

**ALRIFAI**

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**CORPORATE BROCHURE**

# CHOOSE YOUR DESTINATION

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# OUR HISTORY

Back in 1948, Moussa Rifai Sr. opened a tiny shop on Mazraa Street in Beirut, Lebanon, to sell his home roasted nuts and kernels.



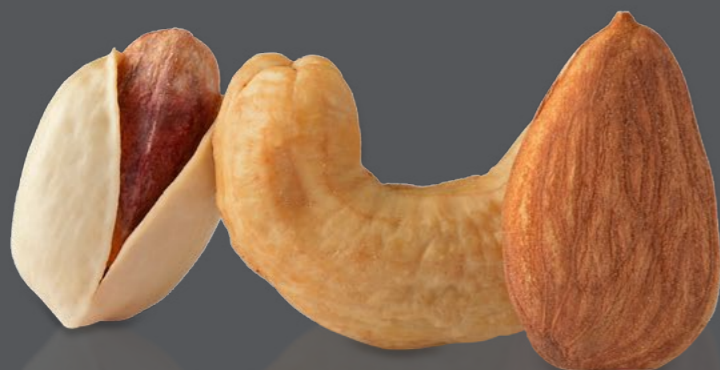
Quickly becoming famous for his high quality roasting techniques, the venture expanded and Al Rifai Roastery was born.



Our passion for roasting nuts and kernels is reflected in our commitment to using only the highest quality products, while providing the best value to continue to give our customers excellent service.



Al Rifai takes great pride in being the name behind a range of an enticing variety of fine delicacies including coffee, confectionaries and sweets based on nuts and kernels.



# THE LEGACY BEHIND THE NAME

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The Rifai Group has operated in Lebanon's nuts and kernels market for over 60 years and is currently Lebanon's market leader in this sector. It also has a strong presence, under franchised joint venture operations, in the Arab Gulf, Middle East (excluding Lebanon) and North Africa. The Rifai Group is renowned in the Middle East and is gaining recognition in Europe as a provider of quality roasted nuts and kernels.

It is the Group's vision to become renowned worldwide by consumers and trade partners alike as the indisputable quality standard in this category of products. Al Rifai's mission is to transform the Al Rifai name into a global brand by making high quality nuts and kernels available to a wide audience at affordable prices in Lebanon, the Middle East, Europe and eventually the US.

Al Rifai intends to accomplish this mission by continuing and expanding its 'source-to-consumer' business strategy, fully controlling the chain from sourcing, to production, to sales both via own retail shops as well as via wholesale.





# ABOUT US

Today, more than 35 different varieties of Al Rifai nuts and kernels are freshly roasted on a daily basis, using a large selection of the finest crops from around the world. The Group is fully integrated vertically: from the sourcing of the nuts at the place of origin, to the production (frying, roasting etc.) of nuts through the development of its own machinery, to the selling of the finished products; thus keeping full control of quality.

In a major step towards standardizing the production process and developing a global product and brand, Al Rifai's originally artisanal production process has been for the most part industrialized, under advanced and integrated computer management systems with state of the art machinery.

As a result all the production plants are certified according to all major international food production standards such as ISO 22000, IFS and BRC. In addition, Al Rifai has, over time, expanded its product line beyond nuts and kernels to include coffee, sweets, and confectionery, which are sold in both the local and international retail and wholesale markets.

# AWARDS

2009

Charles Chikhani Innovation Award

2010

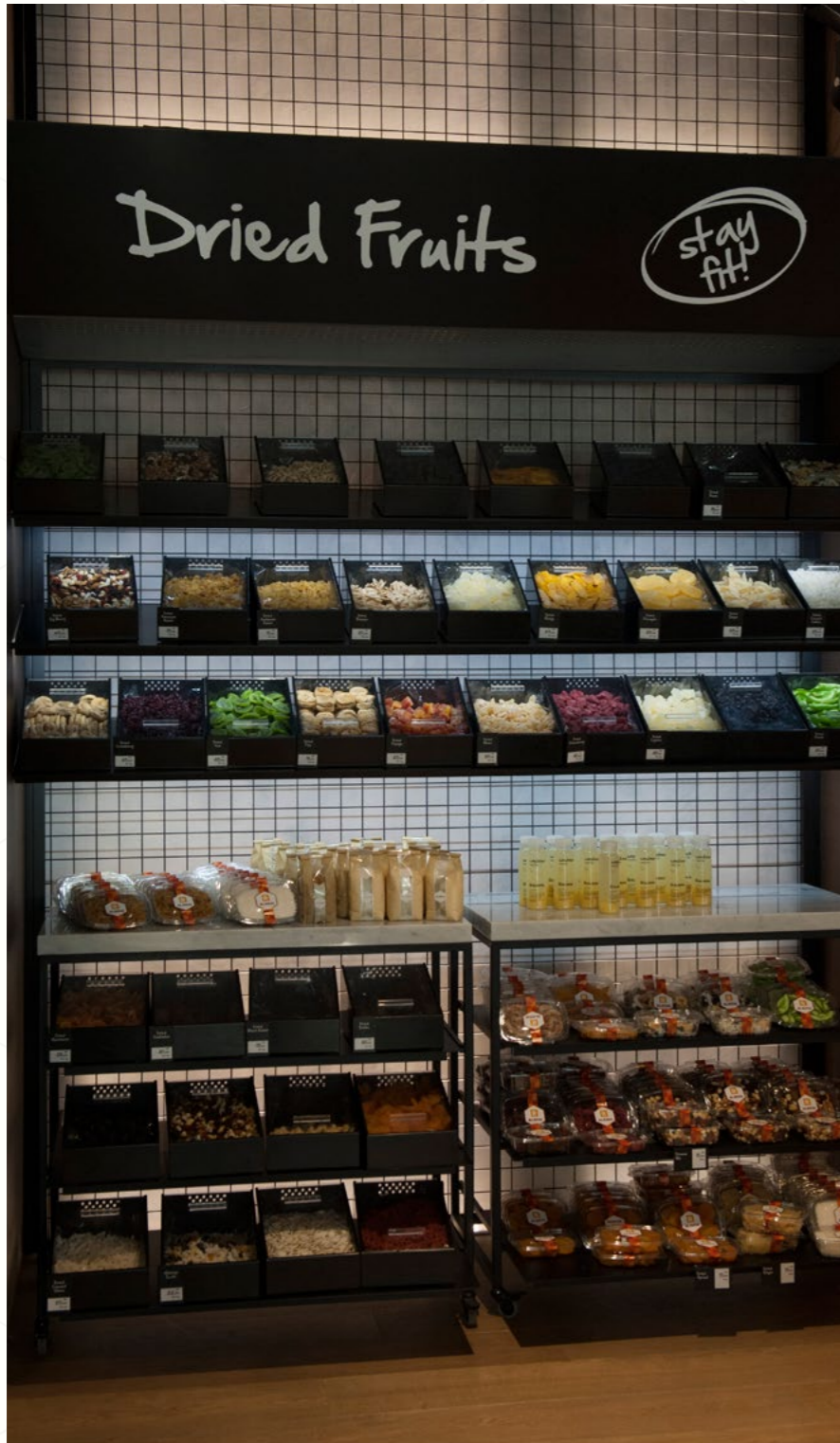
Best Industrial Brand

2012

SEA Award in the category of "National Image"

2014

Lebanese Excellence Award



# OUR NEW CONCEPTSTORE

Al Rifai's new concept store is designed around the customer, creating an experience that fulfills every one of the senses.









# NUTS IN THE MAKING



In the Al Rifai workshop, our live roasting station offers fresh and just out of the oven delicacies, ready to be eaten in their prime.

From Pop-Up Nuts to fresh-ground Nut Butters as well as glazed peanuts, hazelnuts and almonds, the love roasting station is just full of nut deliciousness waiting to be discovered.



**Roasted Nuts  
& Kernels**



**Dried Fruits & Raw  
Nuts & Kernels**



**Coffee**



## **Confectionaries**

- Malban, Nougat & Marzipan
- Sugary nuts & Kernels
- Chocolate coated nuts & dried fruits
- Chocolate
- **Lebanese must haves:**
- Home made delicacies
- Oriental sweets (Baklava and Barazek)

**OUR PRODUCTS**



## OUR WEBSITE

Overhauled in 2014, the new Al Rifai website is a reflection of the innovation of the brand. A comprehensive portal to all the products and services of Al Rifai, the website also serves as an online store for customers across the globe.

## HOW TO PRESERVE YOUR NUTS AND KERNELS

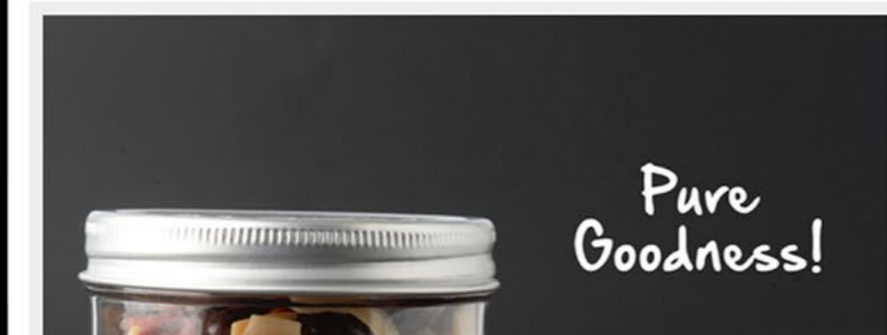
Nuts are one of those wonder foods that are really tasty and really good for you. However, when buying bulk nuts, they can become rancid quickly by not storing them correctly. If stored properly, nuts can last up to a year. This is because of the high fat content, especially when exposed to heat.

### Preparation & Storing of Nuts

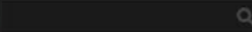
Light and heat can increase the time it takes for nuts to spoil, so it's important to make room for them in your pantry, refrigerator, or freezer. Containers that have airtight seals should be used when storing nuts such as glass jars, plastic containers, and fridge bags. When purchasing bulk nuts, allow yourself to have enough storing containers to ensure that you properly store all the nuts. Labels are essential by including the type of nut and the date purchased. Either make them up ahead of time or simply use masking tape and a marker.

Make sure to avoid direct sunlight or warm kitchen, move the nuts away from the heat of the oven. At any point in time, do not leave your mixed out in the open during summer for more than 1 hours, as humidity can deteriorate your product. Beirut is a very humid city.

The below canister can be good for storage.



Welcome to our blog,  
from its humble beginning in Lebanon  
in 1948, Al Rifai has become the  
leading brand in the premium snacking  
business in the Middle East.



## OUR BLOG

Launched in 2014, the Al Rifai Irresistible blog is a window into the world that inspires the brand. From travel and entertainment to art and culture, the blog takes its readers around the world to discover things that are just as irresistible as the brand itself.

