



MESSAGE FROM THE CEO

Welcome to Al Soufi Trading Est, from humble beginnings in 1982 with a single retail outlet in Ras Al Khaimah, we have evolved into multi Stores across the United Arab Emirates in retail Division, huge production plant for our products from Coffee, Nuts & Arabic Sweets, Sales & Distribution to different channels (HORECA, Government Dept, Corporate, Hyper Markets.....). Represented all over the UAE plus targeting export growth in GCC countries & the Middle East.

Our success has been built on a clear vision. A focus on building a strong brand name, a culture of innovation, and an unswerving commitment to product and services quality. We' d like to share with you our success story:

- In Al Soufi Manufacturing, we have state-of – the art facilities geared to high quality Coffee, Nuts & Sweets.
- In Al Soufi Trading, we have the infrastructure and expertise to offer brand owners gourmet products for retail, Hypermarkets and HORECA trade channels.
- In Al Soufi Export, we have the focus to aggressively expand the reach of our brand name and products into new markets and territories.
- In Al Soufi Roastery, we have a unique and rapidly developing retail proposition focused on fresh roasted Coffee, Nuts & gourmet Sweets.

we will continue investing in up-graded manufacturing and packing lines which highlights our commitment to remaining highly competitive in all areas of our business.

If you are interested in understanding more about the products and services we offer we would be delighted to meet to discuss opportunities for mutual collaboration and growth.

Moutaz Al Soufi

Chief Executive Officer

Al Soufi Trading Est.