FOOD & BEVERAGE SECTOR COMPANY PROFILE 2024

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ABOUT US

The Food and Beverage sector is a vibrant and ever-evolving industry that satisfies our taste buds and nourishes our bodies. It includes restaurants, cafes, fast food chains, beverage producers, catering and occasions under request and more.

In Yearex Group; Food & Beverage sector is also influenced by changing consumer trends, such as the demand for organic, sustainable, and locally sourced ingredients. With an emphasis on taste and convenience, the food and beverage sector play a vital role in the economy, job creation, and the overall enjoyment of people's culinary experiences.

The F&B sector in Yearex group has gained a lot of popularity in recent years. The sector offers several range of Yemeni traditional cuisine in "Socotra restaurant", pure yemeni honey in "Zarakish", the popular American fried chicken in "KNK" and a variety of brands which serves cosmetics and healthy customers in Egypt, Yemen, United Arab of Emirates, Qatar and Ecuador

VALUES

Quality: Commitment to delivering high-quality food and beverages, using fresh and nutritious ingredients, and upholding the highest standards of taste with quality of presentation, and service.

Customer Satisfaction: Prioritize customer satisfaction by understanding and exceeding their expectations, ensuring exceptional service, and continuously improving to meet their evolving preferences and needs.

Diversity and Inclusion: Celebrate diversity and foster an inclusive environment that respects and appreciates different cultures, cuisines, and dining traditions, while promoting equality and fairness in all aspects of the sector.

MISSION &VISION

MISSION

To provide exceptional culinary experiences, nourishing and elighting individuals, while promoting sustainable adorable appreciation through food and beverage offerings.

VISION

To be a leader in the food and beverage sector, inspiring innovation, embracing diversity, and positively impacting communities worldwide by creating memorable dining experiences.

GOALS

Sustainable Practices : Drive the adoption of sustainable practices across the sector, reducing waste, promoting responsible sourcing, and minimizing the environmental impact of operations.

Culinary Innovation : Foster a culture of innovation, encouraging chefs, mixologists, and food entrepreneurs to experiment with new flavors, techniques, and concepts that push the boundaries of culinary creativity.

Cultural Appreciation : Promote cultural understanding and appreciation by showcasing diverse cuisines, supporting local food traditions, and creating opportunities for culinary exploration and education.

MEET THE VISIONARY



HASSAN ALKAHILY

GROUP CHAIRMAN

Mr. Alkahily is a young, enterprising businessman from Yemen with a wealth of experience and a solid educational background. With a Bachelor's degree in Business Administration and Management from Sana'a university and MBA for Swiss Business school- planning and strategy

LEADERSHIP TEAM



MOHAMMED KHALED

CEO (HOSPITALITY AND FOOD SECTOR) MD.KHALED@YEAREX.COM



MOHAMMED SABRY

OPERATION MANGER F&B MOHAMMED.SABRY@YEAREX.COM



OMAR ALAKABANI

RM MANGER (SOCOTRA DUBAI) OMAR.ALAKABANI@YEAREX.COM

MILESTONES

2019 Socotra Mandi (Dubai)

Our journey began with Yemeni cuisine in Dubai. Our concept, inspired by the concept of a great island in Yemen, aimed to provide an extraordinary platform for the exploration and celebration of Yemeni culinary traditions. It was the desire to create a memorable and exceptional experiences.

2021 E_GOLD Certificate

Tour esteemed restaurant has been awarded not just one, but two prestigious E-Gold Certificates from Dubai. This remarkable achievement is a testament to our unwavering commitment to culinary excellence, exceptional service, and unwavering dedication to creating unforgettable dining experiences.

2020 Zarakish

The launch of this exceptional organic honey in the Gulf areas allowed us to share the unparalleled flavors and health benefits of Yemeni honey with a wider audience. Bursting with unique floral notes and a distinct richness, this honey is a testament to the dedication and expertise of Yemeni beekeepers who have perfected their craft for generations.

2022 Socotra Lounge (Egypt)

Following our resounding success in Dubai, we are thrilled to announce the opening of a new branch of our esteemed restaurant in Egypt. This momentous expansion not only marks a significant milestone for our culinary journey but also demonstrates our unwavering commitment to sharing exceptional dining experiences with diverse communities around the world.

2022 KNK

Our journey in Egypt is not just about opening a new branch; it is about building bridges, fostering cultural exchange, and embracing the diverse communities we serve. By leveraging the trust and loyalty we have cultivated, we are capturing the hearts by taste buds of fried chicken enthusiasts.

2024 Socotraty

After the tremendous success of Socotra, KNK and Zarakish we are thrilled to announce the launch of our new line of Yemeni Brand (Socotraty). The manufacturing that supply the majority of products to Egypt, Yemen, United Arab of Emirates and Qatar.The profile of our well-designed and high-quality product range is clearly Yemeni. whi ch transport you to the vibrant streets of Yemen.

WHY US

Unique Flavor Profile : Our Yemeni cuisine offers a distinct and memorable taste experience with its harmonious blend of aromatic spices, bold flavors, and fresh ingredients.

Authentic Cultural Experience: Customers are drawn to our Yemeni establishments to immerse themselves in the rich heritage and traditions of Yemen through the warm hospitality, traditional decor, and stories behind each dish.

Commitment to Quality: We prioritize sourcing fresh, locally grown ingredients and showcase the expertise of skilled chefs and artisans, ensuring that each dish or product is made with care and attention to detail.

SOCOTRA RESTAURANT (DUBAI)

Imagine stepping into an oasis of Yemeni charm, where the aroma of spices fills the air, and the warmth of Yemeni hospitality envelops you and showcasing the diverse and delectable dishes that have been cherished for generations.

Welcome to Socotra, the Yemeni restaurant in Dubai that brings the essence of Yemen to life. As you step into our restaurant, you are instantly transported to the vibrant streets of Yemen, with its cultural tapestry and warm hospitality.

Our Vibes, inspired by the stunning landscapes of Socotra Island, captures the natural beauty and authenticity of Yemen. The captivating sounds of Yemeni music fill the air, setting the stage for an immersive dining experience.



SOCOTRA LOUNGE (EGYPT)

Following the tremendous success of our Yemeni restaurant in Dubai. Bringing the flavors of Yemen to the heart of Egypt, our Cairo branch promises to be an adorable destination that captivates the senses. Nestled in the bustling city, Socotra lounge showcases the same commitment to authenticity and quality that made our Dubai establishment a success.

In Egypt Branch, is poised to become a haven for those seeking an unforgettable dining experience, you will be greeted by the warm ambiance and enchanting aromas that have become synonymous with

our brand. Our skilled chefs, trained in the art of Yemeni cuisine, will craft dishes using the finest local ingredients, ensuring that each bite is a true delight. Whether you are a connoisseur of Yemeni cuisine or a curious food explorer.



KNK CHICKEN & SHAKES

Introducing Chicken and Shakes, the newest addition to our restaurant family in Cairo, following the resounding success of our two other restaurants. Nestled in the vibrant city, our Cairo branch is set to revolutionize the dining scene with its irresistible combination of mouth watering chicken dishes and delectable shakes.

You will be greeted by a lively and welcoming atmosphere, where the tantalizing aroma of sizzling chicken fills the air. Our skilled chefs prepare each dish with utmost care, using the vfinest ingredients and secret marinades to create flavors that will leave you craving more.

Pair your succulent chicken with our indulgent shakes, handcrafted with premium ingredients and innovative flavor combinations. Whether you're a fan of classic favorites or looking to try something new, Chicken and Shakes promises an unforgettable culinary experience. Join us and indulge in the perfect fusion of juicy chicken and heavenly shakes, as we continue to redefine the dining landscape in Cairo.



ZARAKISH

The name "Zarakish" itself is derived from the exquisite jewels and accessories that adorn the traditional women's dresses in Yemen, reflecting the company's dedication to capturing the beauty of Yemeni culture with every jar of honey. The lifecycle of our branded, pure and tasty honey.

In the rocky terrains of Yemen, a different species of honeybee thrives deep inside caves and continue to flourish. Only Zarakish dominant on the rare honey comes from Hadramawt mountains which Embark on a journey to Yemen's unique mountains with each spoonful of Zarakish honey and savor the essence of this rare treasure that's drives to our brand positioning statment "A Nobel Gift From Nature".



ZARAKISI



SOCOTRATY



It is a production project that aims to manufacture cooking materials, foodstuffs, and traditional Yemeni sweets.

In traditional ways that will add a distinctive experience to all gastronomes and lovers of Yemeni cuisine, starting from Preparatory products that are used as primary and basic materials or the final product.

This enable the consumer to prepare the meals that is accustomed to eating in restaurants in house with professionalism, high quality, and a balanced standard, which is considered a renaissance in the field of food manufacturing in The Yemeni market.

In Socotrati we will :

- Facilitate and save time and effort in preparing high-quality food.
- Change the concept of Yemeni sweets and supporting their consumption in local and international markets.
- Provide Quality, packaging, and shelf life of products.



PARTNERS OF SUCCESS



CONTACT US



SOCOTRA MANDI

www.socotrarestaurants.com Alittihad Rd, Port Saeed Dubai, Opposite Deira City Centre Metro Station Exit No.2, United Arab Emirates +971 4 222 5533



SOCOTRA LOUNGE

www.socotrarestaurants.com Sheikh Zayed City, Giza Governorate, Cairo - Egypt sl.info@socotrarestaurants.com +201155002228



ZARAKISH

zarakish.ae info@zarakish.com +971 50 224 9066 +971 54 335 1376 +971 4 554 3802 +974 7448 1993



KNK

4 Al-Labiny Street, in front of Al-Ahly Bank after Al-Labiny Tunnel, Haram. +201158431666

