



SAMIRA MAATOUK

GROUP

Our Trade and Distribution Profile

Content Pillars

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Introduction: A Partnership in Premium Coffee

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 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

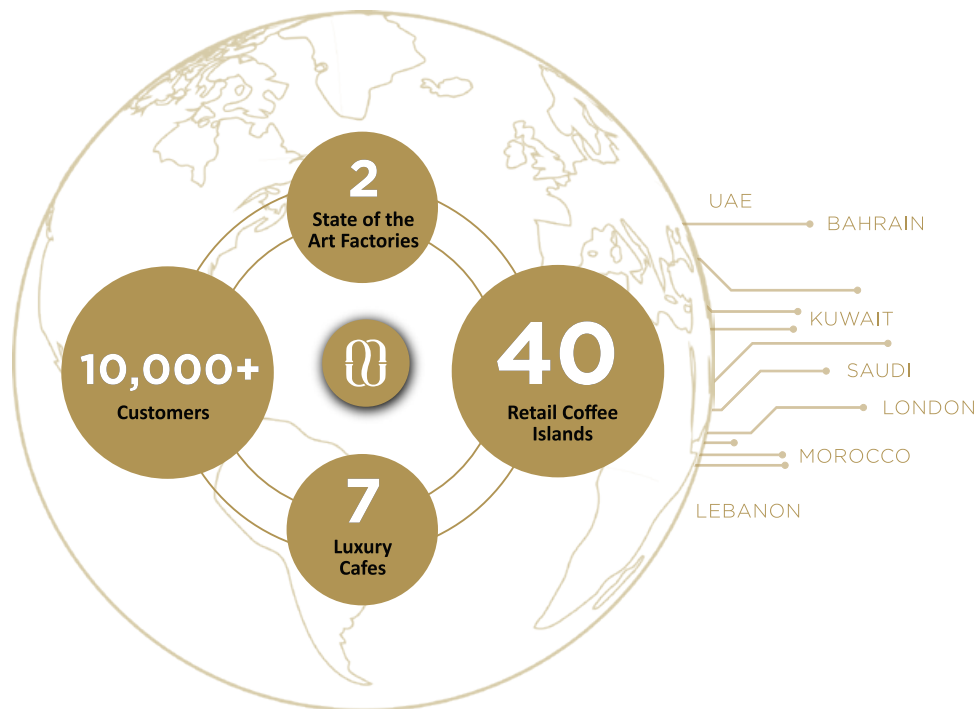
Continued global expansion, opening more branches internationally.

• 2025

Committed to entering new markets like Morocco and the U.S., further solidifying its global presence.

ADVANCING COFFEE EXCELLENCE

One Step Ahead With Innovative Technologies



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



QMS Certifications

TUV 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
Musafah M26, Block 12
Abu Dhabi, United Arab Emirates

معنوق
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 flavoured)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

معنوق
MAATOUK
1960

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

elaci 
International Association of
Certification Bodies
011-CB-HACCP



TUV 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

معنوق
MAATOUK
1960

Maatouk 1960 Factory LLC
Musafah 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 semi-sterile products

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

Certificate Registration No. IAS 04 2200152
Audit Report No. 8000 5598

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

معنوق
MAATOUK
1960

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

IAF  **IAS**  **TC** 
ACCREDITED
to ISO 22000
011-04-18
MSCB - 254





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:

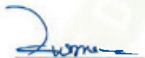
PS 3733-2019

(HALAL FOOD MANAGEMENT SYSTEM)

Scope of work

- PRODUCTION, GRINDING, PACKING OF ROASTED CAFFEINATED & DECAFFEINATED
- WHOLE NON-FLAVOURED, GROUND 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



WORLDWIDE CERTIFICATION

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



دولة التنمية الاقتصادية
DEPARTMENT OF ECONOMIC DEVELOPMENT

مركز أبوظبي للصحة العامة
ABU DHABI PUBLIC HEALTH CENTRE



Approval Certificate

شهادة اعتماد

By Authorization from
Abu Dhabi Public Health Centre (ADPHC)

Industrial Development Bureau certifies that the
Occupational Safety and Health Management System
(OSHMS) of **Mastook 1960 Factory L L C** with License
number: **IN-1002383**, complies with all the minimum
Occupational Safety and Health requirements set by
the Centre.

بموجب من
مركز أبوظبي للصحة العامة

يشهد مكتب تنمية الصناعة بأن نظام إدارة السلامة والصحة المهنية لـ
مصنع معتوق 1960 ل.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 الاعتماد: 05 يوليو 2013
تاريخ التجديد: 05 يوليو 2025
صالة الصلاحية: 04 يوليو 2028

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

شهادة اعتماد رقم:
ADPHC/IN-02/1509/2025-289
تاريخ الإصدار: 15 أغسطس 2025

مركز أبوظبي للصحة العامة
ABU DHABI PUBLIC HEALTH CENTRE

Important Note:

ملاحظة هامة:

- * 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 Case 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 after 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 ADALA" for submitting the relevant reports.

* 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 الصحة والسلامة المهنية إلى السلطة المختصة للتحقق بشكل ربع سنوي.

* يجب إخراج التطبيق الخارجي من قبل طرف ثالث مسجل من قبل المركز وذلك بعد 12 شهراً من تاريخ اعتماد النظام الداخلي وسنقل سري بعد ثلاثة حتى أن يتم رفع تقارير التطبيق إلى السلطة المختصة للتحقق خلال 30 يوم من تاريخ إجراء التطبيق.

* يتم إعادة منح شهادة الاعتماد مع نهاية السنة الثالثة بناء على نتائج التطبيق والامتدادات التصحيحية التي يقوم بها الكيان.

* يحق للسلطة المختصة للتحقق إلغاء هذه الشهادة في أي وقت في حال عدم التزام بمقتضىات السلامة والصحة المهنية المحددة من قبل المركز وعدم استخدام النظام الإلكتروني "AL ADALA" لتقديم التقارير ذات العلاقة.



المنحصر على الاستخدام الإلكتروني للصحة العامة
Scan the QR code to visit our social media platforms

عام | عام



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

ملاحظة: في حال إجراء أي تعديل على الشهادة تعتبر الباطلة.

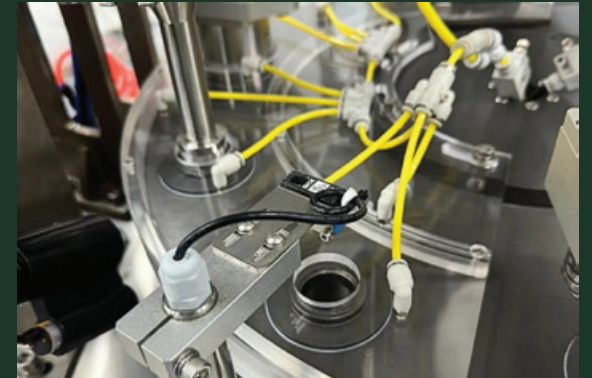
Other Certifications



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



A Consumer Trusted Brand



Honored for our commitment



AWARDS

Best Food Establishment in the Emirate of Abu Dhabi by Control Sector of Abu Dhabi Agriculture and Food Safety Authorization



CERTIFICATIONS

ISO 22:000 | HACCP | OSHAD



MEMBER

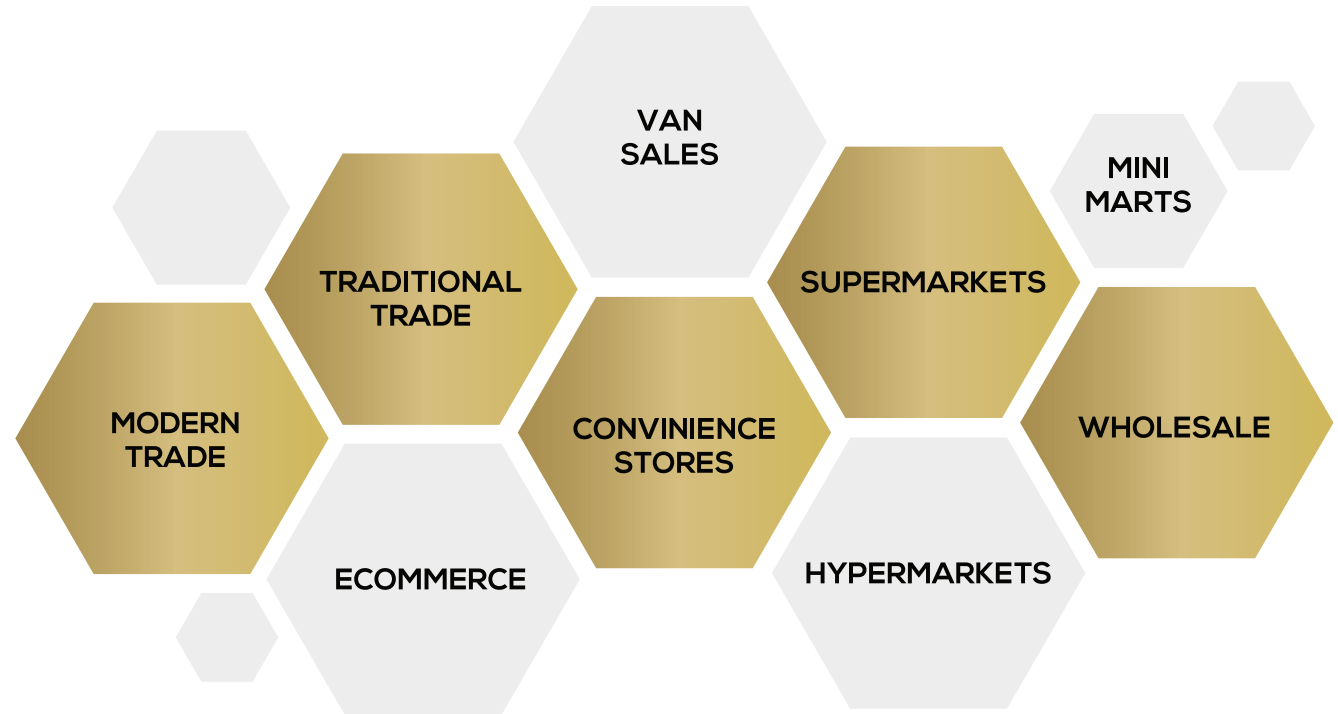
Certified member of Abu Dhabi Quality and Conformity Council

The Target Market

THE CONCEPT

Our core concept is to deliver exceptional coffee products with unparalleled availability and convenience to every trade partner and end consumer.

To achieve this, Samira Maatouk Group is committed to being an inspiring growth partner for retailers and distributors, delivering innovative and branded coffee solutions. We are uniquely positioned to empower our trade and distribution network to consistently offer and supply high-quality coffee products, leveraging our combined expertise and extensive supply chain reach.



TARGET MARKET

Our Trade Business has been operating for more than 50 years.



Premium Coffee Products

Espresso

**Instant
Coffee**

**Drip
Coffee**

**Filter
Coffee**

**Turkish
Coffee**

**Arabic
Coffee**

**Coffee
Capsules**

**Coffee
Sachets**



Product Portfolio

Signature Roasts for Trade

TURKISH COFFEE LINE

100% ARABICA



Turkish Coffee Sachets
With Cardamom



Taste Notes: Full Bodied with
a Bittersweet Chocolate
Taste & Earthy Aroma, hints
of cardamom



Roast Profile : Dark



Intensity: 5



Turkish Coffee Sachets
Original



Taste Notes: Full Bodied with
a Bittersweet Chocolate
Taste & Earthy Aroma



Roast Profile : Dark



Intensity: 5



Ground Roasted Coffee



10g Sachet X 10



Origin : South America



Used with
Turkish Coffee Machine

TURKISH COFFEE LINE

100% ARABICA



Turkish Coffee Sachets
With Cardamom



Taste Notes: Full Bodied with
a Bittersweet Chocolate
Taste & Earthy Aroma, hints
of cardamom



Roast Profile : Medium



Intensity: 7



Turkish Coffee Sachets
Original



Taste Notes: Full Bodied with
a Bittersweet Chocolate
Taste & Earthy Aroma



Roast Profile : Medium



Intensity: 7



Ground Roasted Coffee



10g Sachet X 10



Origin : South America



Used with
Turkish Coffee Machine

TURKISH COFFEE LINE

100% ARABICA



Taste Notes: Full Bodied with a Bittersweet Chocolate Taste & Earthy Aroma, hints of cardamom



Roast Profile : Medium



Intensity: 7

**Turkish Coffee Gourmet Blend
With Cardamom**



Taste Notes: Full Bodied with a Bittersweet Chocolate Taste & Earthy Aroma



Roast Profile : Medium



Intensity: 7

**Turkish Coffee Gourmet Blend
Original**



Ground Roasted Coffee



450 G



Origin : South America



**Used with
Turkish Coffee Machine**

TURKISH COFFEE LINE

100% ARABICA



Taste Notes: Full Bodied with a Bittersweet Chocolate Taste & Earthy Aroma, hints of cardamom



Roast Profile : Medium



Intensity: 7

Turkish Coffee Gourmet Blend
With Cardamom



Taste Notes: Full Bodied with a Bittersweet Chocolate Taste & Earthy Aroma



Roast Profile : Medium



Intensity: 7

Turkish Coffee Gourmet Blend
Original



Ground Roasted Coffee



200 G



Origin : South America



Used with
Turkish Coffee Machine

TURKISH COFFEE LINE

100% ARABICA



Taste Notes: Full Bodied with a Bittersweet Chocolate Taste & Earthy Aroma, hints of cardamom



Roast Profile : Dark



Intensity: 5

**Turkish Coffee Private Blend
With Cardamom**



Taste Notes: Full Bodied with a Bittersweet Chocolate Taste & Earthy Aroma



Roast Profile : Dark



Intensity: 5

**Turkish Coffee Private Blend
Original**



Ground Roasted Coffee



200 G



Origin : South America



**Used with
Turkish Coffee Machine**

TURKISH COFFEE LINE

100% ARABICA



 Origin : South America

 Roast Profile : Dark

 Intensity: 5

**Turkish Coffee Private Blend
Decaffeinated**



 Origin : South America

 Roast Profile : Dark

 Intensity: 5

**Turkish Coffee Private Blend
Hazelnut**



Ground Roasted Coffee



200 G



Taste Notes: Full Bodied, With A Bittersweet
Chocolate Taste And Earthy Aroma



Used with
Turkish Coffee Machine

TURKISH COFFEE LINE

100% ARABICA



Origin : South America



Roast Profile : Dark



Intensity: 5

Turkish Coffee Private Blend
Mastic



Ground Roasted Coffee



200 G



Taste Notes: Full Bodied, With A Bittersweet
Chocolate Taste And Earthy Aroma, hints of vanilla



Used with
Turkish Coffee Machine

TURKISH COFFEE LINE

100% ARABICA



Wellness Turkish Coffee
With Ashwagandha & Cardamom

 Origin : South America

 Roast Profile : Medium

 Intensity: 7



Wellness Turkish Coffee



Ground Roasted Coffee



180 G



Taste Notes: Full Bodied, With A Bittersweet
Chocolate Taste And Earthy Aroma



Used with
Turkish Coffee Machine

TURKISH COFFEE LINE

100% ARABICA



 Origin : South America

 Roast Profile : Medium

 Intensity: 8

Chocolate Turkish Coffee Sachets



Ground Roasted Coffee



120 G



Taste Notes: Full Bodied, With A Bittersweet
Chocolate Taste And Earthy Aroma



Used with
Turkish Coffee Machine

TURKISH COFFEE LINE - Lord Brand

100% ARABICA



Taste Notes: Full Bodied with a Bittersweet Chocolate Taste & Earthy Aroma



Roast Profile : Medium



Intensity: 7

Lord Caffé Turkish Medium Roast
Original



Taste Notes: Full Bodied with a Bittersweet Chocolate Taste & Earthy Aroma, with hints of cardamom



Roast Profile : Medium



Intensity: 7

Lord Caffé Turkish Medium Roast
With Cardamom



Ground Roasted Coffee



250 G
or 500 G



Origin : South America



Used with
Turkish Coffee Machine

ARABIC COFFEE LINE - Emirati Blend

100% ARABICA



 Origin : South America

 Roast Profile : Dark

 Intensity: 6

Arabic Dark Premium- Emirati Blend
With Cardamom & Saffron



 Origin : South America

 Roast Profile : Dark

 Intensity: 6

Arabic Dark Sachet- Emirati Blend
With Cardamom & Saffron



Ground Roasted Coffee



25 G or
250 G



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



Arabic Coffee used with
Electric Dallah Machine

ARABIC COFFEE LINE - Saudi Blend

100% ARABICA



Origin : South America



Roast Profile : Light



Intensity: 7

Arabic Light Premium- Saudi Blend
With Cardamom & Cloves



Origin : South America



Roast Profile : Light



Intensity: 7

Arabic Light Sachet- Saudi Blend
With Cardamom & Cloves



Ground Roasted Coffee



25 G or
250 G



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



Arabic Coffee used with
Electric Dallah Machine

ARABIC COFFEE LINE

100% ARABICA



Arabic Gulf Blend
With Cardamom



Origin : South America



Roast Profile : Medium



Intensity: 7



Arabic Khaleeji Coffee
with Cardamom & Cloves



Origin : South America



Roast Profile : Light



Intensity: 7



Ground Roasted Coffee



250 G



Taste Notes: Full Bodied, With A Bittersweet
Chocolate Taste And Earthy Aroma



Arabic Coffee used with
Electric Dallah Machine

ARABIC COFFEE LINE - Lord Brand

100% ARABICA

Lord Caffe Arabic Light
With Cardamom



Origin : South America



Roast Profile : Light



Intensity: 7



Ground Roasted Coffee



250 G



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



Arabic Coffee used with Electric Dallah Machine

ESPRESSO LINE

PREMIUM ESPRESSO PODS

100% ARABICA



Origin: North America
& Asia



Roast Profile : Medium



Intensity: 7



Espresso Pods



7 G X 18 Pods
7 G X 300 Pods



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



Espresso, Americano, latte, cappuccino,
macchiato, mocha made using
Espresso Pods Machine

ESPRESSO LINE

PREMIUM ESPRESSO BEANS

100% ARABICA



Origin: North America
& Asia



Roast Profile : Medium



Intensity: 7



Roasted Coffee
Beans



500 G
1 KG



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



Espresso, Americano, latte, cappuccino,
macchiato, mocha made using
Espresso Machine

ESPRESSO LINE - Specialty Coffee



Sumatra Single Origin
Coffee Beans



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



Origin: Southeast Asia



Intensity: 7



Ethiopian Single Origin
Coffee Beans



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



Origin: Africa



Intensity: 7



Roasted Coffee
Beans



300 G or 500 G
or 1 KG



Roast Profile : Medium



Espresso, Americano, latte, cappuccino,
macchiato, mocha made using
Espresso Machine

ESPRESSO LINE - Lord Brand

ESPRESSO BEANS

100% ARABICA



Origin: North America/
Central America



Roast Profile : Medium



Intensity: 9



Roasted Coffee
Beans



500 G



Taste Notes: Rich Chocolatey Flavour
Caramelized sweetness



Espresso, Americano, latte, cappuccino,
macchiato, mocha made using
Espresso Machine

INSTANT COFFEE LINE - Premium Collection

100% ARABICA



ORGANIC



GOLD



DECAF

Intensity
7



CLASSIC

Origin
South &
Central
America

Tasting Notes
Medium Body, Sweet



Ground Roasted Coffee



180g or
In Bulk



Instant Coffee (Coffee and Water)

FILTER COFFEE LINE

100% ARABICA



American Filter Coffee



Origin: Asia



Roast Profile : Medium



Intensity: 7



Ground
Roasted Coffee



250 G or
500 G or
1 KG



Taste Notes: Balanced with smooth acidity
sweetness like candy taste



Americano, Filter Coffee
V60 (Pour Over Coffee)

DRIP COFFEE LINE

100% ARABICA



 Origin : Asia

 Roast Profile : Medium

 Intensity: 3/5

The Maharaja Blend Drip Coffee Bags



Ground
Roasted Coffee



10 G X 7



Taste Notes: Sweet, nutty with a
hint of fruitiness



Americano,
Drip Coffee

COFFEE CAPSULES LINE - Signature Collection

100% ARABICA



Premium Lungo



Ristretto



Decaffeinato



Samira's Blend 99

Tasting Notes
Rich & Chocolaty

Origin
North
America
& Asia

Intensity
9



Coffee Capsules (Ground, Roasted Coffee)



5.5G X 10
or in bulk



Espresso, Americano, latte, cappuccino,
macchiato, mocha made using
Nespresso Capsule Machine

COFFEE CAPSULES LINE - Signature Collection

100% ARABICA



Colombiano



Peru
Single Origin



El Salvador
Single Origin



Intensity
12

Origin
South
America

Brazil & Sumatra Blend

Tasting Notes
Smooth & Chocolaty



Coffee Capsules (Ground, Roasted Coffee)



5.5G X 10
or in bulk



Espresso, Americano, latte, cappuccino,
macchiato, mocha made using
Nespresso Capsule Machine

OUR PRIVATE LABEL PROVEN CONCEPT



Arabic coffee
With cardamom & cloves



Arabic coffee
With cardamom & saffron



Turkish coffee
Original



Espresso Beans

LULU



OUR PRIVATE LABEL PROVEN CONCEPT



Colombia Espresso
Coffee Capsules



Premium Lungo Espresso
Coffee Capsules



Classic Blend Espresso
Coffee Capsules

LULU



OUR PRIVATE LABEL PROVEN CONCEPT

AL MASAH



Arabic coffee
With cardamom



Arabic coffee

Why Samira Maatouk Group?



Why Partner With MAATOUK?

- 1 **Premium Quality, Sourced Responsibly**
- 2 **Excellence in Supply Chain**
- 3 **Customization and Flexibility**
- 4 **Brand Values and Trust**
- 5 **Reliability and Partnership**
- 6 **Streamlined Operations and Efficiency**



Our Commitment and Vision



I. Reinforcing Partnership Value

- We have a strong belief in the transformative potential of this partnership for both organizations.
- We emphasize our dedication to support our partners in succeeding in the coffee market.



II. Open for Discussion

- We are excited about the potential of a partnership between our brands. This collaboration isn't just about sharing values; it's about leveraging our aligned legacies and global presence to unlock unparalleled synergy.
- By working together, we can deliver a win-win that strengthens both our brands and drives significant growth in the market.
- We are eager to receive your feedback and inquiries on our proposed next steps.



THANK YOU!

Maatouk 1960 Factory LLC

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