
SAMIRA MAATOUK

GROUP

Art of the Blend



COMPANY PROFILE



Samira Maatouk

IT ALL STARTED IN 1949

A Legacy of Coffee Excellence

Welcome to the world of Samira Maatouk Group, a renowned coffee brand that combines generations of artisanal expertise with a modern approach to coffee culture.



Samira Maatouk

FOUNDER`S VISION



Chairman



Passion for Quality

Samira Maatouk Group was founded with a deep-rooted passion for crafting the highest quality coffee, driven by a commitment to sourcing exceptional beans & perfecting the roasting process.



Elevating Coffee Experience

Samira envisions a world where coffee is not just a beverage, but an art form, an experience to be savored, & a source of connection and community.



Global Reach

Her ultimate goal is to share this passion & expertise with the world, making Samira Maatouk Group a global brand synonymous with excellence & innovation in the coffee industry.

Samira Maatouk

VISION

SAMIRA MAATOUK GROUP

OUR BUSINESS MODEL

- 1 Retail
- 2 Franchise
- 3 Trade & Distribution
- 4 HoReCa
- 5 Private Label
- 6 Catering

MODEL



SAMIRA MAATOUK GROUP

OUR GLOBAL PRESENCE



Samira Maatouk

JOURNEY THROUGH THE YEARS

SAMIRA MAATOUK

GROUP



● 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.

JOURNEY

Samira Maatouk

ADVANCING COFFEE EXCELLENCE

ONE STEP AHEAD WITH
INNOVATIVE TECHNOLOGIES



Samira Maatuk

QUALITY EXCELLENCE

FROM BEAN TO CUP

Quality Check Process – Ensuring Perfection

- Premium Bean Selection
- Rigorous Testing and Sensory Evaluation
- Innovative Packaging & Preservation
- Research and Development
- Cutting-edge production technologies



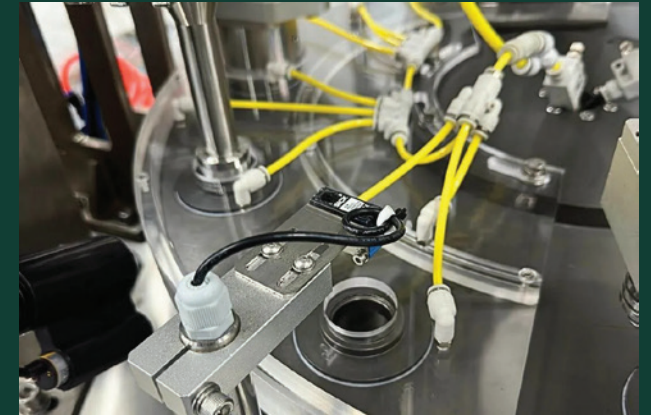
Samira Maatouk

PRODUCTION EXCELLENCE

The Art & Science Behind Every Cup

Production Process – Ensuring Perfection

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



Samira Maatouk



Product Range

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TURKISH COFFEE LINE

100% ARABICA



Dark Roast
ORIGINAL



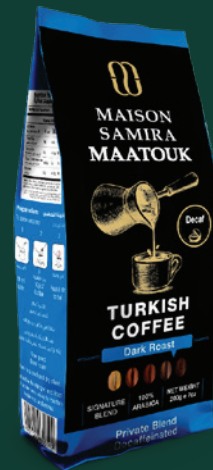
Dark Roast
WITH CARDAMOM



Medium Roast
ORIGINAL



Medium Roast
WITH CARDAMOM



Dark Roast
DECAFFEINATED



Dark Roast
HAZELNUT



Dark Roast
MASTIC

TURKISH

Samira Maatouk

TURKISH COFFEE SOLUTION



Dark Roast
WITH CARDAMOM



Dark Roast
ORIGINAL



Medium Roast
ORIGINAL



Medium Roast
WITH CARDAMOM



TURKISH

Samira Maatouk

TURKISH SACHET BOX



Medium Roast

WITH CARDAMOM



Medium Roast

ORIGINAL

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TURKISH

TURKISH SACHET BOX



Medium Roast

DECAFFEINATED



Medium Roast

CHOCOLATE

TURKISH

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WELLNESS TURKISH COFFEE



 Origin : South America

 Roast Profile : Medium

 Intensity: 7



WELLNESS TURKISH COFFEE
WITH ASHWAGANDHA & CARDAMOM

WELLNESS TURKISH COFFEE

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TURKISH

ARABIC COFFEE LINE



ARABIC KHALEEJI COFFEE
EMIRATI BLEND



ARABIC KHALEEJI COFFEE
SAUDI BLEND



ARABIC COFFEE
GULF BLEND

ARABIC COFFEE LINE



SAUDI HERITAGE BLEND

ARABIC COFFEE SACHETS
WITH CARDAMOM & CLOVES



EMIRATI HERITAGE BLEND

ARABIC COFFEE SACHETS
WITH CARDAMOM & SAFFRON

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ARABIC COFFEE SOLUTION



ARABIC

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INSTANT COFFEE LINE

100% ARABICA



CLASSIC



ORGANIC



GOLD



DECAF

INSTANT

Samira Maatouk

COFFEE CAPSULE SOLUTION

100% ARABICA

SUPPORT SOLUTION CAPSULE MACHINE



Ristretto



Premium Lungo



Decaffeinato



Colombiano



El Salvador
SINGLE ORIGIN



Brazil & Sumatra
BLEND



Peru
SINGLE ORIGIN



Samira's Blend 99



Capsule Coffee Machine

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SIGNATURE DRIP COFFEE



MAHARAJA BLEND



DRIP

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ESPRESSO LINE



Espresso Pods



Mondo Espresso



Ethiopian
SINGLE ORIGIN



Sumatra
SINGLE ORIGIN

ESPRESSO

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AMERICAN FILTER COFFEE



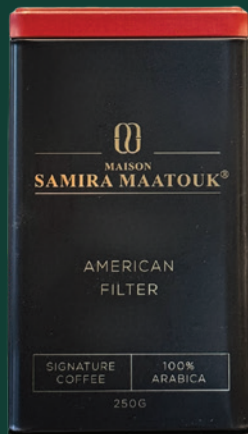
FILTER

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LUXURY INNERS COFFEE KINDS



SINGLE ORIGIN
DECAF



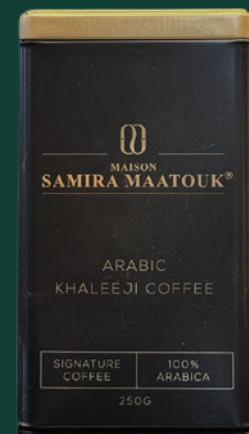
AMERICAN
FILTER



ESPRESSO
COFFEE



TURKISH
COFFEE



ARABIC KHALEEJI
COFFEE

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LUXURY INNERS

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

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FRESH COFFEE

MSM VENDING MACHINES



VENDING

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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

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Beyond the shelves.

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OUR LUXURY CAFES & FRANCHISES



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OUR KIOSK BASED BUSINESS MODEL



Samira Maatouk

OUR EVENTS BOOTH BUSINESS MODEL



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OUR SMO FRESH COFFEE ISLANDS



Samira Maatouk

TRUSTED BY



Samira Maatouk



LET`S CONNECT



📍 Samira Maatouk Group
M20, 10th St., Mussafah
PO Box 30091, Abu Dhabi, UAE.
+971 2 666 6824



MaisonSamiraMaatoukME
MSamiraMaatouk
info@smg49.com
www.samiramaatoukgroup.com

THANK YOU!

Samira Maatouk