MAISON

SAMIRA MAATOUK®

Franchise Profile



“Allow coffee lovers to indulge in Maison Samira Maatouk; Experience personally blended to their taste.”

Samira Maatouk

SAMIRA MAATOUK
CHAIRMAN

Company Background

Samira Maatouk Group owns a collection of brands that service the coffee needs of retail customers, foodservice customers and branded outlet customers across the Middle East and beyond. Based in the United Arab Emirates, we can trace our origins back to 1949 in Beirut, Lebanon.

The luxury brand in our portfolio is Maison Samira Maatouk - MSM Luxury Café, has become synonymous with quality and style within the coffee sector and is used for our premium outlets.

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

We roast our coffee in our own two facilities in Abu Dhabi, UAE, offering branded and private label solutions.



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.

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.

Values

We honor a coffee legacy built since 1960, combining heritage and authenticity with uncompromising quality. By treating coffee as an art form, our craftsmanship drives continuous innovation while staying true to our roots. Above all, we champion hospitality, bringing people together through warm and meaningful connections.

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.

COMMITMENT

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

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.



Heritage & Trust

For over seven decades, we have built lasting relationships through consistency, authenticity, and an unwavering commitment to quality.



Craftsmanship & Passion

Every blend reflects our dedication to exceptional sourcing, roasting expertise, and the pursuit of excellence in every cup.



Innovation & Growth

While honoring our heritage, we continuously evolve through innovation, new experiences, and expanding opportunities across global markets.

Major Milestones since











1949 — Foundation

Mr. M. Maatouk established Maison du Café in Beirut, laying the foundation for what would become one of the region's most recognized coffee brands.

1980 — International Expansion

The business expanded beyond Lebanon, establishing its first Lebanese coffee factory in the United Kingdom and beginning its international journey.

1995 — Return & UAE Entry

The Maatouk family returned to Lebanon and simultaneously expanded operations into Abu Dhabi, marking the beginning of the group's Gulf presence.

2009 — Industrial Transformation

The first fully automated roasting and manufacturing facility was established in Abu Dhabi, becoming the first of its kind in the region.

2021 — Regional Scale

The Fresh Coffee Island concept expanded rapidly across five countries, alongside new coffee boutiques and the brand's first franchise in Egypt.

2025 — Global Growth Vision

The group committed to entering new international markets, including Morocco and the United States, further strengthening its global footprint.

MSM- Maison Samira Maatouk

Retail Coffee / F&B Outlets HoReCa Concept Outlets


MAISON SAMIRA MAATOUK

MSM- The 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 your gross sales to the international marketing fund to support global brand promotion and advertising.

Franchise agreement duration:

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


SAMIRA MAATOUK

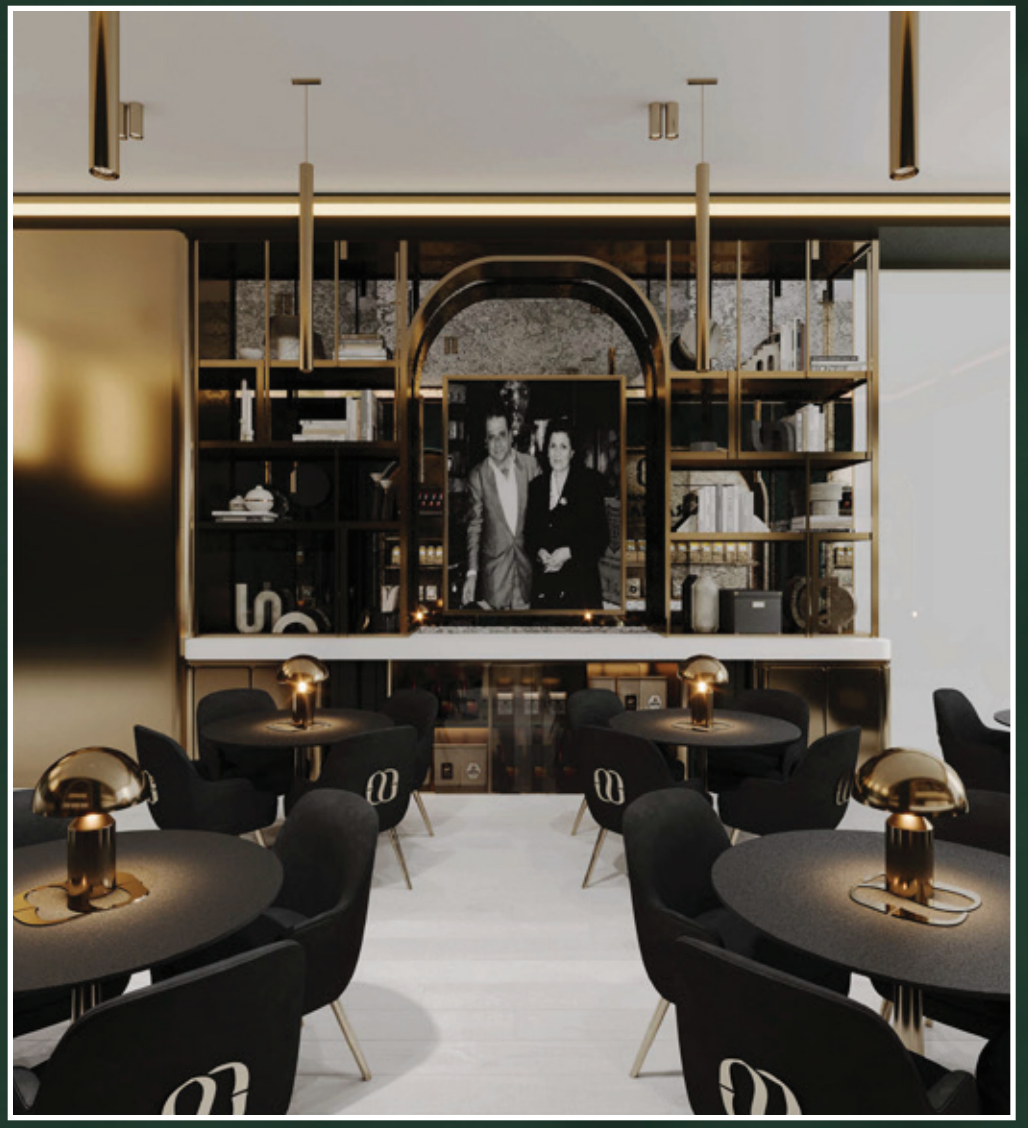

MAISON SAMIRA MAATOUK
Gates
Baggage Claim
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MAISON SAMIRA MAATOUK
Heritage Depuis 1949
ORDER & PICK UP



OUR LUXURY CAFES & FRANCHISES

- *The Galleria Al Maryah Island*







OUR KIOSK BASED BUSINESS MODEL

- *Sheikh Shakhbout Medical City*



MAISON SAMIRA MAATOUK
Zayed International Airport


ميزون سميرة معتوق
منذ ١٩٤٩
CAFÉ
PÂTISSIER
CHOCOLATIER
Signature Collection



MAISON SAMIRA MAATOUK
Galleria Mall


INDIA
EL SALVADOR
YEMEN
GUATEMALA
RWANDA
HONDURAS
COSTA RICA
PANAMA
ETHIOPIA



OUR EVENTS BOOTH BUSINESS MODEL

SMO-
Quick-Service



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- Designs & Formats







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 your 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.

Beyond Borders - UAE & Morocco to the World



MAISON SAMIRA MAATOUK EXPANSION PLAN

SOUTH AMERICA

Brazil
Columbia

NORTH AMERICA

Mexico

EUROPE

Paris
Milano
London
Monte Carlo
Barcelona

MIDDLE EAST

Riyadh
Doha
Manama
Damascus

ASIA

Singapore
Kuala Lumpur
Istanbul

AFRICA

Casablanca
Marrakesh

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).

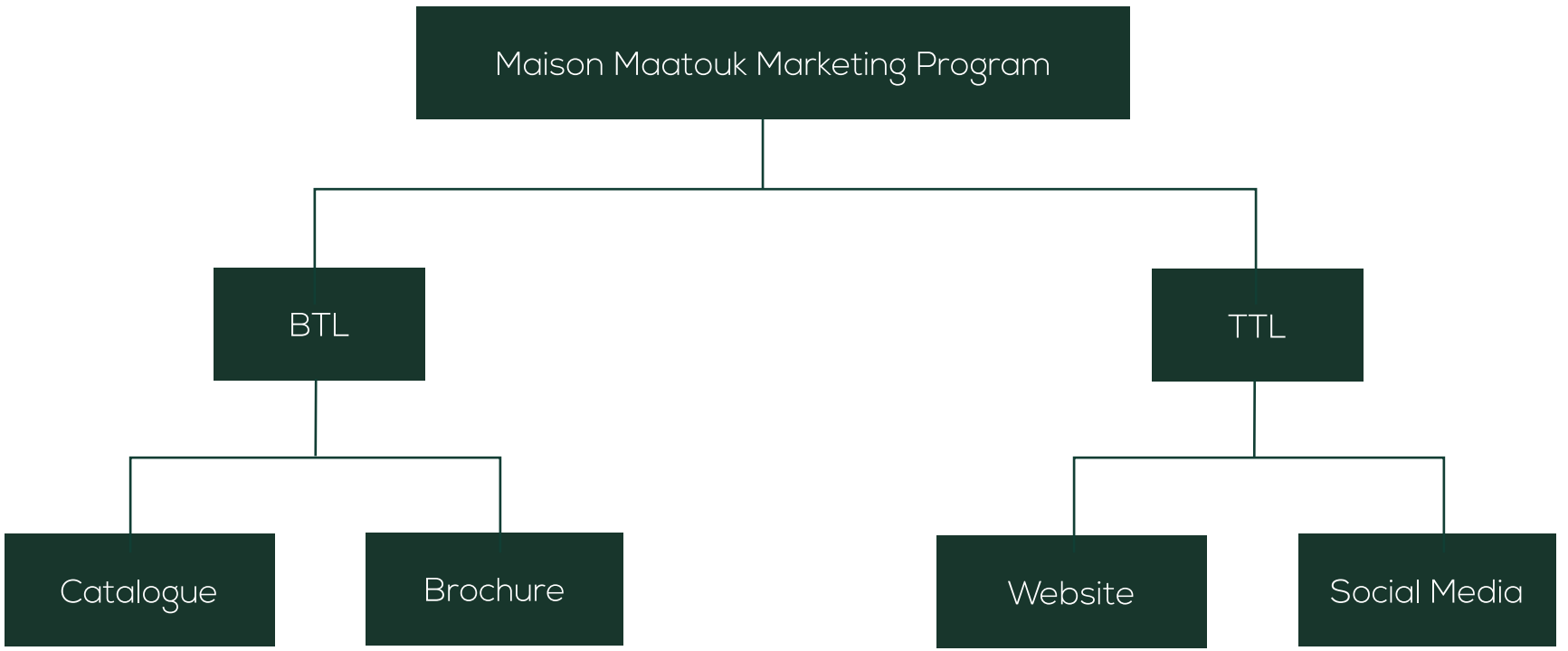
Phase II: 10–14 days of On-site training by experienced trainers at launch.

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

Marketing Support



Franchise Benefits



Trademark License



License to Operate



Operations Manual



Marketing Support



Training Program



Ongoing Support

Franchise Value Proposition

SOLUTION

- Premium Brand
- Proven Business Model
- Entrepreneurship Opportunity
- Reliable Business Income

ACCESS

- Local Training and Support Team
- Robust Operations Network
- Franchisee Intranet
- Corporate Marketing Support

VALUE

- High Return on Investment
- Unique and Quality Recipes
- Flexibility and Freedom to Innovate
- Ongoing R&D

EDUCATION

- Effective Training Program
- Standard Operating Manuals
- Ongoing Support Program
- Seminars/Workshops

MAISON
SAMIRA MAATOUK®

THANK YOU!