# SAMIRA MAATOUK

GROUP

## Company Profile



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

Samira Maatouk

**SAMIRA MAATOUK**
**CHAIRMAN**

# 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.

## 2026 — A New Chapter

Building on its heritage, the group continues to develop its café and retail experiences, introduce new products, and strengthen its presence through strategic partnerships.



## Heritage & Trust

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



## Craftsmanship & Passion

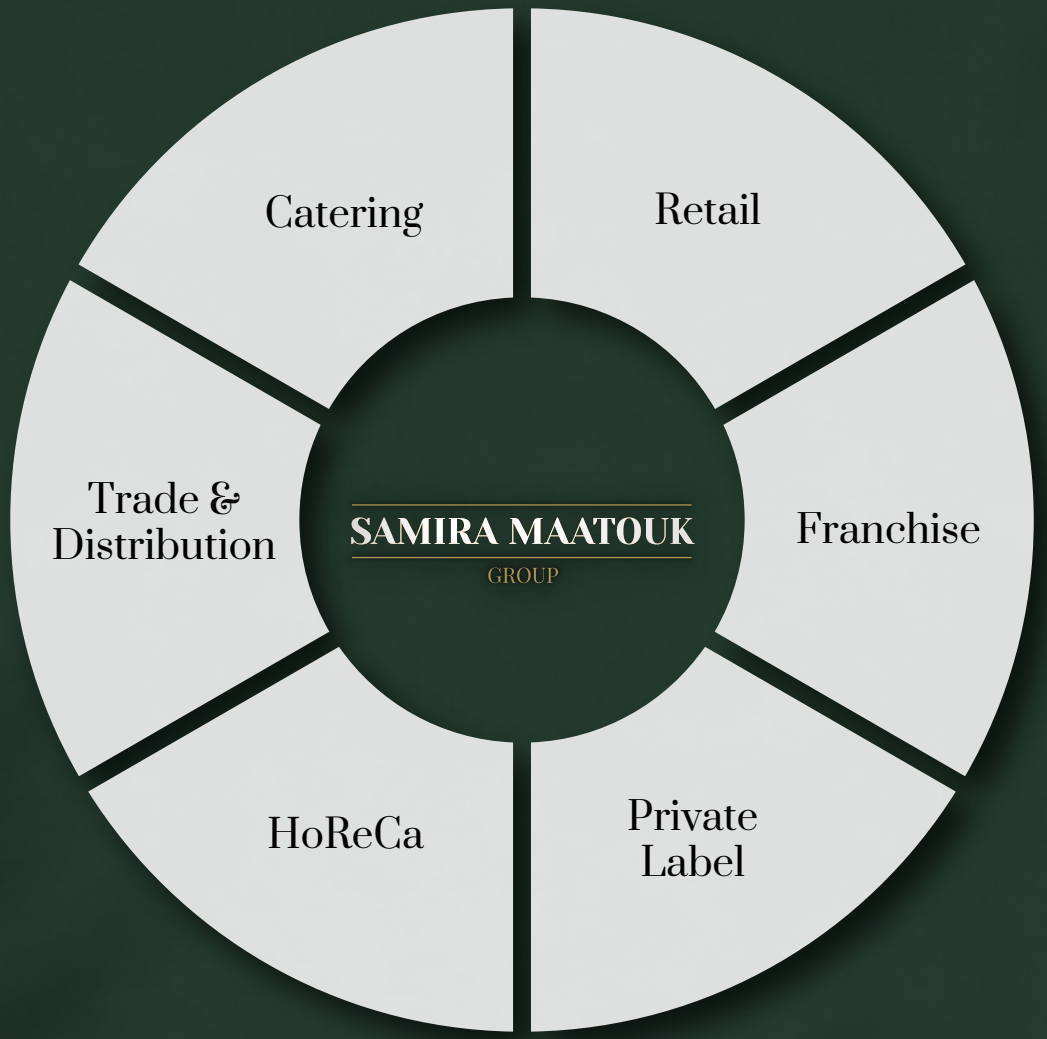
Every blend reflects our dedication to exceptional sourcing, roasting expertise, and the pursuit of excellence in every cup.



## Innovation & Growth

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

# Our Business Model



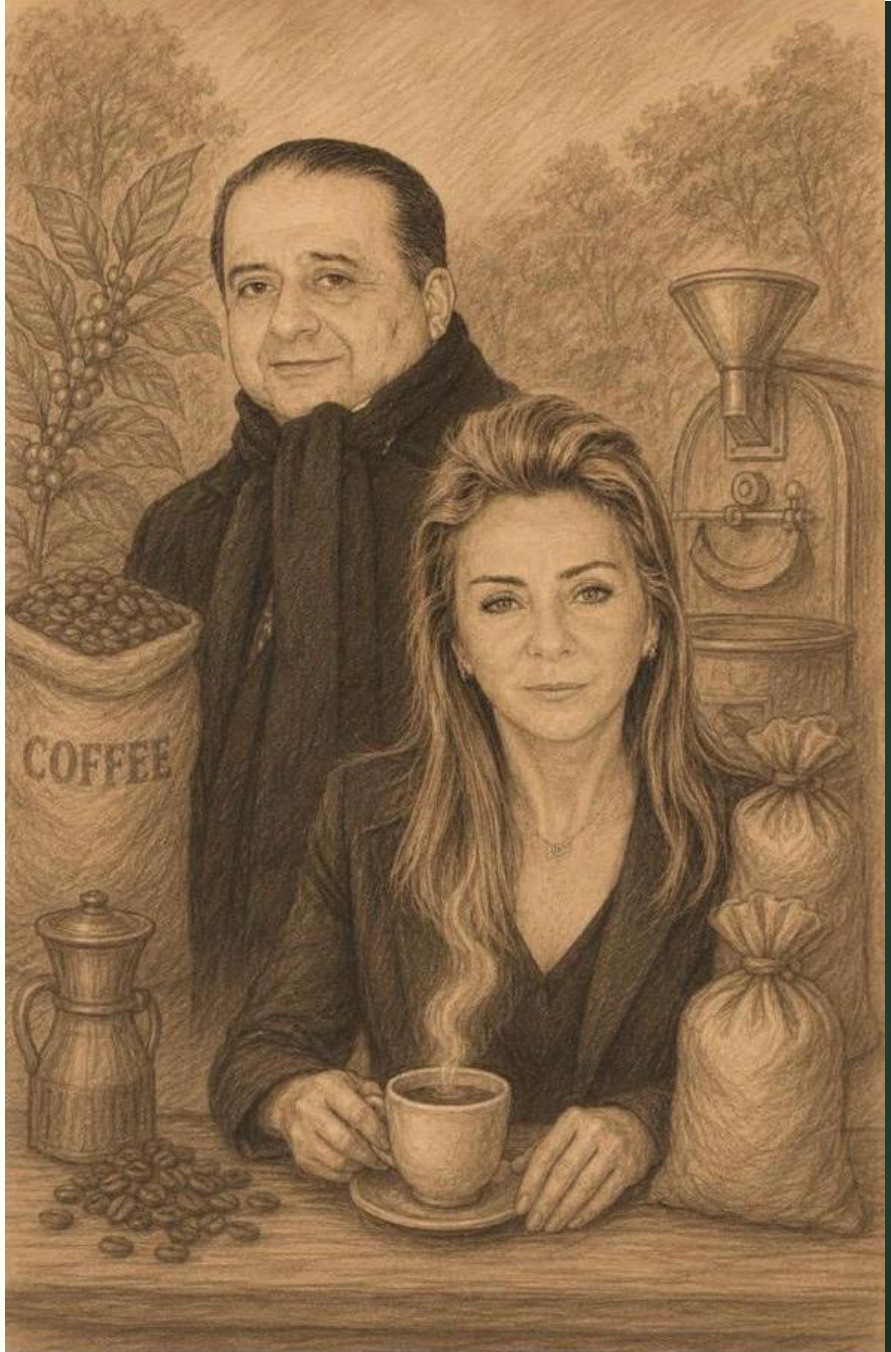

MODEL

# The Art Of The Blend

The art of blending is where our heritage becomes experience. Combining carefully sourced origins with refined roasting expertise, we create distinctive coffee profiles that celebrate balance, consistency and timeless taste.

For generations, coffee has been more than a craft at Maison Samira Maatouk, it has been a philosophy shaped by patience, knowledge and an uncompromising pursuit of excellence. Each blend carries forward a legacy built through dedication, precision and a deep understanding of the ritual behind every cup.

## Every Blend Tells A Story.



# SAMIRA MAATOUK GROUP

# OUR GLOBAL PRESENCE

**2**
State of the Art Factories

**10,000+**
Customers

**40**
Retail Coffee Islands

**7**
Luxury Cafes



# ADVANCING COFFEE EXCELLENCE




Where Innovation meets Tradition








# Uncompromising Quality & Safety

*Every batch is carefully evaluated and refined to deliver a consistently exceptional coffee experience.*

Premium Bean Selection

Research & Development

Sensory Evaluation

Packaging Innovation




# Production Excellence

*Designed to preserve freshness, consistency, and character from roasting to packaging.*

State-of-the-Art Roasting

Advanced Blending Systems

Nitrogen Freshness Technology

Smart Factory Operations

Sustainable Manufacturing

# Our Brands

One legacy. Distinctive brand experiences.

Rooted in generations of coffee craftsmanship, Samira Maatouk's brands are created for different moments, markets and lifestyles—united by one standard of excellence.

# OUR BRANDS

## ONE LEGACY. THREE DISTINCTIVE EXPRESSIONS.

Samira Maatouk Group brings its coffee heritage to life through three complementary business divisions, each serving a distinct customer, market, and occasion.

01

SAMIRA MAATOUK ORIGINALE

### THE HERITAGE COFFEE BRAND

Authentic craftsmanship made accessible through retail, packaged coffee and daily rituals.

02

MAISON SAMIRA MAATOUK

### THE LUXURY HOSPITALITY BRAND

A contemporary expression of coffee heritage through dining, gifting and memorable experiences.

03

MAISON SAMIRA MAATOUK

### THE INDUSTRIAL COFFEE EXPRESSION

Manufacturing excellence delivering HoReCa, private label solutions, professional coffee programs, trade, distribution, and large-scale production.

**THREE EXPRESSIONS. ONE COFFEE LEGACY.**

# THE LUXURY HOSPITALITY EXPRESSION OF SAMIRA MAATOUK GROUP

Born from generations of coffee expertise, Maison transforms the Group's legacy into a contemporary hospitality experience built around discovery and connection.

- SIGNATURE COFFEE
- DINING
- PASTRY
- CHOCOLATE
- LUXURY GIFTING
- EXPERIENCES

**WHERE COFFEE HERITAGE MEETS MODERN HOSPITALITY.**



THE MAISON EXPERIENCE

# A COMPLETE HOSPITALITY JOURNEY

More than a coffee destination – every touchpoint is designed around the guest.

| | | |
|---|---|---|
| 01 | **SIGNATURE COFFEE** | Specialty coffee, Arabic coffee and signature rituals |
| 02 | **ALL-DAY DINING** | Breakfast, lunch, refined dining and social |
| 03 | **PASTRY & DESSERTS** | Artisanal and signature creations |
| 04 | **CHOCOLATE** | Premium collections, petit fours and seasonal editions |
| 05 | **LUXURY GIFTING** | Curated and bespoke expressions |
| 06 | **HOSPITALITY** | Meetings, celebrations and VIP moments |






ARRIVE - DISCOVER - EXPERIENCE - INDULGE - REMEMBER

# OUR HOSPITALITY PRESENCE

**Distinctive destinations. One Maison philosophy.**




01 GALLERIA MALL

FLAGSHIP DINING




02 ZAYED INTERNATIONAL AIRPORT

PREMIUM TRAVEL




03 KHALIDIYA

CONTEMPORARY HOSPITALITY

ONE MAISON STANDARD ACROSS EVERY GUEST TOUCHPOINT



SAMIRA MAATOUK ORIGINALE

# THE HERITAGE COFFEE EXPRESSION OF SMG

Rooted in the Group's coffee heritage, Originale brings authentic craftsmanship into everyday life through traditional and contemporary coffee experiences.

- AUTHENTIC COFFEE
- RETAIL
- COFFEE ISLANDS
- PACKAGED COFFEE
- CONSUMER PRODUCTS

## HERITAGE IN EVERY CUP.

## CRAFTED FOR EVERYDAY MOMENTS.

RETAIL EXPERIENCE

# COFFEE HERITAGE, CLOSER TO EVERYDAY LIFE.

**40**

## RETAIL COFFEE ISLANDS

Distinctive branded touchpoints for coffee discovery, personalized service and at-home enjoyment.

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**01** **COFFEE ISLANDS**

Distinctive branded concepts for high-traffic environments

**02** **COFFEE DISCOVERY**

Traditional and contemporary blends in one destination

**03** **PERSONALIZED SERVICE**

Selection and preparation tailored to each preference

**04** **AT-HOME ENJOYMENT**

Packaged coffee and consumer products for daily rituals



GROUP CAPABILITIES

# AN INTEGRATED BUSINESS ECOSYSTEM

From coffee expertise to end-to-end business solutions.

Powered by three complementary divisions :
Maison Samira Maatouk (Hospitality),
Samira Maatouk Originale (Retail),
Maatouk 1960 (Manufacturing & B2B).

**SAMIRA MAATOUK**
GROUP

## RETAIL
Branded concepts and direct-to-consumer experiences

## CATERING
Coffee and service for events of every scale

## HORECA
Tailored solutions for professional hospitality

## TRADE & DISTRIBUTION
A scalable route from production to market

## PRIVATE LABEL
Bespoke development, roasting and packaging

## FRANCHISE
Scalable concepts supported by operating know-how

**ONE GROUP. MULTIPLE CHANNELS. ONE STANDARD OF EXCELLENCE.**

PROFESSIONAL PARTNERSHIPS

# MAATOUK 1960 – HORECA, TRADE & DISTRIBUTION, EXPORT, PRIVATE LABEL & B2B SOLUTIONS

Coffee solutions designed for professional hospitality.

Tailored HoReCa and B2B programs deliver consistent quality from the first cup to every cup.

01 **COFFEE SUPPLY**
A portfolio aligned to service style and volume

02 **EQUIPMENT SOLUTIONS**
Professional systems for quality and efficiency

03 **TRAINING & SUPPORT**
Product knowledge, preparation and service

04 **CUSTOM BLENDING**
Profiles developed around partner requirements

05 **HOSPITALITY PROGRAMS**
Tailored solutions across professional settings

06 **ONGOING PARTNERSHIP**
Continuous operational and service partnership

***YOUR EXPERIENCE. OUR COFFEE EXPERTISE.***





MAATOUK 1960 – A MANUFACTURING ARM OF SAMIRA MAATOUK GROUP

# YOUR BRAND. OUR COFFEE EXPERTISE.

The manufacturing division of Samira Maatouk Group, delivering end-to-end coffee development, roasting, packaging, private-label, HoReCa, export and trade and distribution solutions.

- CUSTOM BLENDS
- ROASTING
- PRODUCT DEVELOPMENT
- PACKAGING
- QUALITY CONTROL
- SCALABLE PRODUCTION

BRIEF — DEVELOP — TEST — PRODUCE — PACKAGE — DELIVER

MARKET REACH

# TRADE & DISTRIBUTION

Connecting our coffee portfolio with markets and customers.




**01 RETAIL DISTRIBUTION**

Connecting products with consumer retail channels

**02 COMMERCIAL SUPPLY**

Solutions tailored to professional customers

**03 PRODUCT PORTFOLIO**

Traditional, contemporary and convenient formats

**04 MARKET DEVELOPMENT**

Supporting growth across existing and new markets

FROM PRODUCTION TO MARKET - ACROSS CHANNELS

CATERING & EVENTS

# EXTENDING OUR HOSPITALITY BEYOND OUR LOCATIONS

Tailored coffee and hospitality experiences for corporate gatherings, exhibitions, private celebrations and VIP occasions.

- CORPORATE EVENTS
- GOVERNMENT & VIP
- EXHIBITIONS
- PRIVATE EVENTS
- BESPOKE MENUS
- BRANDED EXPERIENCES





## FROM INTIMATE GATHERINGS TO LARGE-SCALE OCCASIONS

Hospitality tailored to every moment.

GROWTH PLATFORM

# FRANCHISE & INTERNATIONAL EXPANSION

A proven coffee legacy built for global growth.



**BRAND & CONCEPT**
Protected identity

**DESIGN & DEVELOPMENT**
Guided implementation

**OPERATIONS**
Consistent execution

**TRAINING**
Teams built to standard

**SUPPLY CHAIN**
Approved product access

**MARKETING SUPPORT**
Local market activation

## A GROWING INTERNATIONAL FOOTPRINT

UAE - LEBANON - BAHRAIN - KUWAIT - SAUDI ARABIA - MOROCCO - LONDON



OUR VISION FOR THE FUTURE

# HONORING OUR HERITAGE. SHAPING THE FUTURE OF COFFEE & HOSPITALITY.

Building on a legacy that began in 1949, SMG continues to evolve – bringing its heritage, craftsmanship and distinctive brand experiences to new generations and new markets.

- GLOBAL EXPANSION
- HOSPITALITY GROWTH
- RETAIL DEVELOPMENT
- PRODUCT INNOVATION
- STRATEGIC PARTNERSHIPS
- PRESERVING OUR LEGACY

OUR HERITAGE DEFINES WHO WE ARE.

OUR VISION DEFINES WHERE WE GO NEXT.

# Product Range

*A curated collection of premium coffee solutions designed for retail, hospitality, corporate, and specialty coffee experiences.*

# FRESH COFFEE



**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

FRESH COFFEE

# INSTANT COFFEE COLLECTION

*Crafted with 100% Arabica Coffee*




*Classic*




*Organic*




*Gold*




*Decaf*

# VENDING MACHINES




*Bravilor Bonamat Sego 12*

*Mondo Espresso 500GM /1 KG*

*Sprso Machine*

*Creamer Milk Powder (1x1kg)*

*Swiss Chocolate Powder (1x1kg)*

# LUXURY COFFEE INNERS



# ARABIC COFFEE SOLUTIONS




*Arabic coffee*

*Finjan, finjan holder*

*Arabic dallah*

*Electric arabic dallah*

# ARABIC COFFEE

## A Ritual of Hospitality

Rooted in tradition and made for connection. Our Arabic coffee is a symbol of warmth, generosity, and the art of welcoming.



# ARABIC COFFEE LINE




*ARABIC KHALEEJI COFFEE*
*EMIRATI BLEND*

*ARABIC KHALEEJI COFFEE*
*SAUDI BLEND*







*ARABIC COFFEE*
*GULF BLEND*

# ARABIC COFFEE SACHETS




***Saudi Heritage Blend***
*Light Roast*

***Emirati Heritage Blend***
*Dark Roast*

# COFFEE CAPSULES

Crafted with 100% Arabica Coffee



# SIGNATURE DRIP COFFEE

*Crafted with 100% Arabica Coffee*



*Celebrating generations of tradition through authentic Turkish coffee crafted with exceptional precision and heritage roasting expertise.*




***Decaffeinated***
*Dark Roast*







***Hazelnut***
*Dark Roast*

***Mastic***
*Dark Roast*



# WELLNESS TURKISH COFFEE




Origin : South America

Roast Profile : Medium

Intensity: 7




**MEDIUM ROAST- ORIGINAL**

# TURKISH COFFEE COLLECTION

*Crafted with 100% Arabica Coffee*




***With Cardamom***
*Medium Roast*

***Original***
*Dark Roast*

***With Cardamom***
*Dark Roast*


GROUND COFFEE
MAISON
SAMIRA
MAATOUK
PREMIUM
QUALITY
PRODUCT
AMERICAN
FILTER COFFEE
MEDIUM ROAST
100% ARABICA
Net Weight : 250 g e 8.8 oz
MAISON
SAMIRA
MAATOUK
Heritage Depuis 1949
AMERICAN
FILTER
COFFEE

# TURKISH SACHET BOX




***Chocolate***
*Medium Roast*

***Decaffeinated***
*Medium Roast*

# TURKISH SACHET BOX




***With Cardamom***
*Medium Roast*

***Without Cardamom***
*Medium Roast*

# ESPRESSO LINE

*ESPRESSO PODS*

*MONDO ESPRESSO*

*SINGLE ORIGIN*

*Ethiopian*

*Sumatra*

# TEA LINE


MAISON
SAMIRA MAATOUK®
WHITE TEA
Silver Needle
Loose Leaf 100g
HERBAL & SPICED TEA
Chai Pure
Loose Leaf 100g
FLAVOURED GREEN TEA
Green Menthae
Loose Leaf 100g
BLACK TEA
Ceylon
Loose Leaf 100g
HERBAL & SPICED TEA
Chai Pure
10 sachets
FLAVOURED GREEN TEA
Green Menthae
10 sachets

# TEA COLLECTION




MAISON
SAMIRA MAATOUK®
ALMONDS
250 G
MAISON
SAMIRA MAATOUK®
PISTACHIO
250 G
MAISON
SAMIRA MAATOUK®
WHITE SEEDS
250 G
MAISON
SAMIRA MAATOUK®
CASHEW
250 G
NUTS COLLECTION

# THE CHOCOLATE GIFT COLLECTION



# Beyond the Shelves




## OUR LUXURY CAFES & FRANCHISES

- *The Galleria Al Maryah Island*








## OUR KIOSK BASED BUSINESS MODEL

- *Sheikh Shakhbout Medical City*




## OUR EVENTS BOOTH BUSINESS MODEL







## OUR FOOD TRUCK BUSINESS MODEL

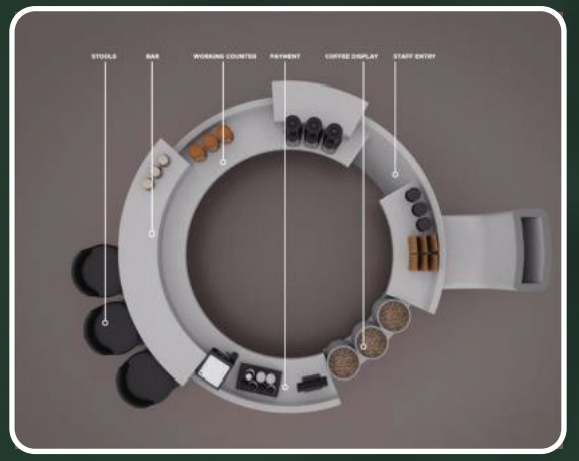






## OUR COFFEE ON THE GO







## OUR SMO FRESH COFFEE ISLANDS

# Trusted By Leading Luxury Hospitality & Global Brands

## Government & Public Sector














## Healthcare






## Hospitality & Food Service






















## Retail & Consumer










## Airlines & Aviation






## Corporate & Enterprise









# SAMIRA MAATOUK

GROUP

## Brewing Moments. Building Legacy.

Since 1949.

## Thank You!

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