MAISON
SAMIRA MAATOUK®

MSM Profile

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

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

Our Global Presence

2
State of the Art Factories

10,000+
Customers

40
Retail Coffee Islands

7
Luxury Cafes



Our Expanding Footprint

With a growing network of branches and quick service units, Maison Samira Maatouk is proud to share its exceptional coffee experiences with coffee lovers around the world.

Luxury Café Branches

- Al Zahiya Mall - Sharjah
- Galleria Mall - Abu Dhabi
- Bawabat Al Sharq Mall - Abu Dhabi
- Sheikh Shakhbout Medical City - Abu Dhabi
- Reem Hospital - Abu Dhabi
- Zayed International Airport - Abu Dhabi
- Le Mall du Carrousel, Rabat - Morocco



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

- 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







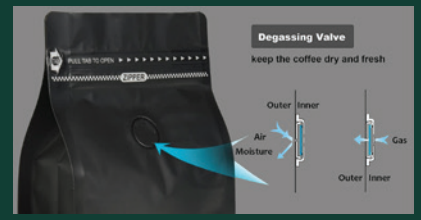


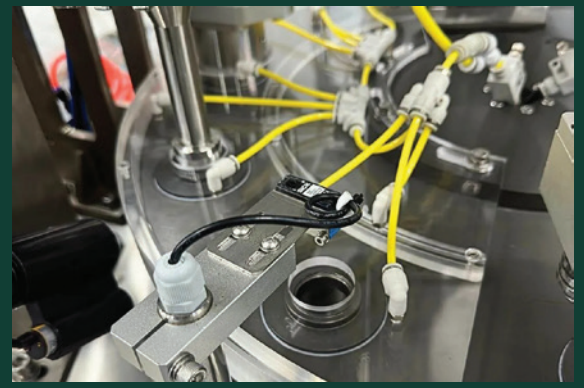


Production Excellence

The Art & Science Behind Every Cup

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











QMS Certifications



TÜV NORD

CERTIFICATE

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

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

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

معتوق
MAATOUK
1960

applies a HACCP-System in line with the above guideline for the following scope

Category: C4

Scope

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

Certificate Registration No. EIAC 01 01363
Audit Report No. 8000 5598

Valid from 08-04-2025
Valid until 15-03-2028
Initial certification 2013

Certification Body
TÜV Middle East

Abu Dhabi, 08-04-2025

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

TÜV Middle East Mezzanine Floor, Danat Tower A, Airport Road, P.O. Box 46030, Abu Dhabi, UAE www.tuvme.com

eiac
011-CB-HACCP



TÜV NORD

CERTIFICATE

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

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

معتوق
MAATOUK
1960

Maatouk 1960 Factory LLC
Mussafah 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
Category

C: Food Manufacturing
CIV: Processing of ambient stable products

Scope

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

Certificate Registration No. IAS 04 2200182
Audit Report No. 8000 5598

Valid from 08-04-2025
Valid until 15-03-2028
Initial certification 2013

Certification Body
TÜV Middle East

Abu Dhabi, 08-04-2025

TÜV Middle East, Mezzanine Floor, Danat Tower A, Airport Road, P.O. Box 46030, Abu Dhabi, UAE www.tuvme.com

IAF
IAS ACCREDITED
MSCB - 254

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, GROUD FLAVOURED & NON-FLAVOURED COFFEE

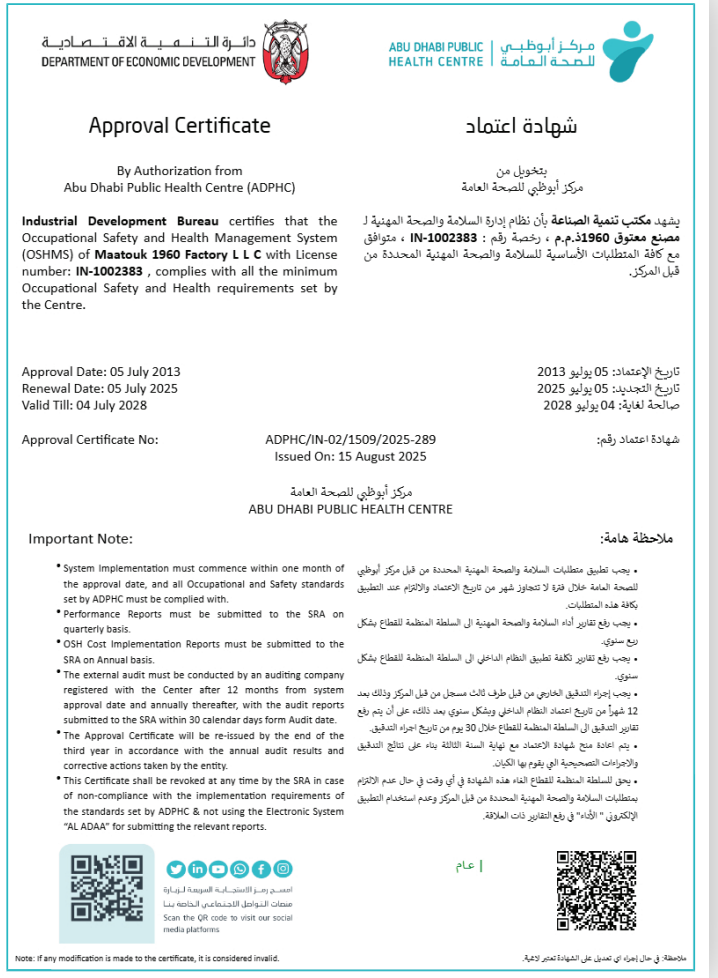
Certificate No: NQU-50014
Originally Registered: 13 MAR 2025
Latest Issue: 13 MAR 2025
Valid up-to: 12 MAR 2028

Quality Registrar Systems

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

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

WORLDWIDE CERTIFICATION



دائرة 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-1002383** , complies with all the minimum Occupational Safety and Health requirements set by the Centre.

شهادة اعتماد

بتخويل من
مركز أبوظبي للصحة العامة

يشهد **مكتب تنمية الصناعة** بأن نظام إدارة السلامة والصحة المهنية لـ **مصنع معتوق 1960ذ.م.م** ، رخصة رقم : **IN-1002383** ، متوافق مع كافة المتطلبات الأساسية للسلامة والصحة المهنية المحددة من قبل المركز.

Approval Date: 05 July 2013
Renewal Date: 05 July 2025
Valid Till: 04 July 2028

تاريخ الإعتماد: 05 يوليو 2013
تاريخ التجديد: 05 يوليو 2025
صالحة لغاية: 04 يوليو 2028

Approval Certificate No: ADPHC/IN-02/1509/2025-289
Issued On: 15 August 2025

شهادة اعتماد رقم:

مركز أبوظبي للصحة العامة
ABU DHABI PUBLIC HEALTH CENTRE

Important Note:

- System Implementation must commence within one month of the approval date, and all Occupational and Safety standards set by ADPHC must be complied with.
- Performance Reports must be submitted to the SRA on quarterly basis.
- OSH Cost Implementation Reports must be submitted to the SRA on Annual basis.
- The external audit must be conducted by an auditing company registered with the Center after 12 months from system approval date and annually thereafter, with the audit reports submitted to the SRA within 30 calendar days form 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 revoked at any time by the SRA in case of non-compliance with the implementation requirements of the standards set by ADPHC & not using the Electronic System "AL ADAA" for submitting the relevant reports.

ملاحظة هامة:

- يجب تطبيق متطلبات السلامة والصحة المهنية المحددة من قبل مركز أبوظبي للصحة العامة خلال فترة لا تتجاوز شهر من تاريخ الاعتماد والالتزام عند التطبيق بكافة هذه المتطلبات.
- يجب رفع تقارير أداء السلامة والصحة المهنية الى السلطة المنظمة للقطاع بشكل ربع سنوي.
- يجب رفع تقارير تكلفة تطبيق النظام الداخلي الى السلطة المنظمة للقطاع بشكل سنوي.
- يجب إجراء التدقيق الخارجي من قبل طرف ثالث مسجل من قبل المركز وذلك بعد 12 شهراً من تاريخ اعتماد النظام الداخلي وبشكل سنوي بعد ذالك، على أن يتم رفع تقارير التدقيق الى السلطة المنظمة للقطاع خلال 30 يوم من تاريخ اجراء التدقيق.
- يتم اعادة منح شهادة الاعتماد مع نهاية السنة الثالثة بناء على نتائج التدقيق والإجراءات التصحيحية التي يقوم بها الكيان.
- يحق للسلطة المنظمة للقطاع الغاء هذه الشهادة في أي وقت في حال عدم الالتزام بمتطلبات السلامة والصحة المهنية المحددة من قبل المركز وعدم استخدام التطبيق الإلكتروني " الأداء" في رفع التقارير ذات العلاقة.

امسح رمز الاستجابة السريعة لزيارة منصات التواصل الاجتماعي الخاصة بنا
Scan the QR code to visit our social media platforms

عام |

Note: If any modification is made to the certificate, it is considered invalid.

ملاحظة: في حال إجراء اي تعديل على الشهادة تعتبر لاغية.

QMS Certifications



معتوق
MAATOUK
1960

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 | 10-January-2024



IN-COUNTRY VALUE CERTIFICATE

برنامج المحتوى الوطني

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 Mohamood Maatouq

Designation:
Chairman

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

Name:
Humaid Al Kaabi

Designation:
Approver

Electronically signed by Humaid Al Kaabi

Company:
Humaid Al Kaabi Accounts Audit

Certificate Issued Based on ICV Version: 3.0



Our MSM Luxury Coffee Houses / Bistros

Sheikh Shakhbout
Medical City Hospital



Reem Hospital



Abu Dhabi International Airport

Bawabat Al Sharq Mall



The Galleria Al Maryah Island





Our Luxury Popups Design Concept

MSM Luxury Popup





Our Portable Event Design Concept


MAISON
SAMIRA MAATOUK


MAISON
SAMIRA MAATOUK

Our MSM Offerings

TURKISH COFFEE SOLUTION



Medium Roast

ORIGINAL



Medium Roast

WITH CARDAMOM



INSTANT COFFEE LINE

100% ARABICA



CLASSIC



ORGANIC



GOLD



DECAF

INSTANT

COFFEE CAPSULE SOLUTION

100% ARABICA



Ristretto



Premium Lungo



Decaffeinato



Colombiano



El Salvador

SINGLE ORIGIN



Brazil & Sumatra

BLEND



Peru

SINGLE ORIGIN



Samira`s Blend 99

SUPPORT SOLUTION CAPSULE MACHINE



Capsule Coffee Machine

SIGNATURE DRIP COFFEE



MAHARAJA BLEND



DRIP

ESPRESSO LINE

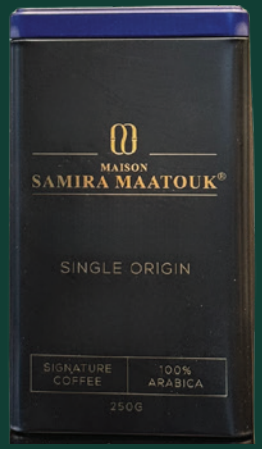


Espresso Pods

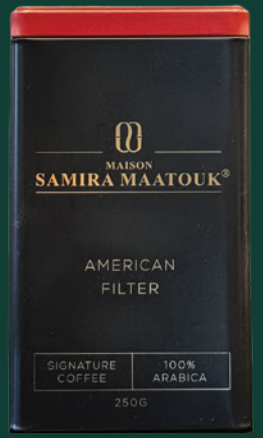


Mondo Espresso

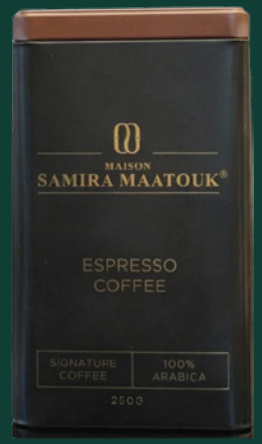
LUXURY INNERS COFFEE KINDS



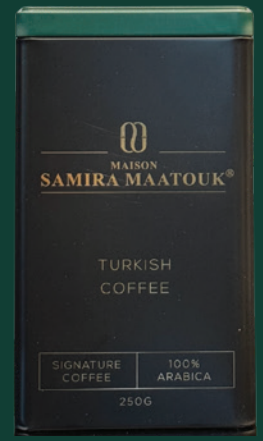
SINGLE ORIGIN
DECAF



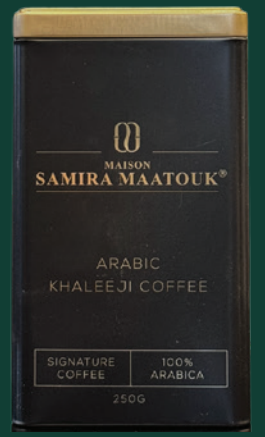
AMERICAN
FILTER



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

MSM VENDING MACHINES











VENDING

MSM
TEA LINE

TEA



BLACK
TEA



FLAVOURED
GREEN TEA



HERBAL AND
SPICED



WHITE TEA
SILVER NEEDLE



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



ARABIC DALLAH GIFTBOX



Arabic Dallah, 2 Finjans,
Luxury Inner, Dates

COFFEE SELECTION GIFTBOX



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



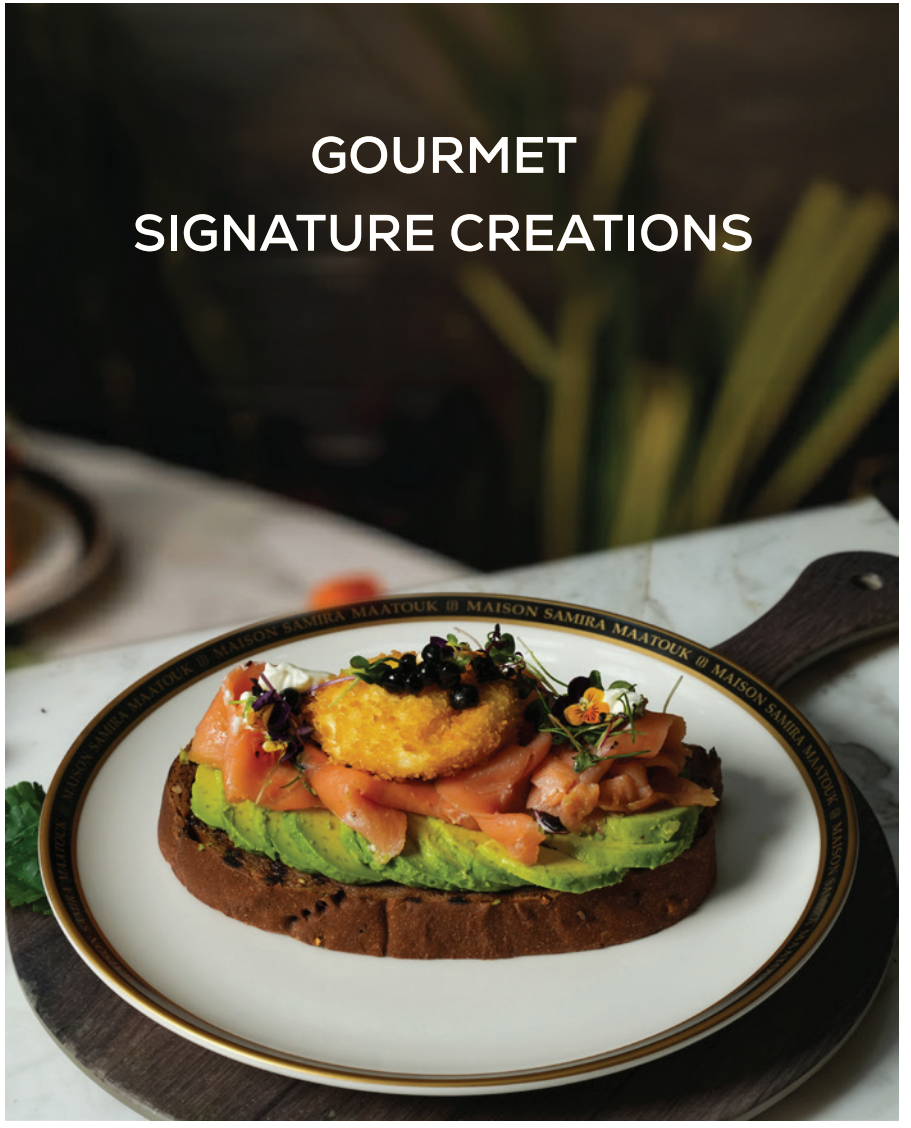
Explore Our Delicious Cuisines

FOOD / BEVERAGES

GOURMET
SIGNATURE CREATIONS











PASTRIES & SWEETS









Arabic Coffee

Afternoon Tea



Good food. Great coffee.





Hot Drinks





MATCHA











Franchise opportunities

Maison Samira Maatouk offers distinct franchise brand, each designed to cater to a specific market segment and provide a unique coffee experience:

MSM Luxury Cafe:

Target Market:

Upscale customers seeking a sophisticated and refined coffee experience.

Concept:

Inspired by Parisian elegance and Emirati hospitality, MSM Luxury Cafés offer a premium ambiance and exceptional service.

Unique Features:

- Exquisite interior design
- Wide selection of premium coffee blends and specialty beverages
- Gourmet food pairings
- Focus on creating a luxurious and memorable experience

FRANCHISE BENEFITS



Trademark License



Training Program



Marketing Support



Operations Manual



License to Operate



Ongoing Support

Why Partner with Maison Samira Maatouk?

ESTABLISHED BRAND

Benefit from our 75-year legacy of coffee excellence and strong brand recognition.

COMPREHENSIVE SUPPORT

Receive extensive training, operational guidance, and marketing assistance to ensure your success.

COMMITMENT TO INNOVATION

Stay ahead of the curve with our ongoing product development and commitment to adopting the latest technologies.

QUALITY PRODUCTS

Offer a diverse range of premium coffee blends, teas, and other beverages that customers love.

PROVEN BUSINESS MODELS

Choose from two distinct franchise models tailored to different market segments.

A Consumer Trusted Brand



MAISON
SAMIRA MAATOUK®

THANK YOU!

Samira Maatouk Group
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+971 2 666 6824 info@smg49.com www.samiramaatoukgroup.com