
SAMIRA MAATOUK

GROUP

THE ART OF THE BLEND

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.



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 VISION

We are strongly dedicated to a high level of corporate values towards our business partners, and we are bound to maintain our production facilities managed by a team of professionals. Whatever we do, we do it with a strong passion for perfection and a caring attitude for the environment.



CORE VALUES

Trust.

Maison Samira Maatouk consider all stakeholders as a single family holding strong bonds with one another. This relationship established requires a high amount of trust.

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

Passion.

Our staff is devoted to every job task and communicates its enthusiasm to our guests.

Innovation.

We seek an institution that does not limit itself to fulfilling the demands of the market, but in creating the demand. Hence, we encourage idea generation from both guests and employees.

Integrity.

Maison Samira Maatouk believes strong moral principles are one of its foundations in dealing with employees & guests.

Commitment.

Maison Samira Maatouk commitment to high service and quality standards requires a high commitment of its employees to the company's standards.



JOURNEY THROUGH THE YEARS

75 YEARS: PLATINUM JUBILEE

1949

Our founder **Mr. M. Maatouk**, a pioneering coffee enthusiast, inaugurated the **first Maatouk Maison du Café** in **Azarieh, downtown Beirut**. The café specialized in freshly roasted premium coffee with uniquely distinguished blends.

1987

The family leaves for **Dusseldorf, Germany** to continue growing the coffee empire.

2012

Inaugurated its **first coffee shop** in **Al Ain, UAE**.

2021

45 fresh coffee islands in **five countries** in a period of **4 short years**, **5 coffee boutiques** and first franchise in **Egypt**, the group is ready to grow further and go global.

1960

The coffee house became widely acclaimed for its outstanding brew and Maatouk then proceeded to open a **restaurant, a pastry shop and a sweet shop** to complement the Maison du Café.

1995

The Maatouk family **return** to **Lebanon** permanently and put all their efforts into reviving their coffee brand. **Mr. M. Maatouk's daughter Mrs. Samira Maatouk** expands the brand's operations into the **UAE** by opening a branch of **Maatouk Maison du Café** in **Abu Dhabi**.

2017

The **first Fresh Coffee Island** was inaugurated in Airport Road, Abu Dhabi. A total of **8 kiosks** were opened in **this year** alone.

2023

SMG continues its mission to delivery great coffee by expanding its global reach with opening of more branches in different countries this year.

1980

The business moved to the **United Kingdom** where Mr. M. Maatouk continued his passion by founding the **first Lebanese coffee factory** in **Hayes, Middlesex**.

1996

After the passing of **Mr. M. Maatouk, Mrs. Samira Maatouk** and her brother **Mr. J. Maatouk** take over the business empire - expanding the production facilities to state-of-the-art factories in **Bechamoun, Lebanon and Abu Dhabi, UAE**.

2019

Now with nearly **30 branches in less than 3 years**, **second fully automated manufacturing plant** was opened in Abu Dhabi, capable and ready to produce the ever-growing demands of coffee in the years to come.

1985

The family re-established the coffee factory in **Lebanon**.

2009

To support the growing demand of coffee in the region, the **first state-of-the-art roasting and manufacturing plant** was **built in Abu Dhabi**. A **first of its kind, fully automated**, designed to keep the quality and consistency.

2020

Another **milestone** reached. Amid the worldwide pandemic, the Group opened its iconic coffee boutique in The Galleria Mall, along with **9 more kiosks**. Cementing its position as the leader in coffee.



SAMIRA MAATOUK

GROUP

TRADE



**LORD
CAFFÉ**

PRIVATE
LABEL

FOODSERVICE
& CATERING



MAISON
SAMIRA
MAATOUK

RETAIL



MAISON
SAMIRA MAATOUK

FRANCHISE

LUXURY SHOPS

MALLS

AIRPORTS

GOVERNMENT SECTORS

SPORT EVENTS & ACTIVITIES

HYPERMARKETS/SUPERMARKETS

BUSINESS MODEL

Samira Maatouk Group has multiple brands and solutions within its portfolio that targets customer segments through multiple distributors and channels across the globe.



MAISON SAMIRA MAA TOUK

Luxury Café Branches

UAE

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

Personalize your blend



Fresh Coffee Island Branches

Spanning All The United Arab Emirates

ABU DHABI

C4 Airport Road
C4 Dalma Mall
C4 Marina Mall
C4 Yas Mall
C4 Baniyas
C4 Masdar
C4 Al Reem
C4 Deerfield
Coop Shamka
Coop Al Batten
Coop Al Meena
Coop Muroor
Coop Khalifa
Coop Maqta
Coop Muhammad Bin Zayed
Coop Abu Dhabi Mall
Armed Force

AL AIN

C4 Al Ain Mall
C4 Jimi Mall
C4 Bawadi

DUBAI

C4 MOE
C4 Ibn Battuta
C4 Mirdiff
C4 Century
C4 Festival
C4 Wafi
C4 City Land
C4 Dubai Airport
MIRDIF HILS AVENUE

SHARJAH

C4 Sharjah
C4 Al Zahia
Coop Halwan
Coop Rahmaniya

AJMAN

C4 Ajman City Centre
C4 Murad Mall

RAK

C4 RAK 1
C4 RAK 2
C4 Fujairah



Trade & Distribution



———— Coffee Range ————



Turkish Coffee Line

Medium Roast

Available in: Original / with Cardamom
Packaging: 200g / Sachet: 10g x 10 ; 10g x 125

Dark Roast

Available in: Original / with Cardamom
Packaging: 200g / Sachet: 10g x 10 ; 10g x 125



Turkish Coffee Line

Dark Roast Flavored

Available in: Hazelnut / Mastic / Decaffeinated
Packaging: 200g



Arabic Coffee Line

Light Roast Saudi

Cardamom & Cloves
Packaging: 200g

Dark Roast Emirati

Cardamom & Saffron
Packaging: 200g



Turkish Coffee Sachets

Medium Roast & Dark Roast

Available in: Original / with Cardamom

10g single serve & always fresh sachets

Sachets : Pouch - 8g x 10 (80g)/

Case - 8g x 125(1kg)

Corrugated Box : Pouch- 50 pouches (4kg)

Case- 6 Cases (6kg)



Espresso Line

Medium Roast

Available in: Beans / Pods
Packaging: Beans: 500g / 1kg
Pods: 10g x 18 / 10g x 300



Capsules Line



PREMIUM LUNGO
MILD & WELL-BALANCED
7/12

DECAFFEINATO
BALANCED & PLEASANT
6/12

RISTRETTO
FULL & INTENSE
11/12

SAMIRA'S BLEND99
RICH & CHOCOLATY
9/12

COLOMBIANO
BERRY & CHOCOLATY
8/12



Signature Drip Coffee Bags

Freshly brewed coffee

Any time

Anywhere

Quick. Convenient

Pour-over to go



Single Origin Beans

Medium Roast

Available in: Ethiopian Djimmah - Sumatra
Packaging: 300g Beans



Turkish Coffee Line



Turkish Coffee Line

Dark Roast

Available in: Original
/ with Cardamom

Packaging: 250g

Dark Roast Flavored

Available in: Hazelnut
/ Mastic / Decaffeinated

Packaging: 250g



Turkish Coffee Line

Dark Roast

Available in: Original
/ with Cardamom

Packaging: 250g

Dark Roast Flavored

Available in: Hazelnut
/ Mastic / Decaffeinated

Packaging: 250g



Tea Line



Pyramid Sachets Tea Line

Available in:

Black Tea

Organic Black Tea

Black Tea Cardamom

Green Tea

Green Tea Sencha with Ginger

Moroccan Green Tea

Camomile

Packaging:

Pyramid Tea Bags 15 X 30g



Loose Tea Line

Available in:
Flavored Green Tea
Tea Chai Pure
Tea Silver Needle
Tea Ceylon Black

Packaging: 50g - 100g



The Concept

A decorative floral wreath in a light gold color, featuring various leaves and small flowers, positioned below the word 'Concept'.

Retail & Franchising

At Samira Maatouk Group we offer two outlet franchise brands to cater for different market segments. Maison Samira Maatouk (MSM) is our luxury sub-brand which we use for outlets that target an upscale customer segment.

Maison Samira Maatouk (Fresh Coffee Island) is our premium sub-brand which we use for outlets that target a mid-range customer segment.



Luxury Boutiques

The Maison Samira Maatouk – MSM – Luxury Café outlets are designed with influences from Paris and the UAE. It exudes an aura that combines warmth with sophistication. Freshly roasted beans are bountifully displayed alongside roasting equipment that speaks of our heritage in the coffee category. Maison Samira Maatouk is the epitome of style and quality, created by Samira for the most discerning palates.





Fresh Coffee Island

Maison Samira Maatouk – MSM – Fresh Coffee Island concept is simple yet very unique and personal - our aim is to deliver fresh coffee at consumer's convenience, which is why we are available in a variety of places such as hypermarkets, supermarkets, Co-Operative, stand-alone kiosks & coffee shops.



Coffee Selection Gift Box

Speciality Coffees

- Chito
- Pergamino

Single Origins

- Colombia
- Ethiopia
- Guatemala
- Kenya
- Nicaragua
- Brazil
- Decaffeinated



Exclusive Gift Box



MSM Arabic Coffee Dallah
& Finjans



Exclusive Capsules Gift Box



- Perfect for Hotels & VIP rooms
- Giftings

Compatible with all Nespresso machines



Exclusive Chocolate Gift Boxes

MSM Selection:
Chocolate



Exclusive Capsules Gift Boxes

MSM Selection of
Coffee Capsules
& Chocolates

MSM Selection of
Coffee Capsules
& Espresso Pods



Exclusive Chocolate Gift Boxes

**MSM Selection:
Chocolate, Filled Dates,
Choco Coffee**

Packaging: 250g / 500g / 1kg



Exclusive Dates Gift Box

MSM Premium
Filled Dates Selection



Exclusive Tea Gift Box



MSM Finest Tea Collection



Foodservice Solutions

Samira Maatouk Group is committed to being an inspiring growth partner that delivers creative innovative branded coffee solutions, empowering foodservice operators to provide excellence to their customers.

Our Foodservice sector has been operating in foodservice market for more than 10 years. It distributes to several wholesalers and end-user operators – such as offices, hotels, restaurants, chains, cafes, fast-food outlets and contract caterers in the UAE – as well as exporting to countries in the Middle East and around the world.



Coffee Machines Solutions

Samira Maatouk Group coffee machines enables establishments, hotels, restaurants and cafes to prepare their own high quality coffee, quickly and easily.

The Group offers several types of coffee machines to suit your foodservice operation's needs. The brand aims to be the number one coffee and coffee machine solution company in the foodservice market.

We offer multiple solutions such as **Bravilor Bonamat** automatic espresso -based machines; **Electric Dallah** for Arabic coffee & **Maison Samira Maatouk Turkish Coffee**.

These are the best-in-class machines we use in our MSM outlets & business coffee solutions., also available to purchase online and offline for home use.



**Bravilor
Bonamat**



**Sprso
Machine**



**Turkish
Coffee Machine**



**Capsules
Machine**



**Electric
Dallah**



Turkish Coffee Solution

- Fully automated with one liter water tank
- Can make up to 4 cups in one minute
- Drink size option: Single, Medium, Large
- Safety features



Arabic Coffee Solution

- Suitable for Horeca



**Arabic Coffee
Light and Dark
Roast**



Golden Dallah



**Electrical
Silver Dallah**



Capsules Machine Solution

This compact espresso machine is effortlessly portable and features a sleek design and modern smooth lines, allowing it to fit into anywhere saving valuable counterspace.

FEATURES:

- Machine size is small, suitable for home and hotel room.
- Removable water tank with flip open lid with 650ml capacity.
- Adjustable drip tray to put small and big cup.
- Programmable coffee volume manually.
- Descaling setting and warning.



Coffee Vending Machines



Coffee Vending Machine



Sprso Machine



Espresso Beans 1KG Dark Roast



Milk Powder



Choco Powder



Cups & Accessories

High-quality coffee and tea accessories
- and everything that makes drinking
experience even better.



V60 Solution Set



Finjan Arabic & Turkish



Coffee Accessories



Espresso Cup



Macchiato Cup



Latte Cup



**Cappuccino
Cup**



Private Label



Your
Own
Brand

Our ability to create bespoke blends is not just confined to our own brands. Our skilled roastery production team can work with clients to create their own unique blend(s), packaged under the name and design of their choice. Comes in silver/black food grade packaging or **full branding printing based on your design.**



OUR CUSTOMERS

www.samiramaatoukgroup.com



United Arab Emirates
G.H.Q.Armed Forces



SAMIRA MAATOUK

GROUP



Thank
You.

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