

PRIVATE LABEL & CO-BRANDING SOLUTIONS

Rooted in the UAE. Crafted for the World. Since 1949.

Samira Maatouk Group — your trusted partner for premium private label and co-branding coffee solutions in the UAE, GCC, and beyond.

A LEGACY OF COFFEE EXCELLENCE SINCE 1949 (journey)

Samira Maatouk Group is one of the Arab world's most storied premium coffee brands — a name synonymous with quality, heritage, and craftsmanship. Founded in 1949 by Mr. M. Maatouk in the heart of downtown Beirut, what began as a single café specializing in freshly roasted coffee has evolved into a fully integrated, internationally recognized coffee group with manufacturing facilities in Abu Dhabi, UAE.

With over 75 years of artisanal expertise and a modern approach to coffee culture, Samira Maatouk Group combines generations of knowledge with state-of-the-art production technology — making us the ideal partner for private label and co-branding solutions across the GCC and beyond.

1949

Founded

75+

Years of Excellence

10,000+

Loyal Customers

7

Countries

WHY PARTNER WITH SAMIRA MAATOUK GROUP?

In a competitive market, your coffee partner defines your brand. Samira Maatouk Group brings three unmatched pillars of value to every private label and co-branding partnership:

1

Uncompromising Quality & Food Safety

Every product we manufacture undergoes rigorous quality control — from premium bean sourcing across Latin America, Africa, and Asia to daily sensory evaluation of finished goods.

HACCP Certified

ISO 22000:2018

Halal Certified

ICV Certificate

TUV NORD Approved

FSSC 22000

Our traceability system tracks every bag of roasted coffee from raw bean origin to roast date and production machine — delivering full transparency in under five minutes. This level of accountability is critical for restaurant chains, hospitality groups, and retail brands that demand documented food safety compliance.

2

Regional Supply Resilience

Our Abu Dhabi manufacturing base gives your brand a decisive operational advantage. Unlike overseas suppliers exposed to global freight volatility and geopolitical disruptions, our locally produced inventory means:

- 3 day standard lead time across the UAE
- Same-day delivery capability within normal business operations
- Dedicated security stock buffer maintained in our Abu Dhabi facility
- Direct accountability — logistics challenges resolved by our local executive team
- GCC regional reach covering UAE, KSA, Kuwait, Bahrain, Qatar, and Oman

3

A Consumer-Trusted Brand

Samira Maatouk Group's private label division has been operating for more than 20 years, with an established track record of delivering quality solutions to the UAE's most recognized names in retail, hospitality, and food service — including ADNOC, Lulu Hypermarkets, Spinneys, Waitrose, Etihad Airways, Four Seasons Hotels, Burj Al Arab, Carrefour, Crowne Plaza, Sheikh Khalifa Medical City, and many more.

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

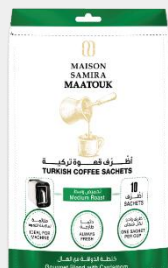
Intensity: 7

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

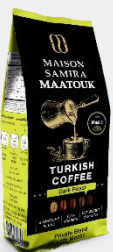
Intensity: 5

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

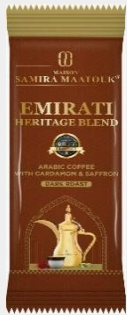
Origin: South America

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

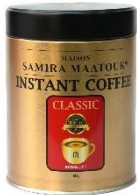
Used With: Nespresso Capsule Machine

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.

OUR PRODUCT & SOLUTIONS PORTFOLIO (slider pictures)

All products featured in our private label offering are available for custom branding. We offer a comprehensive range of premium coffee solutions — from single-origin whole beans to fully automated machine systems — all produced at our state-of-the-art Abu Dhabi facility.

Premium Coffee Products

- Espresso Beans (100% Arabica)
- Filter & Drip Coffee
- Turkish Coffee (6 blends)
- Arabic Coffee (Saudi, Emirati, Gulf Blends)
- Coffee Capsules (8 varieties)
- Instant Coffee (Classic, Gold, Organic, Decaf)
- Espresso Pods

Machines & Solutions

- Professional Barista Machine (La Cimbali)
- Capsule Coffee Machine
- Vending Machines (Bean-to-Cup)
- Turkish Coffee Machine
- Electric Dallah
- Coffee Grinding Machines

Complementary Products

- Swiss Milk Powder
- Swiss Chocolate Powder
- Portion Control Sachets

Value-Added Services

- HoReCa Private Label Solutions
- Co-Branding Programs
- Custom Blend Development
- Full R&D Partnership

GLOBAL SOURCING. LOCAL ROASTING. EXCEPTIONAL QUALITY.

Our green coffee sourcing network spans three continents, giving us the flexibility to create custom blends that match any flavor profile, intensity requirement, or origin preference:

- Americas — Brazil (Rio Minas, Santos), Colombia (Supremo, Decaf), Peru, Nicaragua, El Salvador, Costa Rica, Guatemala, Panama, Hawaii
- Africa — Ethiopia (Sidamo, Djimmah), Kenya Arábica, Uganda, Rwanda
- Asia-Pacific — India (Arabica Plantation, Robusta Cherry), Vietnam Robusta, Indonesia Sumatra, Papua New Guinea, China (Yunnan), Java

All sourced beans are processed at our fully automated Abu Dhabi roasting facility, packed using nitrogen flushing technology for maximum freshness, and sealed with one-way degassing valves — preserving peak aroma and quality throughout the supply chain.

Freshness Technology

Our packaging uses a multilayer aluminum roll specification (12Mic Pet + 7Mic Foil + 95Mic TPE with DC Matt Lacquer) combined with nitrogen flushing and one-way degassing valves — the same technology trusted by leading global coffee brands. This directly enhances the quality of every cup served to your end customer.

TRACEABILITY: FROM CUP TO FARM

Every bag of coffee we produce is fully traceable — from raw bean origin to roast date and production machine. Our traceability system delivers full transparency in under five minutes, giving every private label partner documented food safety compliance on a scale.



Comprehensive Coffee Tracking

The system tracks coffee from raw bean origin to roast date and roasting machine, ensuring detailed traceability.



Rapid Traceability

Trace a bag of roasted coffee in under five minutes for full transparency and quick risk management.



Food Safety Assurance

This traceability system supports food safety and operational assurance critical for restaurant standards.

OPERATIONAL SCALE & PRODUCTION CAPACITY

Our Abu Dhabi manufacturing facility — one of only two fully automated coffee production plants in the region — is equipped with state-of-the-art roasters, grinding machines, packaging lines, and pod/capsule production technology. With scalable shift operations, we can reliably meet the volume demands of any private label partner:

Shift Model	Daily Capacity	Monthly Capacity	1KG Packets/Month
1 Shift (8 hrs)	4,800 kg	96,000 kg	96,000
2 Shifts (16 hrs)	9,600 kg	192,000 kg	192,000
3 Shifts (23 hrs)	13,800 kg	276,000 kg	276,000

Our machinery portfolio includes industrial roasters, bean packaging machines (Soft Pack), pods and capsules filling machines, sachet packaging lines, and drip coffee bag production equipment — giving us the flexibility to produce virtually any coffee format under your brand.

OUR PRIVATE LABEL & CO-BRANDING CONCEPT

Who We Partner With

Our private label division has been serving diverse business sectors for over 20 years. We are uniquely positioned to be a growth partner for:

- 4 to 7-star hotels and luxury resorts
- Restaurant chains and standalone F&B operators
- Coffee shops — from boutique independents to large chains
- Retail hypermarkets, supermarkets, and co-operative stores
- Behind-the-counter businesses and convenience formats
- Catering companies and corporate food service providers
- Distributors and wholesalers across the GCC

What Sets Our Private Label Apart

We are not simply a contract manufacturer — we are a flexible R&D partner committed to building your brand's success in the coffee market. Every partnership is built on six pillars:

- Solid Focus on Quality Management — certified processes from sourcing to shelf
- Excellence in Supply Chain — regional resilience and rapid fulfilment
- Customization and Flexibility — custom blends, formats, packaging, and sizing
- Brand Synergy and Trust — our heritage strengthens your brand's credibility
- Joint Marketing Initiatives — shared brand-building opportunities
- Streamlined Operations and Efficiency — one partner, complete coffee solution

A PROVEN PRIVATE LABEL TRACK RECORD

Our private label portfolio includes real, active business cases with some of the UAE's most recognised brands. Below are examples of live private label products we have developed and continue to supply:

Lulu Hypermarkets — Retail Private Label

Comprehensive consumer-facing private label range

- Colombia Espresso Coffee Capsules
- Premium Lungo Espresso Coffee Capsules
- Classic Blend Espresso Coffee Capsules
- Arabic Coffee with Cardamom & Cloves
- Arabic Coffee with Cardamom & Saffron
- Turkish Coffee Original
- Espresso Beans (Medium Roast, 500g)

Al Masah — Arabic Coffee Private Label

Ground Arabic coffee products

- Cardamom and original variants
- Supplied in 1kg format for retail distribution

Kaldi — Espresso Blend Private Label

Custom espresso blend exclusively developed for Kaldi

- Supreme Blend Espresso (Kaldi 850)
- Produced at our Abu Dhabi facility
- Distributed in Oman

HOW WE WORK TOGETHER: THE ONBOARDING ROADMAP

Launching a private label coffee range with Samira Maatouk Group is a structured, transparent process. We are ready to host your QA team for a full facility audit at any time.

Phase 1	Sample Submission (Benchmark Match)	We submit tailored coffee samples matched to your benchmark flavour profile, intensity preferences, and format requirements.
Phase 2	Custom Blend Development	Our R&D team works with you to refine and finalise your exclusive blend — adjusting origin mix, roast profile, grind specification, and packaging format.
Phase 3	Operational Trial	A live operational trial run to validate quality consistency, packaging performance, and supply chain reliability before full commercial launch.

Ready to Build Your Coffee Brand?

Contact our team today to schedule a factory visit or request your first tailored sample.

Get in Touch →

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