



SAMIRA MAATOUK

GROUP

Our Private Label & Co-branding Profile

Introduction

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.



Why Samira Maatouk Group?





Our Products Are Proudly Made In The Emirates

Rooted in the UAE, Crafted for the World.



Why Samira Maatouk Group?

1. Uncompromising Quality & Safety

2. Regional Supply Resilience

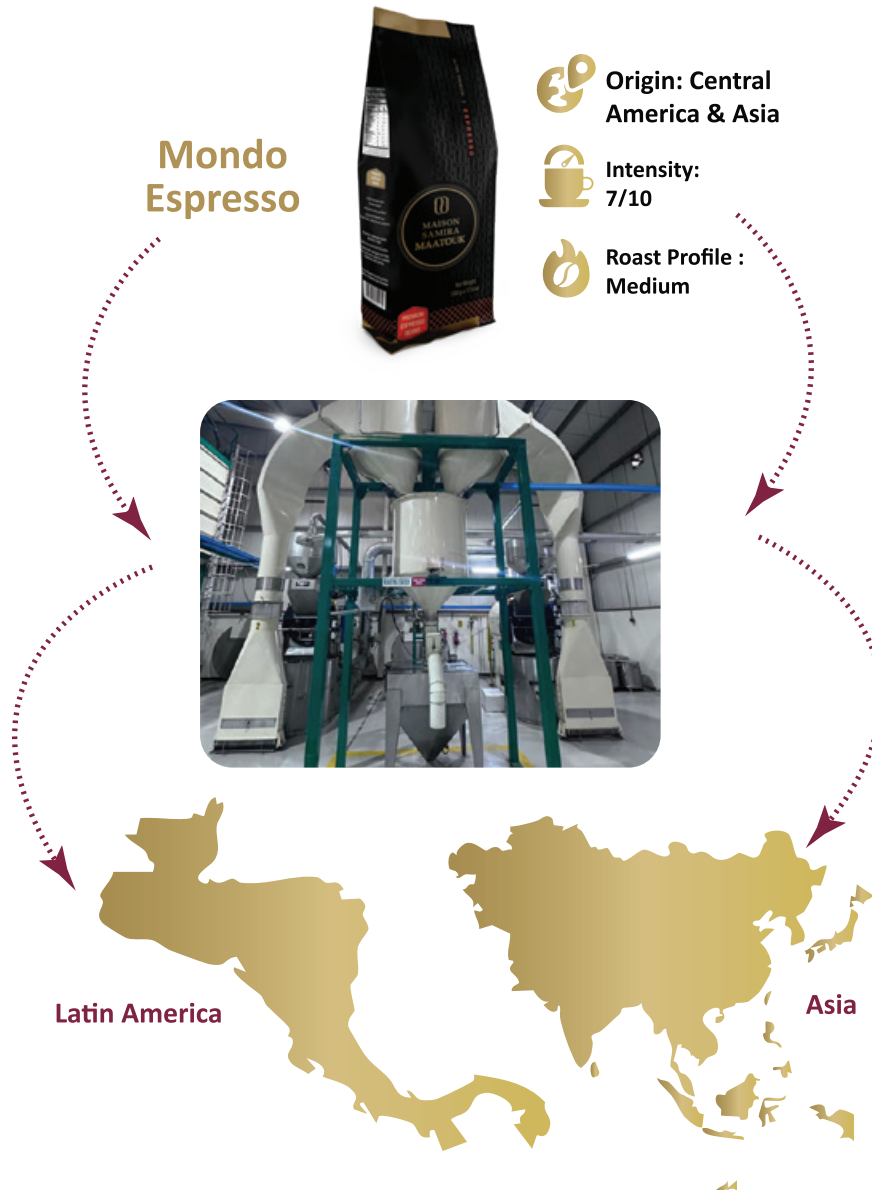
3. A Consumer Trusted Brand



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





Traceability:

From Cup to Farm



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.



Roasted Coffee Beans



500 G
1 KG



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



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

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
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


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 
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

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 fermented dairy products

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

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

  
ACCREDITED
Registration No. 011484
MBCB - 254



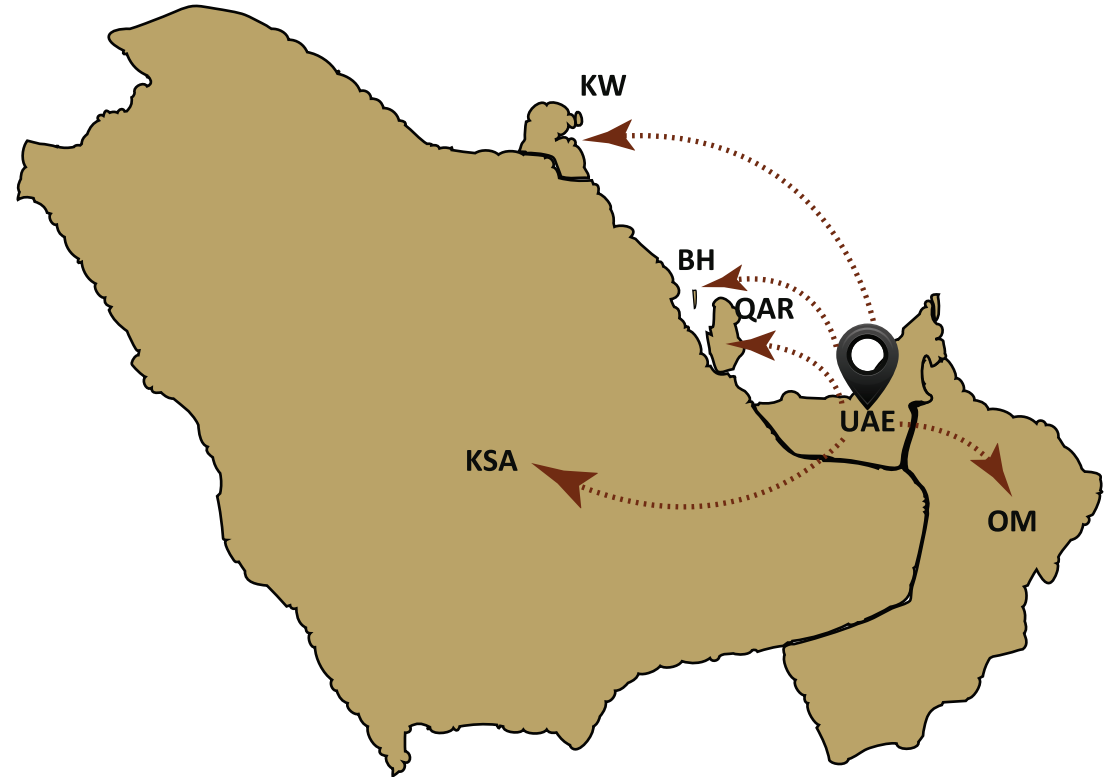


Other Certifications



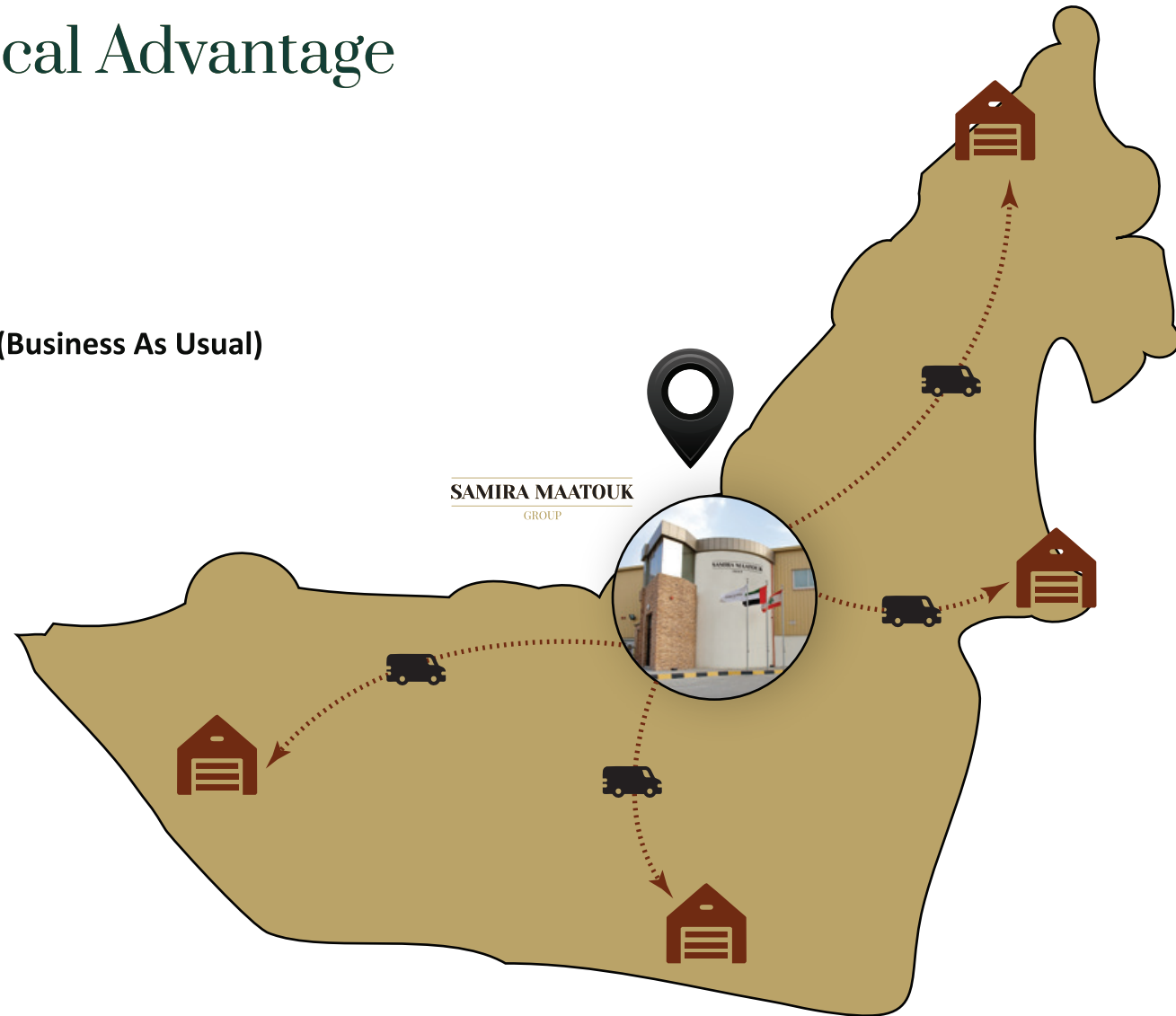
Regional Supply Resilience: Key Value Propositions

- **Risk Isolation:** Shielding supply chain from global freight volatility and geopolitical disruptions.
- **Rapid Fulfillment:** Guaranteed timely order-to-delivery cycle to the premises.
- **Quality Preservation:** Local speed ensures the product is utilized at its peak freshness and flavor.
- **Dedicated Security Stock:** A maintained safety buffer in our Abu Dhabi facility.
- **Direct Accountability:** Ensured immediate resolution of all logistics challenges by our local executive leadership.



The Local Logistical Advantage

- Three (3) days lead time
- Same day delivery within BAU (Business As Usual)

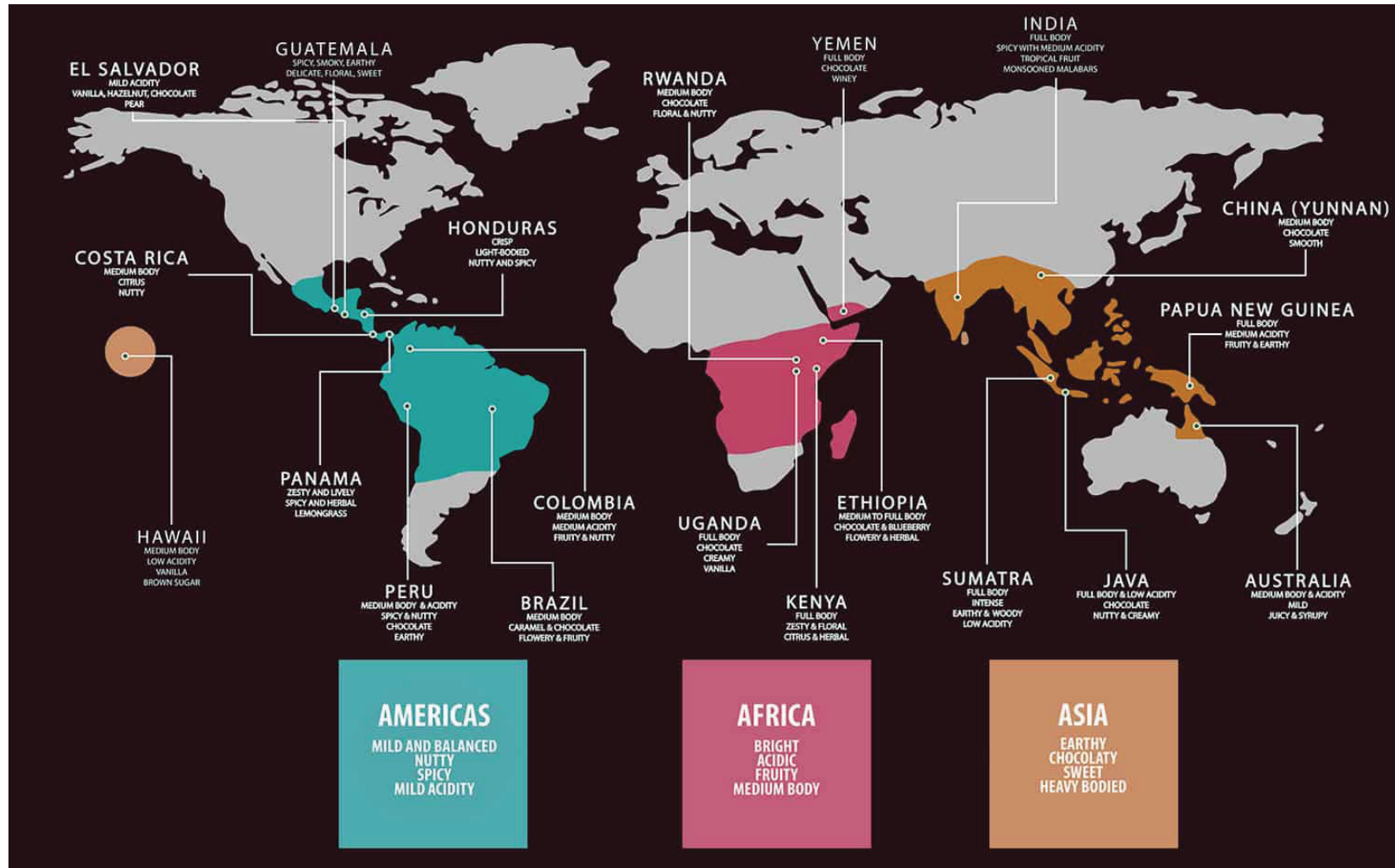


A Consumer Trusted Brand



Operational Scale

Our Sourcing Capabilities





Our Private Label Offering Overview

The Target Market

THE CONCEPT

Our core concept is to deliver exceptional coffee solutions with unparalleled convenience to every consumer. To achieve this, Samira Maatouk Group is committed to being an inspiring growth partner, delivering innovative and branded coffee solutions.

We are uniquely positioned to empower Private Label and foodservice operators to consistently deliver exceptional coffee experiences, leveraging our combined expertise and extensive reach.



TARGET MARKET

Our Private Label sector has been operating for more than 20 years.



A General Offerings' Overview

I. Premium Coffee Products

- Espresso
- Instant Coffee
- Drip and Filter Coffee
- Turkish Coffee
- Arabic Coffee
- Coffee Capsules
- Portion Control Coffee Sachets

III. Complementary Beverage & Food Solutions

- Milk Powder
- Chocolate Powder

II. Advanced Coffee & Beverage Machines

- Automatic Coffee Machines
- Bean-to-Cup Vending Machines
- Electric Dallah
- Machines for Portion-Control Sachet
- Coffee Grinding Machines

IV. Value-Added Services & Accessories

- HoReCa Private Label Solutions





A Diversified Portfolio of Coffee Solutions

*All the products featured in this presentation
are available for private-label solutions.*



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



Roast Profile : Medium



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

OUR COFFEE CAPSULES SOLUTION



Ristretto



Premium Lungo



Decaffeinato



Colombiano



Salvador

SINGLE ORIGIN



Brazil & Sumatra

BLEND



Peru

SINGLE ORIGIN



Samira's Blend 99



Capsule Coffee Machine

FILTER COFFEE LINE

100% ARABICA



American Filter Coffee



Origin: Asia



Roast Profile : Medium



Intensity: 7



Ground
Roasted Coffee



250 G



Taste Notes: Balanced with smooth acidity
sweetness like candy taste



Americano, Filter Coffee
V60 (Pour Over Coffee)

DRIP COFFEE LINE

100% ARABICA



The Maharaja Blend Drip Coffee Bags

 Origin : Asia

 Roast Profile : Medium

 Intensity: 3/5



Ground
Roasted Coffee



10 G X 7



Taste Notes: Sweet, nutty with a
hint of fruitiness



Americano,
Drip Coffee

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



Instant Coffee (Coffee and Water)

TURKISH COFFEE SOLUTION



Turkish Coffee Sachets



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
or 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 : 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

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 - GCC Blend

100% ARABICA

Arabic Gulf Blend
With Cardamom



Origin : South America



Roast Profile : Medium



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

VENDING MACHINE SOLUTION



Bravilor Bonamat
12 Sego



Mondo Espresso
500GM
or 1 KG



Swiss Milk Powder
(1x1kg)



Swiss Chocolate
(1x1kg) Powder



Sprso Machine

Our Private Label Proven Concept

The below SKUs are examples of real business cases.

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



OUR PRIVATE LABEL PROVEN CONCEPT

KALDI



Espresso Blend



Brand Value and Next Steps

Why Our Collaboration Is a Perfect Match

Rooted in shared values and a commitment to quality, our collaboration is a natural extension of both brands. With aligned legacies and global presence, the synergy is undeniable - a win-win for both companies.

This collaboration will thrive for several key reasons:

- | | |
|--|--|
| 1 Solid Focus on Quality Management | 4 Brand Synergy and Trust |
| 2 Excellence in Supply Chain | 5 Joint Marketing Initiatives |
| 3 Customization and Flexibility | 6 Streamlined Operations & Efficiency |



Our Commitment & 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 your brand's success in the coffee market.



II. Open for Discussion

- We are enthusiastic about the journey ahead and eager to receive your feedback. Let's build something truly exceptional together.

Proposed Roadmap After Audit



Phase 1: Sample Submission (Benchmark Match)



Phase 2: Custom Blend Development



Phase 3: Operational Trial

We are a flexible R&D partner,
not just a commodity supplier.

SAMIRA MAATOUK

GROUP

THANK YOU!

Maatouk 1960 Factory LLC

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