصحة العامة  
ABU DHABI PUBLIC HEALTH CENTRE

Important Note:

- \* System implementation must commence within six months of the approval date, and all Occupational and Safety standards set by ADPHC must be complied with.
- \* Performance Reports must be submitted to the OSH in quarterly basis.
- \* OSH Gap Implementation Reports must be submitted to the OSH in semi-annual basis.
- \* The external audit must be conducted by an auditing company registered with the Centre after 12 months from system approval date and annually thereafter, with the audit reports submitted to the OSH within 30 calendar days from audit date.
- \* The Approval Certificate will be re-issued by the end of the third year in accordance with the annual audit results and corrective actions taken by the entity.
- \* This Certificate shall be reviewed at any time by the OSH in case of non-compliance with the implementation requirements of the standards set by ADPHC & not using the Electronic System "e-OSHA" for submitting the recurrent reports.

### شهادة اعتماد

تخويل من  
مركز أبوظبي للصحة العامة

يؤيد مكتب تنمية الصناعة بأن نظام إدارة السلامة والصحة المهنية لـ **مصنع ماثوك 1960** رقم ترخيصه رقم : **IN-1002289** ، متوافق مع كافة المتطلبات الأساسية للسلامة والصحة المهنية المعمول بها في المركز.

تاريخ الإصدار: 05 يوليو 2023  
تاريخ التجديد: 05 يوليو 2025  
صالية حتى: 04 يوليو 2028

شهادة اعتماد رقم: ADPHC/IN-02/1009/2023-289  
صدرت في: 05 أغسطس 2023

مركز أبوظبي للصحة العامة  
ABU DHABI PUBLIC HEALTH CENTRE

ملاحظة هامة:

- \* يجب تحقيق متطلبات السلامة والصحة المهنية المحددة من قبل مركز أبوظبي للصحة العامة خلال فترة 6 اشهر من تاريخ الترخيص، ويجب الالتزام بجميع المعايير المحددة من المركز.
- \* يجب تقديم تقارير الأداء المتعلقة بالسلامة والصحة المهنية إلى السلطة المختصة لتتبع بشكل ربع سنوي.
- \* يجب تقديم تقارير الفجوات المتعلقة بالسلامة والصحة المهنية إلى السلطة المختصة لتتبع بشكل نصف سنوي.
- \* يجب إجراء التدقيق الخارجي من قبل شركة معتمدة من قبل مركز أبوظبي للصحة العامة بعد 12 شهرا من تاريخ إصدار النظام المتوافق، ويجب تقديم تقارير التدقيق إلى السلطة المختصة خلال 30 يوما من تاريخ انتهاء التدقيق.
- \* يتم إصدار شهادة الاعتماد مرة واحدة كل ثلاث سنوات في توافق مع نتائج التدقيق والاصلاحات المتخذة التي يقوم بها المركز.
- \* يجب مراجعة الشهادة المتعلقة بهذه الشهادة في أي وقت في حال عدم الالتزام بمتطلبات السلامة والصحة المهنية المحددة من قبل المركز وعدم استخدام النظام الإلكتروني "e-OSHA" لتقديم التقارير الدورية.




Note: Every authorization is made by the authority, it is considered invalid. | ملاحظة: كل ترخيص هو صادر عن السلطة، فهو يعتبر باطلاً.





## FOOD SAFETY POLICY

We are committed to Manufacture and Deliver a good quality and safe Food Products to satisfy our consumers by using latest technology, strict hygienic conditions with the team of qualified and trained personnel.

We acknowledge(s) responsibility for food hygiene and the provision of safe and wholesome food and are committed to ensuring compliance with the ISO22000:2018 Food Safety Management System, Food Safety Culture and all relevant requirements and guidelines.

We also strive to improve continually by communicating with our customers, suppliers, and by meeting statutory and regulatory food safety requirements while fulfilling business goals and FSMS Objectives.

Our strategy is to encourage the spirit of continuous improvement in Good Manufacturing Practices while promoting high standard of food safety awareness among our employees and our controlled outsource services.

It is the Food Safety Management Team and the top management's responsibility to review the effectiveness of this policy and implementation periodically.

**CONTROLLED**

Samira Maatouk  
CHAIRMAN

FSMSD-01: Food Safety Policy Statement R4  
Approved by Chairman 110-January-2024



## IN-COUNTRY VALUE CERTIFICATE

Certificate No.: 143006  
Issue Date: 23.08.2025  
Valid Until: 07.07.2026

### MAATOUK 1960 FACTORY L L C

**42.11%**

Company General Information  
License No.: IN-1002383  
Company Type: SME in UAE  
Financial Year End Date: 31.12.2024  
Company Based In: Within UAE  
Company Business: GOOD MANUFACTURER



For Cases of Re-Certification  
Re-Certification (\*) No.:

Reason for this Re-Certification

Scan the QR code to verify status

برنامج المحتوى الوطني

Signed By  
On behalf of Supplier

Name:  
Sameera Mahmood Maatouk

Designation:  
Chairman

Verified as per ICV Agreed Upon Procedures (AUP)  
On behalf of Certification Body

Name:  
Humaid Al Kaabi

Designation:  
Approver

Company:  
Humaid Al Kaabi Accounts Audit

Certificate Issued Based on ICV Version: 3.0

Electronically signed by  
Humaid Al Kaabi





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# SMO- Samira Maatouk Origin

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FRESH COFFEE ISLANDS



# The SMO Concept

The SMO Vertical at Samira Maatouk Group has been developed to cater to customers seeking fresh coffee on the go in multiple formats – Ready-to-drink, freshly roasted beans, and ground coffee. In addition to a range of Coffee related accessories.

The concept operates within a Hypermarket environment, seizing high footfall locations which are buzzing with customers in search of a timely coffee solution.

The group also offers a wide selection of other brands to service both the retail packaged goods and foodservice sectors.

Originally famed for our Arabic, Turkish, espresso and filter coffees, we have broadened our product portfolio to tea, luxury confectionery and branded coffee machines.



# SMO Concept- Franchise Facts

Individual Unit Franchise Fee

USD 15,000

Ongoing Royalty:

7% of monthly gross sales (before tax/discounts) for brand use, marketing, and ongoing support.

Advertising Fee

2% of your gross sales per month on local advertising.

Marketing Fund

1% of their gross sales to the international marketing fund to support global brand promotion and advertising.

Franchise agreement duration

5 years, renewable for four additional 5-year terms at no renewal fee, subject to compliance.



# Fresh Coffee Island Branches

Maison Samira Maatouk – MSM – Fresh Coffee Island concept is simple yet unique and personal - our aim is to deliver fresh coffee at consumer's convenience, which is why we are available in a variety of places such as hypermarkets, supermarkets, Co-Operative, stand-alone kiosks & coffee shops.

## **ABU DHABI**

C4 Airport Road  
C4 Dalma Mall  
C4 Marina Mall  
C4 Yas Mall  
C4 Baniyas  
C4 Masdar  
C4 Al Reem  
C4 Deerfield  
Coop Shamkha  
Coop Al Batten  
Coop Al Meena  
Coop Muroor

Coop Khalifa  
Coop Maqtaa  
Coop Muhammad Bin Zayed  
Coop Abu Dhabi Mall  
Armed Force

## **DUBAI**

C4 MOE  
C4 Ibn Battuta  
C4 Mirdif  
C4 Century  
C4 Festival  
C4 Wafi  
C4 City Land  
C4 Dubai Airport  
Mirdif Hills Avenue  
GMG Mazhar  
GMG Al Warqah

## **AL AIN**

C4 Al Ain Mall  
C4 Jimi Mall  
C4 Bawadi

## **SHARJAH**

C4 Sharjah  
C4 Al Zahia  
Coop Halwan  
Coop Rahmaniya

## **AJMAN**

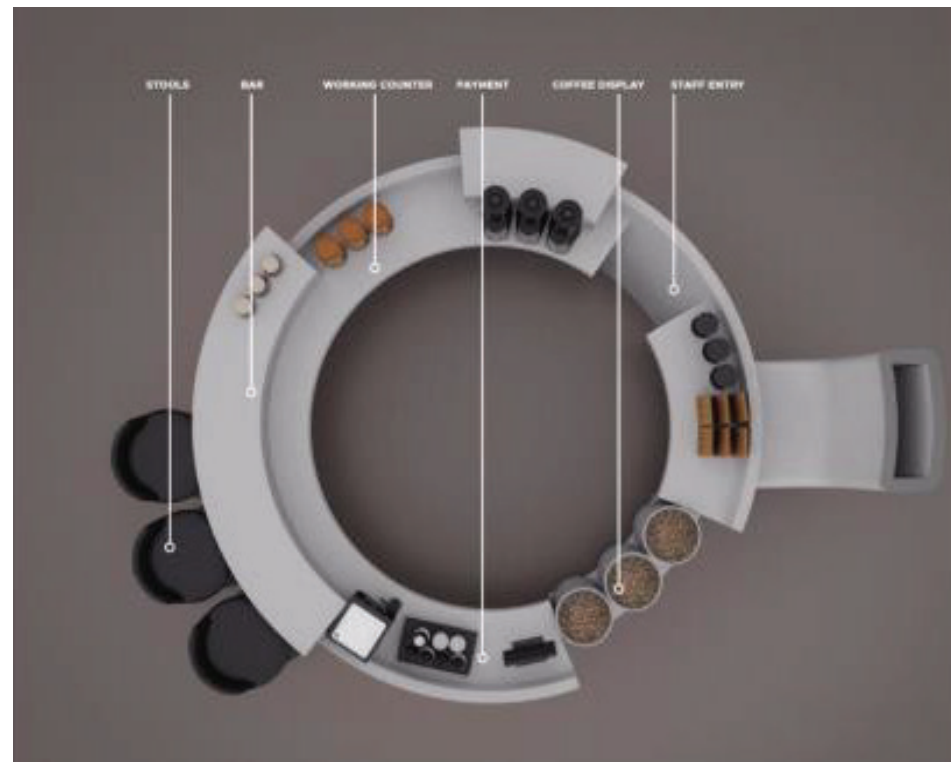
C4 Ajman City Centre  
C4 Murad Mall

## **RAK**

C4 RAK 1  
C4 RAK 2  
C4 Fujairah

# Signature SMO Fresh Coffee Island

## CUSTOMISE YOUR BLEND







# Our SMO Fresh Coffee Islands





# Outlet Branding & Uniform

Imagine a vibrant oasis within your hypermarket, a coffee island outlet that's more than just a coffee stand. It's a strategic destination that fuels busy shoppers, boost impulse purchases, and strengthens your brand image.

At Maison Samira Maatouk we offer a signature concept customizes to all taste and coffee lover.

38 kiosk are currently available around UAE with a successful business, and we are planning to expand to 80-70 branches within the coming 2 years across GCC.





# Product Range



### Turkish Coffee

- Brazilian Turkish Coffee Lebanese Blend
- Brazilian Turkish Coffee Lebanese Blend W/C

### Arabic Coffee

- Arabic Coffee Mid Roast Brazilian
- Arabic Coffee Mid Roast W/C Brazilian
- Arabic Coffee Saudi Blend Light Brazilian
- Arabic Coffee Saudi Blend Cardamom

### Silani Arabic Coffee – Emirati Blend

- Silani Coffee Mid Roast Nicaragua
- Silani Coffee Mid Roast W/C Nicaragua
- Silani Coffee Dark Roast Nicaragua

### Single Origin

- Colombian Coffee
- Santos Decafenated Coffee
- Kenyan Coffee
- Ethiopian Medium Coffee

### Espresso Coffee

- Mondo Espresso Mixed Special Coffee Beans

### Filter Coffee

- American Coffee



# TURKISH COFFEE SOLUTION



Dark Roast  
WITH CARDAMOM

Dark Roast  
ORIGINAL

Medium Roast  
ORIGINAL

Medium Roast  
WITH CARDAMOM



## PREMIUM ESPRESSO PODS



## DRIP COFFEE



The Maharaja Blend Drip Coffee Bags



## MSM TEA LINE



**BLACK  
TEA**



**FLAVOURED  
GREEN TEA**



**HERBAL AND  
SPICED**



**WHITE TEA  
SILVER NEEDLE**



## MSM TEA LINE



**BLACK TEA**



**ORGANIC  
BLACK TEA**



**BLACK TEA  
WITH CARDAMOM**



**CHAMOMILE**



**GREEN TEA**



**SENCHA GREEN TEA  
WITH GINGER**



**MOROCCAN  
GREEN TEA**



**Swiss Milk Powder  
(1x1kg)**



**Swiss Chocolate Powder  
(1x1kg)**



**SAFFRON 1G- 2G**



**CARDAMOM SEEDS- BLACK**



**CARDAMOM SEEDS- GREEN**

## EXCLUSIVE GIFTBOX



CHOCO COFFEE



## COFFEE ACCESSORIES



**MSM LUXURY VACCUM FLASKS**

**COLORS : Black, White, Pink**

## MSM TEA MAKER



## MSM SERVING DALLAH



## TURKISH COFFEE CUP





# Coffee Machines Solution

Samira Maatouk Group coffee machines enables establishments, hotels, restaurants and cafes to prepare their own high-quality coffee, quickly and easily.

The Group offers several types of coffee machines to suit your foodservice operation's needs. The brand aims to be the number one coffee and coffee machine solution company in the foodservice market.

We offer multiple solutions such as Bravilor Bonamat automatic espresso -based machines; Electric Dallah for Arabic coffee & Maison Samira Maatouk Turkish Coffee.

These are the best-in-class machines we use in our MSM outlets & business coffee solutions, also available to purchase online.

## TURKISH COFFEE SOLUTIONS

- Fully automated with one liter water tank
- Can make up to 4 cups in one minute
- Drink size option: Single, Medium, Large
- Safety features



**Turkish Coffee Machine**



**TURKISH COFFEE SACHETS**

## ARABIC COFFEE SOLUTIONS

- Suitable for HORECA
- Electric Dallah, Serving Dallah, Maatouk Cups
- Arabic Coffee Light / Dark Roast



**MSM ELECTRIC DALLAH**



**ARABIC COFFEE**



## CAPSULE COFFEE MACHINE



SMO PINTA  
CAPSULE COFFEE MACHINE



# Master List Products



## SAMIRA MAATOUK GROUP - SMO OUTLET PRODUCT MASTER & PRICE LIST

4:37:15PM

Currency AED

### Master Price List-SMO

ItemCode	Item Name	UoM	Price Without VAT	Price With VAT	Barcode
<b>Main Category ROASTED COFFEE BEANS</b>					
FG202780	AMERICAN COFFEE 250GMS	KG	80.95	85.00	2000000202780
FG190410	ARABIC COFFE LIGHT W/C SAUDI ( BRAZILIAN ) 250GMS	PC	19.05	20.00	2000000190410
FG000000	ARABIC COFFEE - MEDIUM ROAST ( BRAZILIAN ) 250GMS	KG	69.52	73.00	260350000000
FG081925	ARABIC COFFEE LIGHT SAUDI ( BRAZILIAN ) 250GMS	KG	69.52	73.00	2003300081925
FG202782	ARABIC COFFEE MEDIUM ROAST W/C ( BRAZILIAN ) 250GMS	PC	20.24	21.25	2000012202782
FG202787	COLOMBIAN COFFEE ( COLOMBIAN ) 250GMS	KG	123.81	130.00	2000000202787



FG447511	ETHIOPIAN MEDIUM COFFEE ( ETHIOPIAN ) 250GMS	KG	90.48	95.00	2000000447511
FG202793	KENYAN COFFEE ( KENYAN ) 250GMS	KG	183.81	193.00	2000000202793
FG220321	MONDO ESPRESSO 500GMS	KG	100.00	105.00	2000000220321
FG190548	SANTOS DECAFENATED COFFEE ( COLOMBIAN ) 250GMS	KG	139.05	146.00	2000000190548
FG290620	SILANI COFFEE DARK ( NACARAGUA ) 250GMS	KG	89.52	94.00	2000000290620
FG202794	TURKISH COFFEE ( BRAZILIAN ) 250GMS	KG	69.52	73.00	2000000202794
FG202795	TURKISH COFFEE W/C ( BRAZILIAN ) LEBANESE BLEND 250GMS	PC	20.71	21.75	2000012202795
FG280620	ZAYED BLEND MEDIUM 250GMS	KG	89.52	94.00	2000000280620
FG212701	ZAYED BLEND MEDIUM W/C 250GMS	PC	23.57	24.75	2000000212701
<b>Main Category COFFEE SACHETS</b>					
TR650104	DRIP COFFEE BLEND MAHARAJA 10GX7	PC	19.05	20.00	6290360650104
TR431864	MONDO ESPRESSO POD	PC	31.43	33.00	6297000431864
TR431253	TURKISH COFFEE SACHETS 8G (10x1)	PC	14.29	15.00	6297000431253





ItemCode	Item Name	UoM	Price Without VAT	Price With VAT	Barcode
<b>Main Category COFFEE SACHETS</b>					
TR431246	TURKISH COFFEE W/C SACHETS 8G (10x1)	PC	14.29	15.00	6297000431246
<b>Main Category HOT BEVERAGES</b>					
FG365600	AMERICANO (12 oz) SMO staff	PC	5.71	6.00	2000000365600
FG124480	CAFÉ LATTE (12 oz) SMO staff	PC	5.71	6.00	2000000124480
FG322570	CAPPUCCINO (12 oz) SMO Staff	PC	5.71	6.00	2000000322570
FG125548	ESPRESSO DOUBLE (4 oz) SMO staff	PC	5.71	6.00	2000008125548
FG326698	ESPRESSO SINGLE (4 oz) SMO stff	PC	5.71	6.00	2000000326698
FG256699	HOT CHOCOLATE (12 oz) SMO staff	PC	5.71	6.00	2000055256699
FG000111	SMO AMERICANO CUP 12 OZ	PC	10.48	11.00	1000000000111
FG000331	SMO BLACK TEA ORGANIC CUP 12 OZ	PC	10.48	11.00	1000000000331
FG008008	SMO BLACK TEA REGULAR CUP 12 OZ	PC	10.48	11.00	277493008008
FG082042	SMO CHAMOMILE TEA CUP 12 OZ	PC	10.48	11.00	2000000082042
FG082076	SMO CHOCOLATE DELUXE	PC	10.48	11.00	2000000082076
FG221199	SMO CUPPUCINO CUP 12 OZ	PC	10.48	11.00	2000000221199



FG200575	SMO DOUBLE ESPRESSO CUP 4OZ	PC	10.48	11.00	2000000200575
FG000210	SMO ESPRESSO CUP 4OZ	PC	8.57	9.00	1000000000210
FG082026	SMO FRAPPE MOCHA (Moccachino 12 oz) Staff	PC	5.71	6.00	2000000082026
FG008001	SMO GREEN TEA CUP 12 OZ	PC	10.48	11.00	277483008001
FG082038	SMO GREEN TEA MOROCCAN CUP 12 OZ	PC	10.48	11.00	2000000082038
FG000272	SMO HOT CHOCOLATE CUP 12 OZ	PC	10.48	11.00	1000000000272
FG000329	SMO LATTE CUP 12 OZ	PC	10.48	11.00	1000000000329
FG000327	SMO MOCHA CUP (Moccachino) 12 OZ	PC	10.48	11.00	1000000000327
FG082086	SMO TEA CHAMOMILE (12 oz) staff	PC	5.71	6.00	2000000082086





ItemCode	Item Name	UoM	Price Without VAT	Price With VAT	Barcode
<b>Main Category HOT BEVERAGES</b>					
FG082003	SMO TEA GREEN (12 oz) staff	PC	5.71	6.00	2000000082003
FG082082	SMO TEA MOROCCON (12 oz) staff	PC	5.71	6.00	2000000082082
FG082084	SMO TEA ORGANIC (12 oz) staff	PC	5.71	6.00	2000000082084
FG011033	SMO TEA REGULAR (12 oz) staff	PC	5.71	6.00	2000000011033
FG000330	SMO TURKISH COFFEE 4OZ DRINKS	PC	8.57	9.00	1000000000330
FG254179	SMO TURKISH COFFEE DOUBLE 12OZ	PC	17.14	18.00	2000000254179
FG265589	TURKISH COFFEE (4 oz) SMO staff	PC	5.71	6.00	2000000265589
FG235519	TURKISH COFFEE DOUBLE 12OZ SMO staff	PC	5.71	6.00	2000000235519
<b>Main Category TEA</b>					
TR026550	BLACK TEA CARDAMOM 1 X 15 (PYRAMID) BLK LXRY	PC	36.19	38.00	4792055026550
TR026581	BLACK TEA CHAMOMILE 1 X 15 (PYRAMID) BLK LXRY	PC	36.19	38.00	4792055026581
TR026567	BLACK TEA ORGANIC 1 X 15 (PYRAMID) BLK LXRY	PC	36.19	38.00	4792055026567
TR026574	BLACK TEA REGULAR 1 X 15 (PYRAMID) BLK LXRY	PC	36.19	38.00	4792055026574
TR026598	GREEN TEA 1 X 15 (PYRAMID) BLK LXRY	PC	36.19	38.00	4792055026598



TR026604	GREEN TEA GINGER 1 X 15 (PYRAMID) BLK LXRY	PC	36.19	38.00	4792055026604
TR026611	GREEN TEA MOROCCAN 1 X 15 (PYRAMID) BLK LXRY	PC	36.19	38.00	4792055026611
FG014197	TEA CEYLON BLACK IN CAN 100G	PC	36.19	38.00	2000000014197
FG202912	TEA CHAI PURE IN CAN 100G	PC	36.19	38.00	2000000202912
FG567723	TEA MENTHOS GREEN IN CAN 100G	PC	36.19	38.00	6297000567723
FG202911	TEA SILVER NEEDLE IN CAN 50G	PC	123.81	130.00	2000000202911
<b>Main Category ACCESSORIES</b>					
TR567887	ARABIC DALLAH - GOLD 32OZ	PC	123.81	130.00	6291234567887
TR567894	ARABIC DALLAH - SILVER 32OZ	PC	123.81	130.00	6291234567894
TR567863	ELECTRIC DALLAH GOLD 1L	PC	295.24	310.00	6291234567863



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ItemCode	Item Name	UoM	Price Without VAT	Price With VAT	Barcode
<b>Main Category ACCESSORIES</b>					
TR567870	ELECTRIC DALLAH SILVER 1L	PC	295.24	310.00	6291234567870
TR005997	TEA MAKER - MAATOUK .5L	PC	83.81	88.00	200000005997
TR250432	TEA MAKER-SM 400ML(GLASS)	PC	83.81	88.00	2000000250432
TR052007	TURKISH CUP W/ SAUCER CERAMIC LXRY	PC	41.90	44.00	200000052007
TR301236	VACUUM FLASK - WHITE	PC	73.33	77.00	6953622301236
TR301229	VACUUM FLASK (MUG) - BLACK	PC	61.90	65.00	6953622301229
TR301243	VACUUM FLASK (MUG) - PINK	PC	61.90	65.00	6953622301243
TR301212	VACUUM FLASK (MUG) - WHITE	PC	61.90	65.00	6953622301212
<b>Main Category MACHINERIES</b>					
TR650777	PINTA CAPSULE COFFEE MACHINE	PC	571.43	600.00	6290360650777
TR902114	TURKISH COFFEE MAKER	PC	733.33	770.00	8682511902114
<b>Main Category CHOCOLATES</b>					
TR082012	CHOCOFAFE 250GM	PC	47.62	50.00	2000000082012



Main Category		SAFFRON				
TR110601	SAFFRON 1G	PC	46.67	49.00	8906037110601	
Main Category		POWDER				
TR304695	SWISS CHOCOLATE POWDER (1x1KG)	KG	57.14	60.00	9555366304695	
TR305692	SWISS MILK POWDER (1X1KG)	KG	80.95	85.00	9555366305692	
Main Category		CARDAMOM				
TR200569	CARDAMOM GREEN PODS	KG	207.62	218.00	2000000200569	
TR202804	CARDAMOM SEED BLACK	KG	200.00	210.00	2000000202804	



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The background of the slide is a dark teal color with a faint, semi-transparent image of a building. The building has a sign that reads "SAMIRAMATHUR" in capital letters. The building appears to be a multi-story structure with a prominent entrance. The overall aesthetic is professional and modern.

# Operations Equipments

#	Machine Setting & Procedures	Image
1	<p>Settings for Coffee Grinding</p> <ul style="list-style-type: none"> <li>•Arabic Coffee Grind: 9.0</li> <li>•Espresso: 2.0 / 2.5 / 3.0</li> <li>•Filter Coffee: 5.0 / 7.0 / 5.5 / 9.0</li> <li>•Turkish Coffee: 01</li> </ul> <p>Note: For ESPRESSO GRINDING - need to ask the customer what kind of espresso machine they are using for FILTER COFFEE - 5 &amp; 5.5 for paper filter and 7 for metal filter and Press coffee and 9 for French Coffee.</p>	
2	<p>How to make an Arabic Coffee</p> <ul style="list-style-type: none"> <li>•Prepare 1 liter of water.</li> <li>•Four (4) tablespoon (40g) of coffee powder.</li> <li>•Let the water boil. Then pour the coffee powder into the electric Dallah and let it boil for 10 minutes.</li> <li>•When it's done, let it cool down for about 3-5 seconds.</li> <li>•Then gently pour the coffee into the serving Dallah and add 4 pieces of green cardamom beans and a pinch of Zafron.</li> </ul>	
3	<p>How to make a Turkish Coffee</p> <ul style="list-style-type: none"> <li>•1 cup of Turkish coffee, add 1 scoop (5g) and press the Single cup button of the machine.</li> <li>•2 cups of Turkish coffee, add 2 scoops (10g) and press the Double cup button of the machine.</li> </ul>	



## FAKIR TURKISH COFFEE MACHINE

Automatic Turkish/Greek coffee machine  
 Can automatically brew and pour coffee directly into the cup(s)  
 Self-cleaning function  
 Power: 735 W  
 Voltage: 220-240 V AC, 50/60 Hz  
 Capacity: Max 4 Turkish Coffee Cups (70 ml Medium Size)  
 Easy one-touch control  
 Illuminated warning  
 Audible warning  
 Protection without water  
 Luminasense Technology  
 Illuminated cooking space during operation  
 Water Level Window  
 Cable Length: 75 cm  
 Cable storage slot  
 Coffee measuring spoon  
 Product Box: 261x216x294 mm  
 External Box: 793x226x303mm



## BRAVALOR - SEGO

Sego 12	
Capacity bean canister	1x1.2 kg
Capacity instant canisters	2x1.3 litres
Throughput per hour	
– Espresso	120-150 cups (40 cc)
– Coffee	80-100 cups (125 cc)
– Instant	ca. 240 cups (30 litres)
Rated power	230V~ 50/60Hz 2250W
Dimensions (wxdxh)	310x464x588 mm
Tap height	106 mm
Water supply	Yes
Water pressure	Min. 1 bar

# ELECTRIC ARABIC COFFEE DALLAH

## INTRODUCTION

Arabic coffee pot dallah is commonly used in the Middle East, a coffee maker, especially in the Arab, are more iconic coffee pot, dallah is generally known for a long mouth on behalf of a local traditional culture and food culture.

You can now experience the adorable and superior taste of traditional Arabic coffee with the use of electric Dallah coffee maker. Electric Dallah aids you to brew classic Arabian coffee in a simple way. It has all the features that make it simple to use and hard to resist. This stainless steel Dallah is ideal for brewing and serving a fresh coffee in less time and hot water for beverages.

This electric coffee maker is a stainless-steel kettle with a heater base and a digital display. The kettle is designed in an enunciated Arabic fashion with a long spout, which ensures no spilling while pouring coffee from it. This appliance is safe and easy to use and clean. The dry protection features of the kettle automatically shut down the apparatus, when there is deficient water in it.

## OPERATION INSTRUCTION

1. Add Water to Electric Dallah
2. Press Start Button
3. When Water Boiled, Beeping will start Now Add Coffee with using the measurement spoon supplied with the machine.
4. After 15 Minutes of Coffee Cooking the Base Will start to beep and you can add a Cardamom and saffron (optional).
5. After 2 minutes of adding Cardamom. The Base Will Beep, now Coffee is Ready for Drink
6. By pressing keep warm function you can have hot coffee up to 2 hours

## METHODS OF CLEANING

1. Rinse with water the inside of the dallah after used.





# DITTING GRINDER SOP

## INTRODUCTION

Coffee grinder is one of the essential tools needed for preparing a coffee and sets the stage for the quality of your daily cup.

Specially developed motors that allowing a large grinding capacity at all settings possible by specially sharpened grinding discs developed by Ditting.

It gives a continuously variable adjustment of grinding fineness from Turkish fine to French Press.

The precision grinding discs made of high-quality material that is extremely wear-resistant. It is simple and safe to operate; therefore, also suitable for self-service use.

## OPERATION INSTRUCTION

- 1.Set the required grinding fineness on the scale with adjusting knob.
- 2.Open the filling cover and place coffee beans in hopper.
- 3.Clamp empty paper bag over discharge tube with bag holding lever and release bag.
- 4.Switch on motor with the ON/OFF switch
- 5.After the end of grinding switch off the motor
- 6.Hold the bag tightly in the hand and tap the discharge tube clean by pulling and releasing the bag holding lever then remove the bag.





## METHODS OF CLEANING

1. Unplug the grinder.

2. Clean the body of the grinder.

- Use a paper towel and mild dishwasher detergent to clean the body shell, cover lid and the inside of the hopper.

3. Clean the discharge tube.

- Use a brush and paper towel to clean in and around the discharge tube. Be gentle when inserting a brush into the discharge tube so as not to dislodge the rubber transition tube joining the grinding chamber to the discharge tube.

4. Loosen the screws holding the cover lid and hopper and remove them.

- Use a paper towel or towel to wipe down the hopper of any accumulated oils.

- Use a brush to clear the built-in magnet on the underside of the hopper.

5. Remove the screws that hold the top stationary plate and pull the plate up. One of the grindings discs are installed on the bottom of this plate.

- Use a vacuum with an extension hose to vacuum up any coffee particles that may be in the grinding chamber.

- Use a paper towel and a brush to clean the grinding chamber and grinding discs of any leftover coffee particles. The teeth of both grinding discs and the “wings” of the rotating plate (to which the second grinding disc is installed) must be completely free of coffee and oils. Do not remove the grinding discs from their positions.

- Once the grinding chamber has been thoroughly cleaned and there is no more coffee dust or oil visible, reassemble the grinder, making sure all screws are replaced and tightened.

NOTE: 1. The coffee grinder must only be cleaned with a dry cloth.

2. Do not use an alkaline cleaning agent.

3. Do not spray coffee grinder with water and/or steam.

4. Using anything other than a dry cloth can result in a short-circuit and may damage the unit. The use of alkalis can affect the flavor of the coffee.

5. The grinding discs and grinding chamber should be cleaned at least once a week, or every day for stores grinding extremely oily coffee. For a store using oily, dark roast coffee, without regular and frequent cleaning, the grinder may eventually jam until the grinding chamber has been cleaned.



**Impulse Heat  
Poly Sealer**



**Barcode Label  
Scale**



**Laptop**



**Kettle**



MSM- Maison Samira Maatouk

RETAIL COFFEE / F&B OUTLETS HORECA CONCEPT OUTLETS

# The MSM Concept

“Maison Samira Maatouk” is an innovative concept of Cafes et Bistros chain serving customized coffee blends that caters to the guests’ specific tastes while offering a flavorful sensory experience with a wide complementing product range.

This concept caters to the customers and coffee connoisseurs who seek a luxurious experience. Coffee is the main ingredient, yet the recipe is not limited to that. While indulging in blends, customers can enjoy a range of elevated culinary recipes or add attractive accessories and top-tier machines to their private coffee solution collection.



# MSM Concept- Franchise Facts

Individual Unit Franchise Fee:

USD 30,000

Ongoing Royalty:

6% of monthly gross sales (before tax/discounts) for brand use, marketing, and ongoing support.

Advertising Fee:

2% of your gross sales per month on local advertising.

Marketing Fund:

1% of their gross sales to the international marketing fund to support global brand promotion and advertising.

Franchise agreement duration:

5 years, renewable for four additional 5-year terms at no renewal fee, subject to compliance.



# Franchise Benefits



Trademark  
License



License to  
Operate



Operations  
Manual



Marketing  
Support

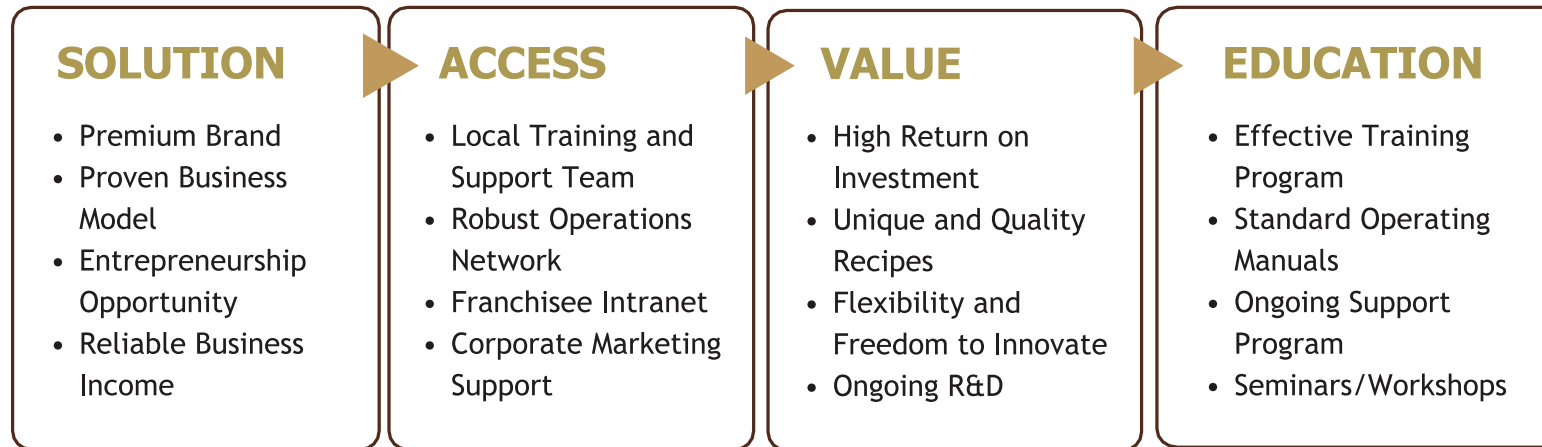


Training  
Program



Ongoing  
Support

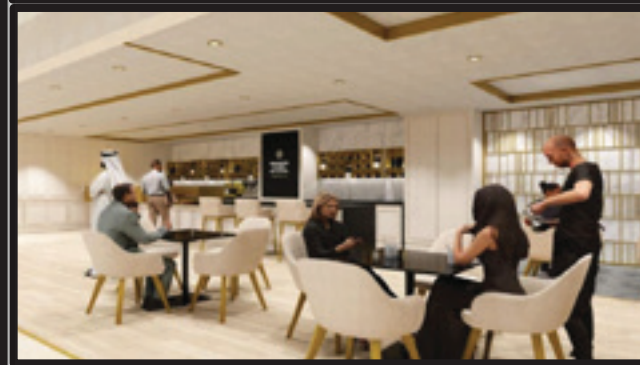
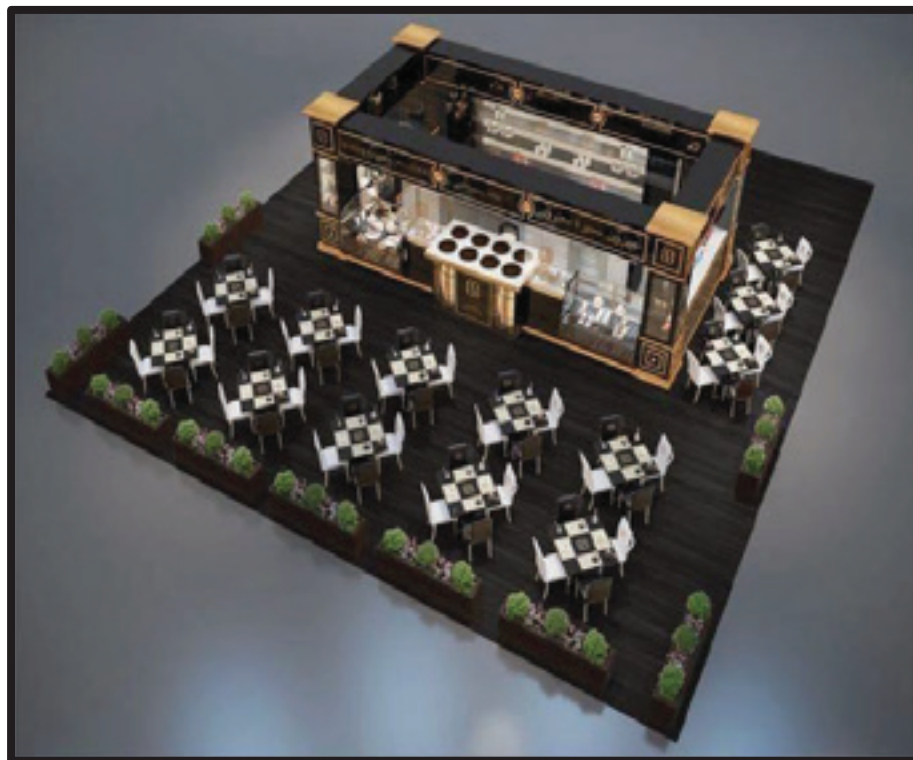
# Franchise Value Proposition



# MSM- Designs- Retail F&B



# MSM - HoReCa - Designs





## OUR LUXURY CAFES & FRANCHISES





## OUR KIOSK BASED BUSINESS MODEL



## OUR EVENTS BOOTH BUSINESS MODEL



# Beyond Borders- UAE & Morocco to the World



## MAISON SAMIRA MAATOUK EXPANSION PLAN

### EUROPE

Paris  
Milano  
London  
Monte Carlo  
Barcelona

### MIDDLE EAST

Riyadh  
Doha  
Manama  
Damascus

### ASIA

Singapore  
Kuala Lumpur  
Istanbul

### AFRICA

Casablanca  
Marrakesh



# Product Range

# TURKISH COFFEE LINE

100% ARABICA



Dark Roast  
ORIGINAL



Dark Roast  
WITH CARDAMOM



Medium Roast  
ORIGINAL



Medium Roast  
WITH CARDAMOM



Dark Roast  
ORIGINAL



Dark Roast  
WITH CARDAMOM



Medium Roast  
ORIGINAL

TURKISH

# TURKISH COFFEE SOLUTION



Dark Roast  
WITH CARDAMOM



Dark Roast  
ORIGINAL



Medium Roast  
ORIGINAL



Medium Roast  
WITH CARDAMOM



# TURKISH SACHET BOX



Medium Roast  
WITH CARDAMOM



Medium Roast  
ORIGINAL

# TURKISH SACHET BOX



Medium Roast  
DECAFFEINATED



Medium Roast  
CHOCOLATE

# ARABIC COFFEE LINE



ARABIC KHALEEJI COFFEE  
EMIRATI BLEND



ARABIC KHALEEJI COFFEE  
SAUDI BLEND



ARABIC COFFEE  
GULF BLEND

# ARABIC COFFEE SOLUTION



# INSTANT COFFEE LINE

100% ARABICA



CLASSIC



ORGANIC



GOLD



DECAF

INSTANT

# COFFEE CAPSULE SOLUTION

100% ARABICA

# SUPPORT SOLUTION CAPSULE MACHINE



Ristretto



Premium Lungo



Decaffeinato



Colombiano



Salvador  
SINGLE ORIGIN



Brazil & Sumatra  
BLEND



Peru  
SINGLE ORIGIN



Samira's Blend 99



Capsule Coffee Machine

# SIGNATURE DRIP COFFEE



MAHARAJA BLEND



DRIP

# ESPRESSO LINE



Espresso Pods



Mondo Espresso



Ethiopian  
SINGLE ORIGIN



Sumatra  
SINGLE ORIGIN

# AMERICAN FILTER COFFEE



FILTER

# LUXURY INNERS COFFEE KINDS



SINGLE ORIGIN  
DECAF



AMERICAN  
FILTER



ESPRESSO  
COFFEE



TURKISH  
COFFEE



ARABIC KHALEEJI  
COFFEE



# FRESH COFFEE KINDS



## **Turkish Coffee**

- Brazilian Turkish Coffee Lebanese Blend
- Brazilian Turkish Coffee Lebanese Blend W/C

## **Arabic Coffee**

- Arabic Coffee Mid Roast Brazilian
- Arabic Coffee Mid Roast W/C Brazilian
- Arabic Coffee Saudi Blend Light Brazilian
- Arabic Coffee Saudi Blend Cardamom

## **Silani Arabic Coffee – Emirati Blend**

- Silani Coffee Mid Roast Nicaragua
- Silani Coffee Mid Roast W/C Nicaragua
- Silani Coffee Dark Roast Nicaragua

## **Single Origin**

- Colombian Coffee
- Santos Decafenated Coffee
- Kenyan Coffee
- Ethiopian Medium Coffee

## **Espresso Coffee**

- Mondo Espresso Mixed Special Coffee Beans





## **Filter Coffee**

- American Coffee







# Coffee Knowledge SOP

# ARABIC COFFEE EMIRATI

PACKAGE	COFFEE TYPE	ORIGIN	ROAST	GRIND SIZE	STANDARD MIX	TASTING PROFILE
	ARABIC COFFEE EMIRATI	 BRAZIL	<b>MEDIUM ROAST</b>	<b># 9</b>	<ul style="list-style-type: none"> <li>• <b>250 GM</b> ARABIC COFFEE EMIRATI</li> </ul>	MILD, NUTTY & SWEET AFTERTASTE
	ARABIC COFFEE EMIRATI WITH CARDAMOM	 BRAZIL	<b>MEDIUM ROAST</b>	<b># 9</b>	<ul style="list-style-type: none"> <li>• <b>245 GM</b> ARABIC COFFEE EMIRATI</li> <li>• <b>5 GM</b> CARDAMOM</li> </ul>	MILD, NUTTY & SWEET AFTERTASTE WITH HINT CARDAMOM

A traditional Emirati-style Arabic Coffee made from High-quality Arabica Beans, Medium Roasted to preserve a balanced, smooth flavor. Light in body with delicate notes of spice & a gentle aroma, it is best enjoyed with cardamom for an Authentic Emirati Experience.

# ARABIC COFFEE SAUDI



PACKAGE	COFFEE TYPE	ORIGIN	ROAST	GRIND SIZE	STANDARD MIX	TASTING PROFILE
	ARABIC COFFEE SAUDI	 BRAZIL	<b>LIGHT ROAST</b>	<b># 9</b>	<ul style="list-style-type: none"> <li>• <b>250 GM</b> ARABIC COFFEE SAUDI</li> </ul>	LIGHT TASTE WITH ACIDITY & FLORAL NOTES.
	ARABIC COFFEE SAUDI WITH CARDAMOM	 BRAZIL	<b>LIGHT ROAST</b>	<b># 9</b>	<ul style="list-style-type: none"> <li>• <b>245 GM</b> ARABIC COFFEE SAUDI</li> <li>• <b>5 GM</b> CARDAMOM</li> </ul>	LIGHT TASTE WITH ACIDITY & FLORAL NOTES. WITH HINT CARDAMOM

A Classic Saudi-style Arabic Coffee crafted from Premium Arabica Beans, Lightly Roasted to retain a bright, delicate flavor. It offers a fragrant, golden brew that reflects Saudi Coffee Culture.

# ARABIC COFFEE SILANI

PACKAGE	COFFEE TYPE	ORIGIN	ROAST	GRIND SIZE	STANDARD MIX	TASTING PROFILE
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	ARABIC COFFEE SILANI	 NICARAGUA	<b>MEDIUM ROAST</b>	<b># 9</b>	<ul style="list-style-type: none"> <li>• <b>250 GM</b> ARABIC COFFEE <b>SILANI MEDIUM</b></li> </ul>	BALANCED WITH SMOOTH ACIDITY, LIGHTER CITRIC NOTES, MILD NUTTY & SWEET AFTERTASTE.
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	ARABIC COFFEE SILANI WITH CARDAMOM	 NICARAGUA	<b>MEDIUM ROAST</b>	<b># 9</b>	<ul style="list-style-type: none"> <li>• <b>245 GM</b> ARABIC COFFEE <b>SILANI MEDIUM</b></li> <li>• <b>5 GM</b> CARDAMOM</li> </ul>	BALANCED WITH SMOOTH ACIDITY, LIGHTER CITRIC NOTES, MILD NUTTY & SWEET AFTERTASTE. WITH HINT CARDAMOM
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Arabic Coffee Silani Medium Zayed Blend is a smooth, well-balanced Arabic Coffee Made From Premium Nicaragua Beans, roasted to a Medium Profile for a harmonious flavor with gentle richness & aromatic depth.

# ARABIC COFFEE SILANI





PACKAGE	COFFEE TYPE	ORIGIN	ROAST	GRIND SIZE	STANDARD MIX	TASTING PROFILE
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	ARABIC COFFEE SILANI	 NICARAGUA	<b>DARK ROAST</b>	<b># 9</b>	<ul style="list-style-type: none"> <li>• <b>250 GM</b> ARABIC COFFEE <b>SILANI DARK</b></li> </ul>	CAMELIZED SUGAR, DARK CHOCOLATE & TOASTED NUTS.
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	ARABIC COFFEE SILANI WITH CARDAMOM	 NICARAGUA	<b>DARK ROAST</b>	<b># 9</b>	<ul style="list-style-type: none"> <li>• <b>245 GM</b> ARABIC COFFEE <b>SILANI SARK</b></li> <li>• <b>5 GM</b> CARDAMOM</li> </ul>	CAMELIZED SUGAR, DARK CHOCOLATE & TOASTED NUTS. WITH HINT CARDAMOM
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Arabic Coffee Silani Dark Zayed Blend is a rich, full-bodied Arabic Coffee Made From Premium Nicaragua Beans, roasted to a Dark Profile for a deeper, more intense flavor, offering a bold twist to Traditional Arabic Coffee.

## FILTER COFFEE

PACKAGE	COFFEE TYPE	ORIGIN	ROAST	GRIND SIZE	STANDARD MIX	TASTING PROFILE
	AMERICAN COFFEE	 BRAZIL	<b>MEDIUM ROAST</b>	<b># 5</b>	• <b>250 GM AMERICAN FILTER COFFEE</b>	BALANCED WITH SMOOTH ACIDITY, SWEETNESS LIKE CANDY TASTE.
	ETHIOPIAN COFFEE	 ETHIOPIA	<b>MEDIUM ROAST</b>	<b># 5</b>	• <b>250 GM ETHIOPIAN FILTER COFFEE</b>	BALANCED OF FRUITY AND FLORAL NOTES





Filter Coffee Beans are specially roasted and ground for brewing methods, offering a clean, smooth cup that highlights the coffee's natural flavors & aromas, common types include:  
 POUR-OVER (V60, KALITA WAVE, CHEMEX) | DRIP COFFEE MAKER  
 FRENCH PRESS | COLD BREW | SYPHON COFFEE | PERCOLATOR

## PREMIUM SINGLE ORIGIN COFFEE

PACKAGE	COFFEE TYPE	ORIGIN	ROAST	GRIND SIZE	STANDARD MIX	TASTING PROFILE
	COLOMBIAN COFFEE	 COLOMBIA	<b>DARK ROAST</b>	• # 1 • # 3 • # 5 • # 9	• <b>250 GM COLOMBIAN COFFEE</b>	FRUITY UNDERNOTES, CARAMEL & CHOCOLATE
	KENYAN COFFEE	 KENYA	<b>DARK ROAST</b>	• # 1 • # 3 • # 5 • # 9	• <b>250 GM KENYAN COFFEE</b>	BRIGHT & FRUITY, WITH FLAVORS OF BLACK CURRANT, CITRUS & FLORAL HINT



Kenyan Coffee Beans And Colombian Coffee Beans, both in Dark Roast, are considered Premium Coffee Beans for their exceptional quality & rich flavor profiles. Their versatile characteristics make them deal for preparing All Types Of Coffee, from Espresso And Cappuccino To Filter, French Press, & Cold Brew, Arabic Coffee & Turkish Coffee delivering a bold, full-bodied taste with distinctive aroma in every cup.

# TURKISH COFFEE

PACKAGE	COFFEE TYPE	ORIGIN	ROAST	GRIND SIZE	STANDARD MIX	TASTING PROFILE
	TURKISH COFFEE	 BRAZIL	<b>LIGHT ROAST</b>	# 1	<ul style="list-style-type: none"> <li>• <b>165 GM</b> TURKISH LIGHT</li> <li>• <b>85 GM</b> TURKISH DARK</li> </ul>	RICH BOLD WITH DARK CHOCOLATE, NUTS & A HINT OF CARAMEL SWEETNESS.
	TURKISH COFFEE WITH <b>CARDAMOM</b>	 BRAZIL	<b>DARK ROAST</b>	# 1	<ul style="list-style-type: none"> <li>• <b>165 GM</b> TURKISH LIGHT</li> <li>• <b>85 GM</b> TURKISH DARK</li> <li>• <b>5 GM</b> CARDAMOM</li> </ul>	RICH BOLD WITH DARK CHOCOLATE, NUTS & A HINT OF CARAMEL SWEETNESS WITH A <b>HINT OF CARDAMOM.</b>


Turkish Coffee in a Lebanese way a Special Blend Combining Light & Dark Turkish Coffee with rich Brazilian Beans, delivering a unique & balanced flavor that bridges tradition & boldness.

# DECAFFEINATED COFFEE

PACKAGE	COFFEE TYPE	ORIGIN	ROAST	GRIND SIZE	STANDARD MIX	TASTING PROFILE
	DECAF COFFEE	 COLOMBIA	<b>DARK ROAST</b>	<ul style="list-style-type: none"> <li>• # 1</li> <li>• # 3</li> <li>• # 5</li> </ul>	• <b>250 GM DECAF COFFEE</b>	SMOOTH MEDIUM BODY, WITH CHOCOLATE & NUTTY NOTES, HAZELNUTS

Santos Decaf Coffee Is crafted for Non-caffeine Drinkers, using premium Dark Roast Colombian Beans. This rich, full-bodied decaf is versatile, ideal for preparing Espresso, Turkish Coffee, & Filter Coffee, delivering deep flavor & satisfying aroma without the caffeine.

# MONDO ESPRESSO COFFEE

PACKAGE	COFFEE TYPE	ORIGIN	ROAST	GRIND SIZE	STANDARD MIX	TASTING PROFILE
	MONDO ESPRESSO COFFEE	<b>SPECIAL BLEND</b>	<b>MEDIUM ROAST</b>	<b># 3</b>	• <b>500 GM MONDO ESPRESSO COFFEE</b>	FULL BODIED, RICH CHOCOLATY FLAVOUR WITH FRUITY NOTES & DISTINCT ACIDITY

Mondo Espresso Beans is a Signature Blend from Maison Samira Maatouk, crafted from a Special Mix Of Five Origins & roasted to a Medium Profile. This exclusive blend, Rich In Chocolaty Notes, is perfect for Espresso-based And Milk-based Coffees, offering a smooth, aromatic cup with a balanced flavor & creamy body.

## STANDARD COFFEE GRIND SIZE



# MSM VENDING MACHINES



VENDING

# MSM TEA LINE



BLACK  
TEA



FLAVOURED  
GREEN TEA



HERBAL AND  
SPICED



WHITE TEA  
SILVER NEEDLE

TEA



BLACK TEA



ORGANIC  
BLACK TEA



BLACK TEA  
WITH CARDAMOM



CHAMOMILE



GREEN TEA



SENCHA GREEN TEA  
WITH GINGER



MOROCCAN  
GREEN TEA



## PREMIUM CHOCO DRAGEE SELECTION



Pistachio White Milk  
Dragee



Hazelnut Dark  
Dragee



Kunafa Pistachio  
Dragee

250G

20 different flavours to choose from.



# PREMIUM CHOCOLATE BOXES



200G



450G



900G



# PREMIUM CHOCOLATE BOXES



200G



450G



900G

## PREMIUM NUTS



Cashews



Pistachios



Almonds

## PREMIUM NUTS BOXES





## PREMIUM NUTS BOXES



## PREMIUM DATES BOXES



Filled Dates

## PREMIUM DATES BOXES



Plain Dates



**Choco coffee**



**Coffee Selection  
Giftbox**



**Arabic Dallah Giftbox**

Arabic Dallah, 2 Finjans,  
Luxury Inner, Dates

## MECHANIC E-GRINDER



## PRO BARISTA V60 SET



## POUR OVER LUXURY KIT



## MINI COFFEE SCALE





## EXCLUSIVE LUXURY PERFUMES



NUAGE



V



OUD



IRRESISTIBLE



VISA



GOLDEN VANILLA

Pack: 100 ml & 30 ml set

Special perfume by Maison Samira Maatouk is specially made for all business channels including hotels



## CUPS AND ACCESSORIES



**Msm Cappucino  
Cup Dwt**



**Msm Espresso Cup  
Single D/Wt**



**Msm Espresso Cup  
Dopio D/Wt**



**Msm Latte Cup  
D/Wt**

High-quality coffee and tea accessories - and everything that makes drinking experience even better.



Arabic Gava Cup  
Ceramic



Arabic Coffee Finjan  
and Holder



Turkish Coffee Cup  
W/ Saucer Ceramic



Explore Our Delicious Cuisines

FOOD / BEVERAGES



## PASTRIES & SWEETS





Arabic Coffee

Afternoon Tea



Good food. Great coffee.



Hot Drinks



# MATCHA



# Training & Support Program - SMO & MSM

## Training Program

**Phase I:** 10 – 14 days, starting 6–9 weeks before opening, for the franchisee and 1–2 attendees (operations, administration, marketing).

**Phase II:** 10–14 days of On-site training by experienced trainers at launch.

## Support Program

In addition to field support, members of Maison Samira Maatouk’s organization should provide the following services:

- Operational Support
- Site Selection
- Internal Support
- Marketing Support
- Purchasing
- Online Platform
- Ongoing Research and Development
- Overall Program Oversight

# A Consumer Trusted Brand





MAISON  
SAMIRA MAATOUK®

**THANK YOU!**

**Samira Maatouk Group**

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