

شركة معروف  
للصناعات الغذائية ذ.م.م  
MAROUF FOR FOOD INDUSTRIES L.L.C



# Marouf

FRANCHISE BOOKLET

  
**MAROUF**  
COFFEE  
PREMIUM

  
**MAROUF**  
Cafe

  
**MAROUF**  
Bakery

أكاديمية معروف  
**MAROUF**  
Academy

**MAROUF**  
CHOCOLATE

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# Our Story

Since 1978, coffee has enchanted our senses and sparked our curiosity, leading us on a global journey to discover the finest beans.

After experimenting with various roasting methods, we introduced Marouf Coffee in 2018, an exclusive blend from the best farms worldwide. Each sip tells a story, infusing passion and warmth, as we continue to satisfy coffee lovers everywhere.

*Passion for Coffee*



# Marouf Journey

## رحلة معروف

**2018**

Establishment of the Company and Factory



**2019**

Opening of Our First Marouf Coffee Grinding Branch



**2020**

Launch of our first Marouf Café Branch



**2021**

Opening of our dedicated Commissary to produce pastries, salads, and sandwiches.



**2022**

Opening Marouf Academy for barista and coffee education, alongside the launch of our Specialty Coffee product line



**2023**

Establishment of the Export Department and strategic expansion into international markets including Hong Kong, Iraq, and the USA



**2024**

Launch of Our Capsule Line and Marouf Tea, along with the Development of the Franchise Manual and Merchandise.



**2025**

Launching our first specialty café branch. Expanding our branches to reach a total of 100.



# Mission

We are on a mission to spread passion with every cup of coffee. We look forward to many years of roasting and brewing the most inspirational taste ever.

# Vision

To become the most trusted as the perfect coffee business partner and the leader in the local, regional and international market



# Dream

Our dream is for Marouf to become the most loved and respected coffee company in Jordan. We are committed to building a culture of joy, passion, and belief in community and people. We are dedicated to changing lives through coffee

# Promise

To share our customers' daily moments by providing perfect, delicious and inspirational coffee, anytime, anywhere.

# Target Audience

**Age Group:** Broad range, from teenagers to middle-aged adults.

**Lifestyle:** Professionals, students, and coffee enthusiasts who appreciate premium coffee experience.

**Values:** Quality coffee and food, a place to have casual meetings and aligns with modern lifestyle.

# Brand Positioning

Marouf is a **premium coffee brand**, renowned for its high-quality coffee, diverse beverages, and modern, comfortable ambiance.

Our **diverse beverage menu** features classic espressos, lattes, innovative seasonal drinks, and refreshing teas, catering to a wide range of tastes. Our inviting spaces feature **cozy seating and chic decor, perfect for relaxation and socializing.**





# Coverage & Export



## Sharing the coffee passion experience

Our distribution center strives to provide a high service network, low cost operation, and design a network that outperforms our competitors.

# Production System

## Why Is Marouf Coffee the Best Choice?

Our **Triple Quality Check** system ensures the efficient, high-volume production of export-quality coffee. Every stage, from picking to exporting, undergoes rigorous quality checks, guaranteeing exceptional coffee. We deliver top-tier products tailored to your needs at competitive prices.

Each bean meets global standards through **advanced roasting technology and strict quality control**. Our expert team regularly tastes the coffee to guarantee perfect flavor. Experience true quality with Maarouf Coffee.

The company holds the food quality & safety certificate



**Honoring Excellence**  
Proud Recipient of the King Abdullah II  
Award for Excellence



# Products & Services offered by Marouf



**Marouf Coffee (Premium)** presents a variety of high-quality coffee products and cardamom alongside other merchandise



**Marouf Cafés** offer a variety of beverages, pastries, sandwiches, salads and cakes.



**Marouf Bakery** specializes in bread, pizza, and pastries



**Marouf Academy** for barista and coffee education

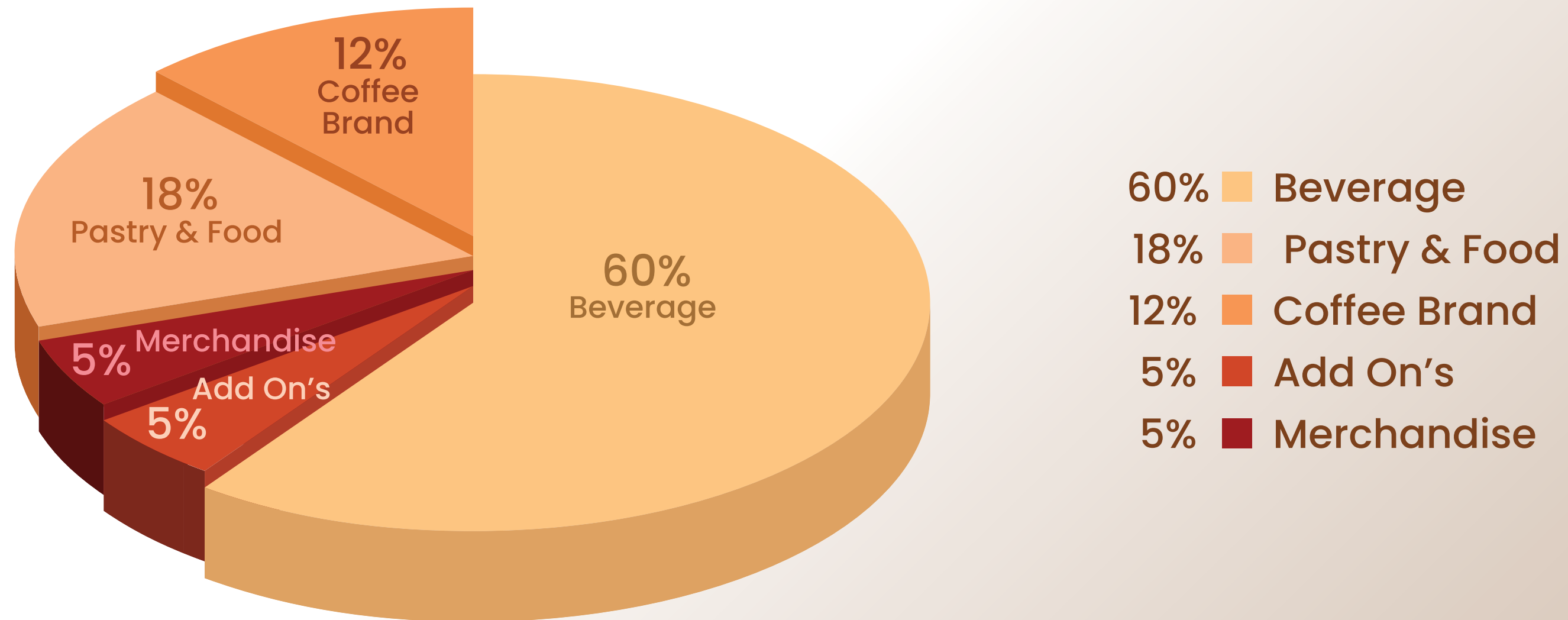


**Marouf Chocolate** presents high-quality chocolate stores and products





# Marouf Café Revenue Insights





# P&L Estimate

**25%**

**COGS**

**6%**

**Royalty**

**20%**

**Wage Cost**

**2%**

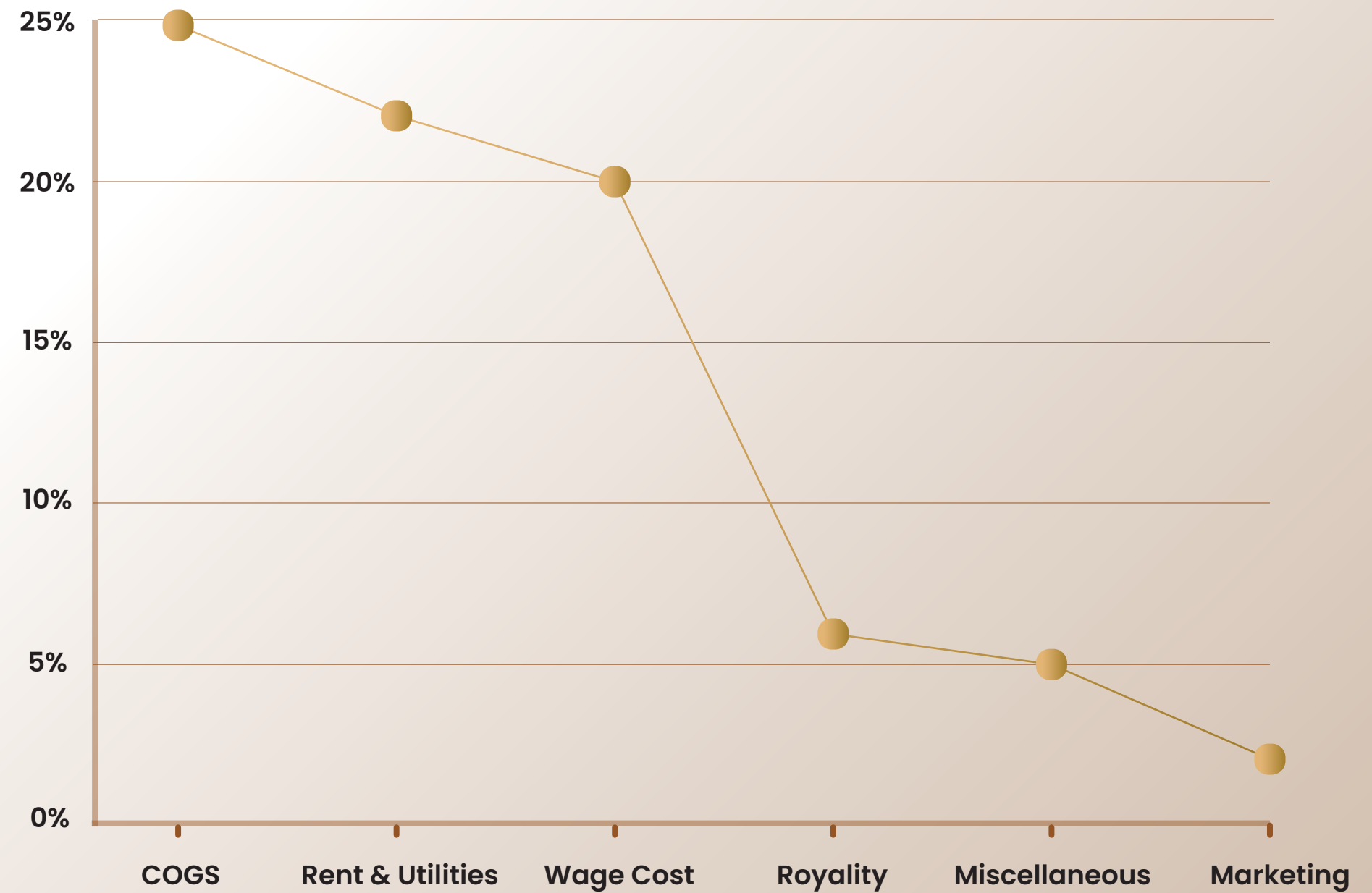
**Marketing**

**22%**

**Rent & Utilities**

**5%**

**Miscellaneous**





# Franchise Support



**Rights to the Marouf Brand**

**Training**

**Site Selection**

**Franchise Management Guidelines**

**Hiring Management**

**Continuous Operational Support**

**Design & Construction Guidelines**

**Menu Research & Development**

**Inventory and Database Support**

# Marouf Café Menu

Prices in Jordanian Dinar

# HOT DRINKS

## ESPRESSO CLASSIC

	12 oz	16 oz
CAPPUCCINO	2.75	3.25
LATTE	2.75	3.25
FLAT WHITE	2.50	3.00
CAFFÈ AMERICANO	3.00	3.50
AMERICAN	3.00	3.50
ESPRESSO - DOUBLE	2.80	
ESPRESSO MACCHIATO	2.80	
CORTADO	2.50	
CHEMEX POUR OVER	3.00	3.25

## TRADITIONALS

	12 oz
TURKISH COFFEE	3.00
FRENCH COFFEE	3.00
LEBANESE COFFEE	3.00
ARABIC COFFEE	3.00
KHALEEJI COFFEE	3.00

## إسبريسو كلاسيكي

كابتشينو
لاتيه
فلات وايت
كافيه أميركانو
أميركان
إسبريسو
إسبريسو ماكياتو
كورتادو
كيمكس

## التقليدي

قهوة تركية
قهوة فرنسية
قهوة لبنانية
قهوة عربية
قهوة خليجية



## MAROUF SPECIALITIES

	12 oz	16 oz
CAFÉ MOCHA/ WHITE	3.25	3.75
SPANISH LATTE	3.25	3.75
PISTACHIO LATTE	3.50	4.00
TOFFEE NUT LATTE	3.25	3.75
COCONUT LATTE	3.25	3.75
HOT CHOCOLATE/ WHITE	3.00	3.50
DOUBLE DOUBLE		3.00

## معروف إسبريسو خاص

كافيه موكا/ بيضاء
سبانيش لاتيه
بيستاشيو لاتيه
توفي نت لاتيه
كوكونت لاتيه
شوكولاتة ساخنة/ بيضاء

## TEA

	12 oz	16 oz
CHAI TEA LATTE	3.25	3.75
MATCHA TEA (Plain-Flavoured)	3.25	3.75
ENGLISH BREAKFAST	1.50	2.00
GREEN ORGANIC	1.50	2.00
PEPPERMINT	1.50	2.00
JASMINE GREEN	1.50	2.00
EARL GREY	1.50	2.00
CAMOMILE FLOWERS	1.50	2.00
MAROUF HAIL & SAFFRON	2.00	3.00
HONEY, LEMON & GINGER (Fresh)	2.00	2.50

## ADDITIONAL

FLAVOUR SYRUP	0.50
WHIPPED CREAM	0.50
LACTOSE FREE MILK	0.80
ALMOND MILK	0.80
COCONUT MILK	0.80
CARAMEL SAUCE	0.50

## شاي

شاي تي لاتييه
شاي الماتشا
شاي الفطور الإنجليزي
شاي أخضر عضوي
شاي النعنع البري
شاي أخضر بالياسمين
إيرل جراي
بابونج
معروف بالهيل والزعفران
ليمون مع عسل وزنجبيل (طازج)

## الإضافات

نكهة إضافية
كريمة إضافية
حليب خالي اللاكتوز
حليب اللوز
حليب جوز الهند
صوص كراميل

# COLD DRINKS



## OVER ICE

	14 oz	16 oz
COLD BREW	3.50	3.75
ICE LATTE	3.00	3.50
ICE MOCHA/ WHITE	3.25	3.50
ICE CARAMEL MACCHIATO	3.25	3.75
ICE SPANISH LATTE	3.50	4.00
ICE PISTACHIO LATTE	3.50	3.75
ICE COCONUT LATTE	3.25	3.75
ICE MATCHA (Plain-Flavoured)	3.25	3.50
DOUBLE DOUBLE		3.50
ESPRESSO ICE SHAKEN	3.50	

## COFFEE CHILL

	14 oz	16 oz
MOCHA CHILL/ WHITE	3.50	3.75
CARAMEL CHILL	3.50	4.00
THUNDER CHILL	3.50	3.75
PRETZEL CHILL	3.50	3.75

## مشروبات بارده

كولد برو
لاتيه
موكا/ بيضاء
كراميل ماكياتو
سبانيش لاتييه
بيستاشيو لاتييه
كوكونت لاتييه
ماتشا
دبل دبل
إسبريسو آيس شيكن

## كوفي تشيل

موكا تشيل/ بيضاء
كراميل تشيل
ثاندر تشيل



## CHILL NON-COFFEE

	14 oz	16 oz
VANILLA CHILL	3.50	3.75
CHOCOLATE CHILL	3.50	3.75
COOKIES N CREAM	3.50	3.75
PISTACHIO CHILL	3.50	3.75

## SMOOTHIES

"DAIRY & NON DAIRY"

	14 oz	16 oz
LIFE SMOOTHIE <small>(Rasp Love - Mango Paradise - Dragon Bowl)</small>		4.00
STRAWBERRY	3.50	3.75
MANGO	3.50	3.75
PEACH	3.50	3.75
PASSION FRUIT	3.50	3.75

## STAR MIX !!

	14 oz	16 oz
ENERGY & FLAVOUR		
TROPICAL BLUE	3.00	3.25
WATER MELON	3.00	3.25
PUPPLE GUM	3.00	3.25

## ميكس تشيل بدون قهوة

فانيليا تشيل  
شوكولاته تشيل  
كوكيز تشيل  
بيستاشيو تشيل

## سموذي

(مع حليب - خالي من الحليب)

لايف سموذي  
(رازييري لوف - مانجو بأرادايس - دراجون بول)  
فراولة  
مانجو  
خوخ  
باشن فروت

## ستار ميكس

طاقة مع نكهة

إستوائية وبرتقال  
بطيخ  
علكة

## ICED TEA

	14 oz	16 oz
PEACH	2.75	3.00
STRAWBERRY	2.75	3.00
LIME	2.75	3.00

## SODA SPARKLING

	14 oz	16 oz
STRAWBERRY	2.75	3.00
CHERRY	2.75	3.00
PASSION FRUIT	2.75	3.00

## FRESH JUICES

	14 oz	16 oz
ORANGE	3.00	3.25
GRAPEFRUIT	3.00	3.25
TRIPLE C <small>(Grapefruit - Orange - Ginger)</small>	3.00	3.25
LEMON & BASIL	3.00	3.25
LEMON & MINT	3.00	3.25
BANANA STRAWBERRY	3.00	3.25

## SOFT DRINKS

WATER	0.50
SAN PELLEGRINO	1.50
ENERGY DRINK	2.50

فراولة  
ليمون أخضر

## صودا غازية

فراولة  
كرز  
باشن فروت

## عصائر طازجة

برتقال  
جريب فروت  
تريبيل سي (جريب فروت - برتقال - زنجبيل)  
ليمون وريحان  
ليمون ونعنع  
موز وفراولة

## مشروبات غازية مياه معدنية

مياه معدنية  
سان بيليجرينو



# PASTRY FOOD

## CROISSANT & VIENNOISERIE (QTY1)

PLAIN CROISSANT	1.50	كرواسون ساده
ZAATAR CROISSANT	2.00	كرواسون زعتر
CHEESE CROISSANT	2.00	كرواسان جبنة
CHOCOLATE CROISSANT	2.00	كرواسان شوكولاتة
CINNAMON ROLL	2.00	سينامون رول

## SANDWICHES (QTY1)

TURKEY & CHEESE	2.50
CLUB SANDWICH	3.50
TURKEY & CHEESE CROISSANT	3.00
COUNTRY HALLOUMI	3.00

كلوب ساندويش  
كرواسون تيركي و جبنة  
كنكري حلومي

## SALADS (QTY1)

CHICKEN CAESAR SALAD	3.50
AVOCADO SALAD	3.50
GRANOLA SALAD	3.50
FIESTA SALAD	3.50

سلطة سيزر الدجاج  
سلطة أفوكادو  
سلطة جرانولا  
سلطة فيستا

## CAKES (QTY1)

CHEESE CAKE	3.00
LAZY CAKE	2.50
RED VELVET CAKE	2.75
DATES CAKE	3.50
GERMAN CAKE	3.50
FERRERO CAKE	3.00
TIRAMISU	3.00
PISTACHIO PIE	3.50
PECAN TART	3.50

تشيز كيك  
ليزي كيك  
رد فيلفت  
كيكة التمر  
جيرمن كيك  
فيرورو كيك  
تراميسو  
بيستاشيو  
بيكان

## SWEETS (QTY1)

COOKIES	1.00
BROWNIE	2.50
BLUEBERRY MUFFIN	2.00
DOUBLE CHOCOLATE MUFFIN	2.00

كوكيز  
براوني

# Marouf Bakery Menu

Prices in Jordanian Dinar

# PIZZA SOURDOUGH

## MAROUF SUPREME 5.00JD

(PIZZA SAUCE, PEPPERONI, COLORED BELL PEPPERS,  
SLICED MUSHROOMS, MOZZARELLA CHEESE,  
SLICED BLACK OLIVES, OREGANO)

## ALFREDO 5.00JD

(ALFREDO SAUCE, GRILLED CHICKEN,  
MUSHROOMS, MOZZARELLA CHEESE)

## SALAMI 5.00JD

(PIZZA SAUCE, SALAMI,  
MOZZARELLA CHEESE, OREGANO)

## VEGETARIAN 5.00JD

(PIZZA SAUCE, SLICED COLORED BELL  
PEPPERS, SLICED MUSHROOMS, SLICED  
BLACK OLIVES, BASIL, MOZZARELLA  
CHEESE, OREGANO)

## MARGARITTA 4.00JD

(PIZZA SAUCE, BASIL LEAVES,  
MOZZARELLA CHEESE, OREGANO)

# CALZONE

## ZAATAR CALZONE 3.00JD

مطبق زعتر

## CHEESE CALZONE 3.00JD

مطبق جبنة

## SPINACH CALZONE 3.00JD

مطبق سبانخ

# PASTERY

## ZAATAR BALADI & CHEESE 1.00JD

زعتر بلدي و جبنة

## SPINACH BALADI 1.00JD

سبانخ بلدي

## OLIVE FOCACCIA (SOURDOUGH) 2.00JD

معجنات فوكاشيا بالزيتون

## VEGETABLES FOCACCIA 2.00JD

معجنات فوكاشيا بالخضار

# MINI PASTERY

## MINI PIZZA 1JD

بيتزا صغيرة

## MINI HOTDOG 1JD

هوت دوغ صغير

## MINI TURKEY & CHEESE 1JD

تركي و جبنة صغير

## MINI ZAATAR 1JD

زعتر صغير



# MANAKESH

## ZAIT & ZAATAR 2.00JD

زيت و زعتر

## ZAATAR & CHEESE 3.00JD

زعتر و جبنة

## CHEESE 3.00JD

جبنة

## MIX CHEESE 3.00JD

(KASHKAVAL, WHITE AKAWI, CHEDDAR)

مكس أجبان

(قشقوان ، عكاوي ، أبيض شيدر)

## TURKEY & KASHKAVAL CHEESE 3.00JD

تيركي و جبنة قشقوان



# Preferred Qualifications

## Commitment

**An ambitious approach** to scale and develop the brand at a fast pace

Long-term **vision**

## Experience

**Previous experience** in the F&B, FMCG, and QSR industries.

## Financial Resources

**Well-funded, local operator** willing to make the necessary upfront capital investment to develop the business in the target market

# Approval Process

**1**

Apply Online

**2**

Introductory Call

**3**

Business Plan review  
and diligence

**4**

Discovery Day

**5**


Final Approval



# Frequently Asked Questions

- What is the typical size of a Marouf Coffee Café outlet?
- Is there a Central Kitchen requirement under Area Development?
- What are the desired site criteria for a Marouf Coffee Café outlet?
- What is the ongoing "Royalty Fee"?
- What is the ongoing "Global Marketing Fund"?
- Will I have an Exclusive Territory?
- How much training is provided in the Marouf Coffee Café franchise system?
- What is the term of the Marouf Coffee Café Franchise Agreement?
- What support programs are provided by a Marouf Coffee Café franchise?
- What is my next step?

# Contact Us

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 [www.maroufcoffee.com](http://www.maroufcoffee.com)

## Marouf Cafe

 Marouf Cafe

 MaroufCafe

## Marouf Coffee

 Marouf Coffee - بن معروف

 MaroufCoffeeOfficial

 Marouf Coffee

 Marouf for Food Industries



*Thank you*