

HORECA SERVICES

A Partnership in Premium Coffee

Samira Maatouk Group is your dedicated partner in delivering exceptional, branded coffee solutions to hotels, restaurants, cafés, offices, and catering operators — with over 20 years of HoReCa expertise.

OUR NUMBERS SPEAK FOR THEMSELVES

20+

Years HoReCa Experience

10,000+

Loyal Customers

40+

Retail Coffee Islands

7

Countries of Presence

WHO WE ARE

Samira Maatouk Group is a renowned coffee brand combining generations of artisanal expertise with a modern approach to coffee culture. Founded in 1949 in Beirut, Lebanon, and headquartered in the UAE, we have grown into a trusted partner for the HoReCa and foodservice sectors across the Middle East and beyond.

Our core concept is to deliver exceptional coffee solutions with unparalleled convenience to every consumer. We are uniquely positioned to empower HoReCa and foodservice operators to consistently deliver exceptional coffee experiences — leveraging our expertise, manufacturing capabilities, and extensive market reach.

WHO WE SERVE

Our HoReCa division serves a wide range of operators across the UAE and the wider GCC:

4 to 7-Star Hotels

Full coffee solution packages including branded machines, premium beans, Arabic and Turkish coffee, capsules, and private label options tailored to each property's brand identity.

Restaurants & Cafés

From specialty espresso programs to Arabic coffee stations, we supply complete solutions for dine-in and grab-and-go formats of all sizes.

Coffee Shops

Premium single-origin beans, blends, and branded coffee accessories to help independent and chain coffee shops stand out with quality and consistency.

Corporate Offices & Government

Office coffee solutions including bean-to-cup vending machines, capsule machines, and bulk supplies — ensuring quality coffee for every meeting and every desk.

Creating Companies & Event Contractors

High-volume, logistics-ready coffee solutions designed for events, exhibitions, and large-scale catering operations across the UAE.

OUR COFFEE & BEVERAGE OFFERING pictures

We offer a comprehensive portfolio tailored specifically for the HoReCa sector:



Turkish Coffee Line — 100% Arabica

Multiple formats including sachets (10g x 10 / x 125), ground bags (200g–500g), and the Gourmet Blend collection. Available in Original and With Cardamom variants across Dark and Medium roast profiles. Used with our branded Turkish Coffee Machine.



Arabic Coffee Line — 100% Arabica

Emirati Blend (Dark roast with Cardamom & Saffron), Saudi Blend (Light roast with Cardamom & Cloves), and GCC Blend (Medium roast). Available in premium bags and portion-control sachets (25g–250g). Used with our Electric Dallah Machine.



Espresso Line — 100% Arabica

Premium Espresso Beans (500g / 1kg), Espresso Pods (7g x 18 / x 300), Specialty Single Origin beans (Sumatra & Ethiopian), and Lord Brand Espresso. Serving: espresso, americano, latte, cappuccino, macchiato, and mocha.



Coffee Capsules — Nespresso Compatible

Signature Collection: Samira's Blend 99, Premium Lungo, Ristretto, and Decaffeinato. Single Origin range: Colombiano, Peru, El Salvador, Brazil & Sumatra Blend. Available in 5.5g x 10 capsules or in bulk.



Instant & Filter Coffee

Instant Coffee Premium Collection: Classic, Gold, Organic, and Decaf (180g or bulk). Filter Coffee: American Filter Coffee (250g–1kg). Drip Coffee: Maharaja Blend Drip Bags (10g x 7). All 100% Arabica.



Machines & Equipment

Full machine solutions: Turkish Coffee Machine, Electric Dallah, Capsule Coffee Machine, Bean-to-Cup Vending Machine (Bravilor Bonamat 12 Sego), and Sprso Machine. We supply both the machine and the product.



HoReCa Private Label Solutions

We create fully customised coffee products under your brand — espresso beans, blends, and packaging available in 250g, 500g, and 1kg formats. Ideal for hotels and restaurant groups wanting a signature house blend.

PRODUCT PORTFOLIO — SIGNATURE ROASTS FOR HORECA

All products are crafted from 100% Arabica beans, roasted at our state-of-the-art facility in Abu Dhabi. Below is our full HoReCa product portfolio with images available in the HoReCa Products file.

Turkish Coffee Line — 100% Arabica

Turkish Coffee Sachets Dark



Turkish Coffee Sachets — Dark Roast

100% Arabica

Taste Notes: Full bodied with a bittersweet chocolate taste & earthy aroma

Roast Profile: Dark

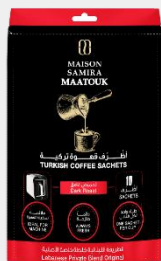
Intensity: 5

Origin: South America

Format: 10g Sachet x 10 | 10g Sachet x 125

Used With: Turkish Coffee Machine

Turkish Coffee Sachets With Cardamom Dark



Turkish Coffee Sachets With Cardamom — Dark Roast

100% Arabica

Taste Notes: Full bodied, bittersweet chocolate taste & earthy aroma, hints of cardamom

Roast Profile: Dark

Intensity: 5

Origin: South America

Format: 10g Sachet x 10 | 10g Sachet x 125

Used With: Turkish Coffee Machine

Turkish Coffee Sachets Medium



Turkish Coffee Sachets — Medium Roast (Gourmet Blend Original)

100% Arabica

Taste Notes: Full bodied with a bittersweet chocolate taste & earthy aroma

Roast Profile: Medium

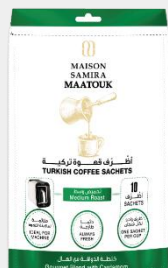
Intensity: 7

Origin: South America

Format: 10g Sachet x 10 | 10g Sachet x 125

Used With: Turkish Coffee Machine

Turkish Coffee Sachets With Cardamom Medium



Turkish Coffee Sachets With Cardamom — Medium Roast (Gourmet Blend)

100% Arabica

Taste Notes: Full bodied, bittersweet chocolate taste & earthy aroma, hints of cardamom

Roast Profile: Medium

Intensity: 7

Origin: South America

Format: 10g Sachet x 10 | 10g Sachet x 125

Used With: Turkish Coffee Machine

Turkish Coffee Medium Original Special Classic



Turkish Coffee Medium Original — Special Classic

100% Arabica

Taste Notes: Full bodied with a bittersweet chocolate taste & earthy aroma

Roast Profile: Medium

Intensity: 7

Origin: South America

Format: 500g

Used With: Turkish Coffee Machine

Turkish Coffee Medium Cardamom Special Classic



Turkish Coffee Medium With Cardamom — Special Classic

100% Arabica

Taste Notes: Full bodied, bittersweet chocolate taste & earthy aroma, hints of cardamom

Roast Profile: Medium

Intensity: 7

Origin: South America

Format: 500g

Used With: Turkish Coffee Machine

Turkish Coffee Gourmet Blend Original



Turkish Coffee Gourmet Blend Original

100% Arabica

Taste Notes: Full bodied with a bittersweet chocolate taste & earthy aroma

Roast Profile: Medium

Intensity: 7

Origin: South America

Format: 200g or 450g

Used With: Turkish Coffee Machine

Turkish Coffee Gourmet Blend
Cardamom



Turkish Coffee Gourmet Blend With Cardamom

100% Arabica

Taste Notes: Full bodied, bittersweet chocolate taste & earthy aroma, hints of cardamom

Roast Profile: Medium

Intensity: 7

Origin: South America

Format: 200g or 450g

Used With: Turkish Coffee Machine

Turkish Coffee Private Blend
Original



Turkish Coffee Private Blend Original

100% Arabica

Taste Notes: Full bodied with a bittersweet chocolate taste & earthy aroma

Roast Profile: Dark

Intensity: 5

Origin: South America

Format: 200g

Used With: Turkish Coffee Machine

Turkish Coffee Private Blend
Cardamom



Turkish Coffee Private Blend With Cardamom

100% Arabica

Taste Notes: Full bodied, bittersweet chocolate taste & earthy aroma, hints of cardamom

Roast Profile: Dark

Intensity: 5

Origin: South America

Format: 200g

Used With: Turkish Coffee Machine

Turkish Coffee Private Blend
Decaf



Turkish Coffee Private Blend — Decaffeinated

100% Arabica

Taste Notes: Full bodied, bittersweet chocolate taste & earthy aroma

Roast Profile: Dark

Intensity: 5

Origin: South America

Format: 200g

Used With: Turkish Coffee Machine

Turkish Coffee Private Blend
Hazelnut



Turkish Coffee Private Blend — Hazelnut

100% Arabica

Taste Notes: Full bodied, bittersweet chocolate taste & earthy aroma

Roast Profile: Dark

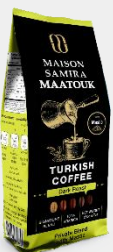
Intensity: 5

Origin: South America

Format: 200g

Used With: Turkish Coffee Machine

Turkish Coffee Private Blend
Mastic



Turkish Coffee Private Blend — Mastic

100% Arabica

Taste Notes: Full bodied, bittersweet chocolate taste & earthy aroma, hints of vanilla

Roast Profile: Dark

Intensity: 5

Origin: South America

Format: 200g

Used With: Turkish Coffee Machine

Lord Caffé Turkish Medium
Original



Lord Caffé Turkish Medium Roast — Original

100% Arabica

Taste Notes: Full bodied with a bittersweet chocolate taste & earthy aroma

Roast Profile: Medium

Intensity: 7

Origin: South America

Format: 250g or 500g

Used With: Turkish Coffee Machine

Lord Caffé Turkish Medium
Cardamom



Lord Caffé Turkish Medium Roast — With Cardamom

100% Arabica

Taste Notes: Full bodied, bittersweet chocolate taste & earthy aroma, with hints of cardamom

Roast Profile: Medium

Intensity: 7

Origin: South America

Format: 250g or 500g

Used With: Turkish Coffee Machine

Turkish Coffee Solution

Turkish Coffee Sachets + Turkish Coffee Machine

Arabic Coffee Line — 100% Arabica

Arabic Dark Premium Emirati
Blend Cardamom Saffron



Arabic Dark Premium — Emirati Blend With Cardamom & Saffron

100% Arabica

Taste Notes: Caramelized sugar, dark chocolate & toasted nuts with hint of cardamom & saffron

Roast Profile: Dark

Intensity: 7

Origin: South America

Format: 25g or 250g

Used With: Electric Dallah Machine

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Arabic Dark Sachet Emirati
Blend Cardamom Saffron



Arabic Dark Sachet — Emirati Heritage Blend With Cardamom & Saffron

100% Arabica

Taste Notes: Caramelized sugar, dark chocolate & toasted nuts with hint of cardamom & saffron

Roast Profile: Dark

Intensity: 7

Origin: South America

Format: 25g or 250g

Used With: Electric Dallah Machine

Arabic Light Premium Saudi
Blend Cardamom Cloves



Arabic Light Premium — Saudi Blend With Cardamom & Cloves

100% Arabica

Taste Notes: Light taste with acidity & floral notes with hint of cardamom & cloves

Roast Profile: Light

Intensity: 7

Origin: South America

Format: 25g or 250g

Used With: Electric Dallah Machine

Arabic Light Sachet Saudi Blend Cardamom Cloves



Arabic Light Sachet — Saudi Heritage Blend With Cardamom & Cloves

100% Arabica

Taste Notes: Light taste with acidity & floral notes with hint of cardamom & cloves

Roast Profile: Light

Intensity: 7

Origin: South America

Format: 25g or 250g

Used With: Electric Dallah Machine

Arabic Gulf Blend Cardamom GCC



Arabic Gulf Blend — With Cardamom (GCC Blend)

100% Arabica

Taste Notes: Full bodied, bittersweet chocolate taste & earthy aroma

Roast Profile: Medium

Intensity: 7

Origin: South America

Format: 250g

Used With: Electric Dallah Machine

Lord Caffe Arabic Light Cardamom



— With Cardamom

100% Arabica

Taste Notes: Light taste with acidity & floral notes with hints of cardamom

Roast Profile: Light

Intensity: 7

Origin: South America

Format: 250g

Used With: Electric Dallah Machine



Premium Arabic Dark Roast

100% Arabica

Taste Notes: Caramelized sugar, dark chocolate & toasted nuts (with cardamom and saffron)

Roast Profile: Dark

Intensity: 7

Origin: South America

Format: 500g

Used With: Electric Dallah Machine



Premium Arabic Dark Roast — With Cardamom

100% Arabica

Taste Notes: Caramelized sugar, dark chocolate & toasted nuts with cardamom

Roast Profile: Dark

Intensity: 7

Origin: South America

Format: 500g

Used With: Electric Dallah Machine



Premium Arabic Dark Roast Silani — With Cardamom

100% Arabica

Taste Notes: Caramelized sugar, dark chocolate & toasted nuts with cardamom

Roast Profile: Dark

Intensity: 7

Origin: South America

Format: 500g

Used With: Electric Dallah Machine



Premium Arabic Dark Roast Silani VIP — With Cardamom

100% Arabica

Taste Notes: Caramelized sugar, dark chocolate & toasted nuts with cardamom

Roast Profile: Dark

Intensity: 7

Origin: South America

Format: 500g

Used With: Electric Dallah Machine

Arabic Coffee Solution

Arabic Coffee Bags (Emirati / Saudi / GCC / Lord Caffé) + Electric Dallah Machine

Espresso Line — 100% Arabica

Premium Espresso Pods



Premium Espresso Pods

100% Arabica

Taste Notes: Full bodied, rich chocolaty flavour with fruity notes & distinct acidity

Roast Profile: Medium

Intensity: 7

Origin: North America & Asia

Format: 7g x 18 Pods | 7g x 300 Pods

Used With: Espresso Pods Machine

Premium Espresso Beans 500g
1kg



Premium Espresso Beans

100% Arabica

Taste Notes: Full bodied, rich chocolaty flavour with fruity notes & distinct acidity

Roast Profile: Medium

Intensity: 7

Origin: North America & Asia

Format: 500g | 1kg

Used With: Espresso Machine — Espresso, Americano, Latte, Cappuccino, Macchiato, Mocha

Sumatra Single Origin Coffee Beans



Sumatra Single Origin Coffee Beans — Specialty

100% Arabica

Taste Notes: Creamy, chocolaty, hints of raisins, full body, low acidity

Roast Profile: Medium

Intensity: 7

Origin: Southeast Asia

Format: 300g | 500g | 1kg

Used With: Espresso Machine

Ethiopian Single Origin Coffee Beans



Ethiopian Single Origin Coffee Beans — Specialty

100% Arabica

Taste Notes: Balance of tropical fruits & floral notes, earthy, full body

Roast Profile: Medium

Intensity: 7

Origin: Africa

Format: 300g | 500g | 1kg

Used With: Espresso Machine



Lord Café Espresso Beans

100% Arabica

Taste Notes: Rich chocolaty flavour, caramelized sweetness

Roast Profile: Medium

Intensity: 9

Origin: North America / Central America

Format: 500g | 1kg

Used With: Espresso Machine

Coffee Capsules Line — Nespresso Compatible, 100% Arabica



Samira's Blend 99 Coffee Capsules

100% Arabica

Taste Notes: Rich & chocolaty

Roast Profile: Medium

Intensity: 9

Origin: North America & Asia

Format: 5.5g x 10 | In Bulk

Used With: Nespresso Capsule Machine



Premium Lungo Coffee Capsules

100% Arabica

Taste Notes: Mild & balanced

Roast Profile: Medium

Intensity: 7

Origin: North America & Asia

Format: 5.5g x 10 | In Bulk

Used With: Nespresso Capsule Machine



Ristretto Coffee Capsules

100% Arabica

Taste Notes: Full & intense

Roast Profile: Medium

Intensity: 9

Origin: North America & Asia

Format: 5.5g x 10 | In Bulk

Used With: Nespresso Capsule Machine



Decaffeinato Coffee Capsules

100% Arabica

Taste Notes: Balanced & elegant

Roast Profile: Medium

Intensity: 5

Origin: North America & Asia

Format: 5.5g x 10 | In Bulk

Used With: Nespresso Capsule Machine



Colombiano Single Origin Coffee Capsules

100% Arabica

Taste Notes: Berry & chocolaty

Roast Profile: Medium

Intensity: 7

Origin: South America

Format: 5.5g x 10 | In Bulk

Used With: Nespresso Capsule Machine



Peru Single Origin Coffee Capsules

100% Arabica

Taste Notes: Nutty & chocolaty

Roast Profile: Medium

Intensity: 7

Origin: South America

Format: 5.5g x 10 | In Bulk

Used With: Nespresso Capsule Machine



El Salvador Single Origin Coffee Capsules

100% Arabica

Taste Notes: Sweet & caramelly

Roast Profile: Medium

Intensity: 7

Origin: South America

Format: 5.5g x 10 | In Bulk

Used With: Nespresso Capsule Machine



Brazil & Sumatra Blend Coffee Capsules

100% Arabica

Taste Notes: Smooth & chocolaty

Roast Profile: Medium

Intensity: 12

Origin: South America

Format: 5.5g x 10 | In Bulk

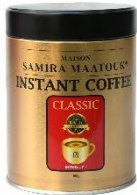
Used With: Nespresso Capsule Machine

Coffee Capsules Solution

Samira's Blend 99 | Ristretto | Premium Lungo | Decaffeinato | Colombiano | El Salvador | Brazil & Sumatra | Peru + Capsule Coffee Machine

Instant Coffee Line — Premium Collection, 100% Arabica

Instant Coffee Classic



Instant Coffee Classic

100% Arabica

Taste Notes: Medium body, sweet

Roast Profile: Medium

Intensity: 7

Origin: South & Central America

Format: 180g | In Bulk

Used With: Instant Coffee (coffee and water)

Instant Coffee Gold



Instant Coffee Gold

100% Arabica

Taste Notes: Medium body, smooth

Roast Profile: Medium

Intensity: 7

Origin: South & Central America

Format: 180g | In Bulk

Used With: Instant Coffee (coffee and water)

Instant Coffee Organic



Instant Coffee Organic

100% Arabica

Taste Notes: Light & clean

Roast Profile: Medium

Intensity: 5

Origin: South & Central America

Format: 180g | In Bulk

Used With: Instant Coffee (coffee and water)

Instant Coffee Decaf



Instant Coffee Decaffeinated

100% Arabica

Taste Notes: Medium body, sweet

Roast Profile: Medium

Intensity: 4

Origin: South & Central America

Format: 180g | In Bulk

Used With: Instant Coffee (coffee and water)

Filter & Drip Coffee Line — 100% Arabica

American Filter Coffee



100% Arabica

Taste Notes: Balanced with smooth acidity, sweetness like candy taste

Roast Profile: Medium

Intensity: 7

Origin: Asia

Format: 250g | 500g | 1kg

Used With: Americano, Filter Coffee, V60 Pour Over

Maharaja Blend Drip Coffee Bags



The Maharaja Blend Drip Coffee Bags

100% Arabica

Taste Notes: Sweet, nutty with a hint of fruitiness

Roast Profile: Medium

Intensity: 3/5

Origin: Asia (Single Origin: India)

Format: 10g x 7

Used With: Americano, Drip Coffee

Machines & Equipment



Turkish Coffee Machine

100% Arabica

Taste Notes: Fully automated — produces traditional Turkish coffee

Format: 1 Litre tank | Up to 4 cups per minute | Single / Medium / Large size options

Used With: Turkish Coffee Sachets



Electric Dallah Machine

100% Arabica

Taste Notes: Traditional Arabic coffee brewer — Four-in-one: coffee maker, tea maker, water boiler, milk heater

Format: With temperature display & overheating protection

Used With: Arabic Coffee Bags



Capsule Coffee Machine

100% Arabica

Taste Notes: Compact design — suitable for home, hotel rooms, and offices

Format: 650ml removable water tank | Adjustable drip tray | Programmable coffee volume

Used With: Nespresso-compatible Coffee Capsules



Vending Machine — Bravilor Bonamat 12 Sego

100% Arabica

Taste Notes: Bean-to-cup vending solution — ideal for offices, hospitals, and high-volume HoReCa operators

Format: Works with Mondo Espresso (500g or 1kg), Swiss Milk Powder (1kg), Swiss Chocolate Powder (1kg)

Used With: Mondo Espresso Beans | Milk Powder | Chocolate Powder

Sprso Machine



Sprso Machine

100% Arabica

Taste Notes: Compact automated espresso machine — smart & intuitive

Format: Ideal for office and boutique hotel use

Used With: Espresso Beans

HoReCa Private Label Solutions

We craft fully customised coffee products under your brand — ideal for hotels, restaurant chains, and premium operators who want a signature house blend that reflects their identity.

Private Label - Silver Pack



Private Label — Espresso Beans (Silver Pack)

100% Arabica

Format: Available in 250g | 500g | 1kg

Used With: Espresso Machine

*Private Label Espresso Beans
Branded Pack*



Private Label — Espresso Beans (Custom Branded Pack)

100% Arabica

Format: Available in 250g | 500g | 1kg

Used With: Espresso Machine

Available for: Espresso Beans, Turkish Coffee, Arabic Coffee, and more — contact us to discuss your custom blend and packaging.

WHY PARTNER WITH SAMIRA MAATOUK GROUP?

1

Premium Quality, Sourced Responsibly

All our coffees are crafted from 100% Arabica beans, ethically sourced and roasted at our state-of-the-art facility in Abu Dhabi — the first fully automated roasting plant of its kind in the region.

2

Excellence in Supply Chain

Over 20 years in the HoReCa market means a reliable, efficient supply chain that delivers consistently — whether you need daily restocking or large-volume event supply.

3

Customization & Flexibility

From Private Label blends to custom machine placements, we tailor our solutions to each partner's specific needs, brand identity, and customer base.

4

Brand Values & Trust

Trusted by leading names including ADNOC, Four Seasons, Etihad Airways, Emirates Airlines, Carrefour, Burj Al Arab, and many more across the UAE and GCC.

5

Reliability & Partnership

We don't just supply — we become a growth partner. Our team provides on-ground support, machine maintenance, and ongoing consultation to ensure your coffee program succeeds.

6

Streamlined Operations & Efficiency

One supplier for coffee, machines, accessories, and private label — simplifying procurement and ensuring consistency across all your locations.

QUALITY CERTIFICATIONS

Every product we supply is backed by internationally recognized quality and safety certifications:

HACCP Certified

ISO 22000:2018

Halal Certified

OSHAD Certified

ICV Certificate

Abu Dhabi QCC Member

Best Food Establishment in the Emirate of Abu Dhabi — Abu Dhabi Agriculture and Food Safety Authority

TRUSTED BY (pictures for the clients)

We are proud to serve some of the most prestigious brands and institutions across the UAE and beyond:

ADNOC

**LuLu
Hypermarkets**

Al Seer

Spinneys

Waitrose

**Emirates
Airlines**

Etihad Airways

**Four Seasons
Hotels**

Pepsi

Carrefour

**ADNEC
Group**

**Crowne
Plaza**

Sheikh Khalifa Medical City

**Ministry of
Interior**

**Burjeel
Medical
City**

**Burj Al
Arab**

**ADNH
Compass**

**Java
House**

Ready to Partner With Us?

Let's explore how Samira Maatouk Group can elevate your coffee experience and delight your guests every single day.

Get in Touch Today →

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