



بوابة الغذاء
Food Gate

COMPANY
PROFILE



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FOOD GATE COMPANY PROFILE



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Food Gate **Vision & Mission**



MISSION

VISION

Our Vision

Work as a family with main focus , to promote our brands in the region by providing top quality products and services to all our customers, in addition to growth of our own People and Partners.

Our Mission

Create best customer experience in all of our stores.

Our Values



RESPECT



HONESTY



INNOVATION



TEAMWORK



HAPPY CUSTOMER



PROFITABILITY



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The **Establishment**

In little over 5 years, since 2014 Food Gate Co. has established itself as one of the top Food & Beverages entities in the Kingdom of Saudi Arabia an outstanding achievement which we are justifiably very proud of. Food Gate Co. measures success by the ability to realize business opportunities with our partners. Extraordinary determination, passion and flair define us.

As business continues to soar to greater heights, our brand reflects our beliefs that the sky is not the limit. As world-class, we mix the best international practices with local market knowledge and expertise, seeking continuous process refinement.

We thrive for new challenges and are fiercely protective of our market leadership. We truly have an exceptional team of highly experienced professionals. Each individual commitment and dedication to being the best in the business drives us onwards. Our people are our greatest asset and hope.

Food Gate Co. is a Saudi owned company that is specialized in F&B products manufacturing, and F&B retail sectors.

Our portfolio is vast accompanying our customers with a variety of desserts such as our famous Mexican bunz (The secret dough) in addition to crepes, waffles, pancakes, churros and lava cakes. In addition to providing our customers with many flavorful beverages that are rival in the market. Product diversity is our key.

Our focus is on providing quality coffee, ensuring making a twist in coffee presentation and variety is a key to entertain our customers, and we ensure our customers live the coffee experience by experiencing the art before even tasting the indulgent and unforgettable taste of the quality coffee beans we provide. This was a major investment in attracting regulars and brand manias.



After our establishment we formed one of the most successful partnership systems in the world (Franchise right obtaining system).

We ensured implementing and approach of global integration and local responsiveness together to ensure providing all our local customer needs while ensuring global standards are met.

As a result we became a brand of choice and leading the market with our products.

Our strategy is to ensure customer convenience need is fulfilled by spreading all over the territory ensuring we are reachable whenever and wherever.





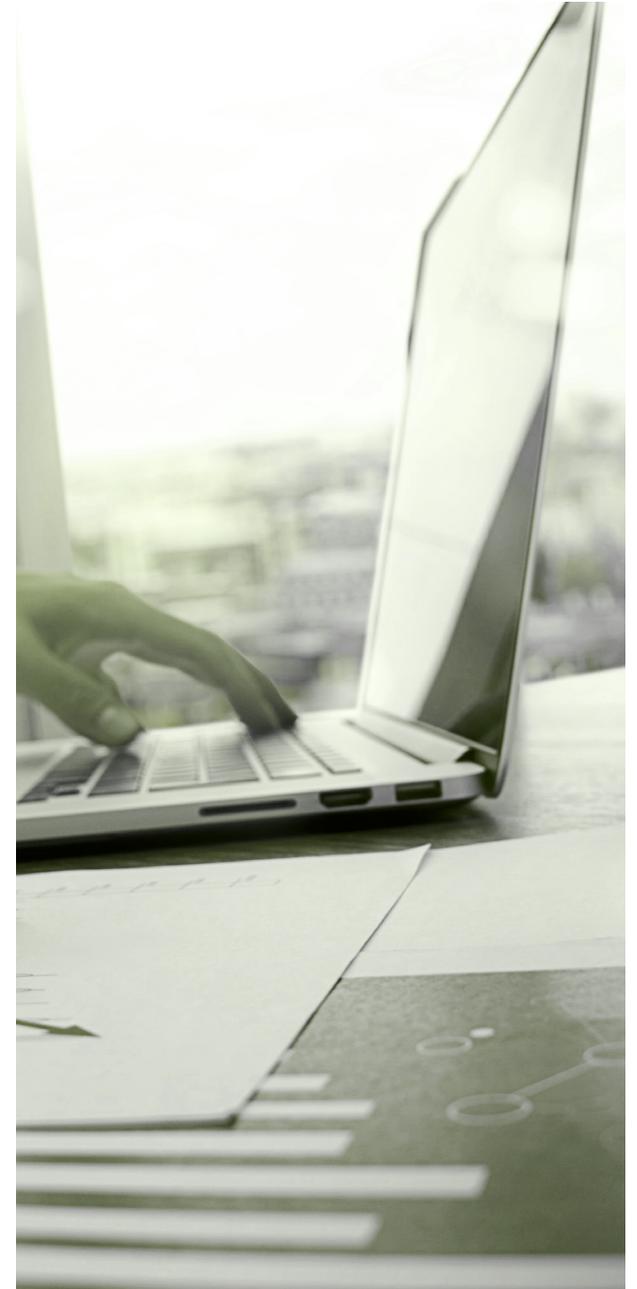
The background is a solid light green color. Overlaid on this are several thin, semi-transparent lines in various shades of green. These lines form abstract, geometric shapes that resemble a stylized line graph or a series of overlapping polygons. The lines are most prominent in the upper right and lower left quadrants, creating a sense of movement and structure.

Our **Expansion Plan**

Inspired by adding value to the F&B market by delivering a unique Malaysian casual and on the move lifestyle made us inaugurate our first Mamma Bunz store in Tahlia Street, Riyadh in 2014.

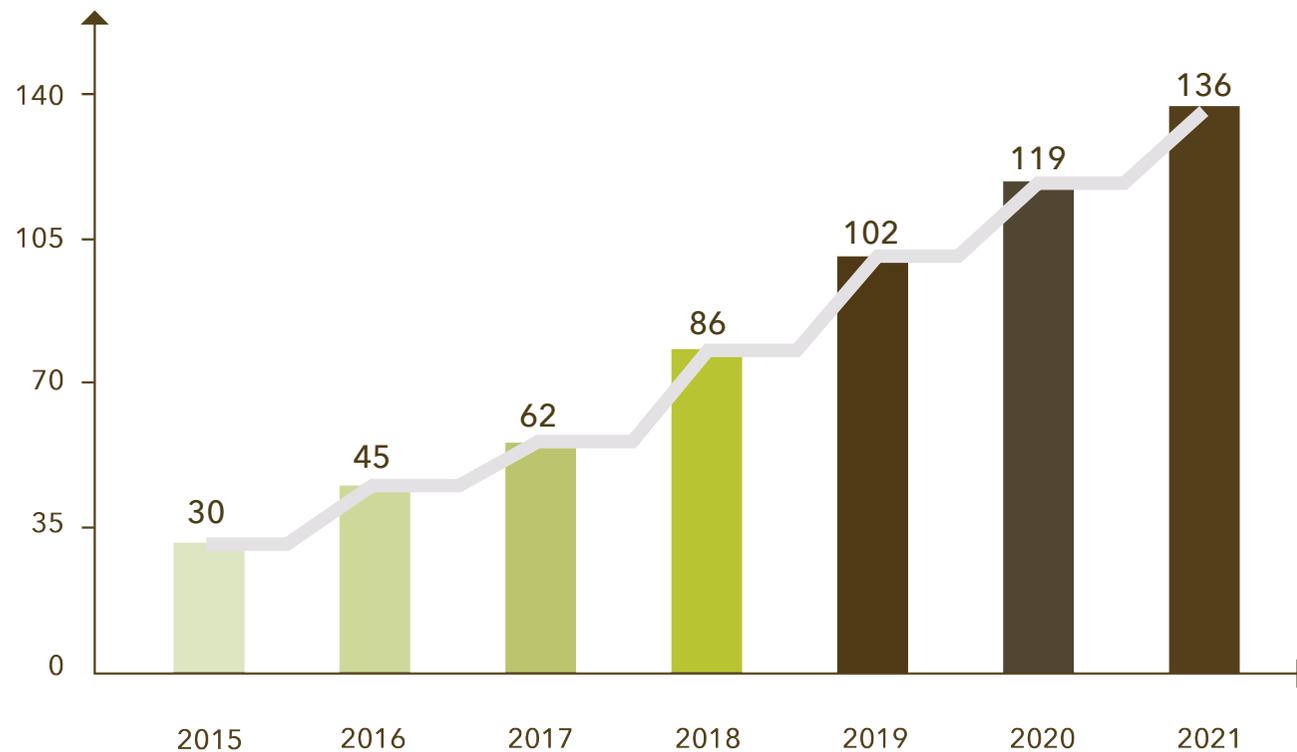
The combination of the bunz and specialty coffee is offering a flavorful selection of our first brand of Roti's reformed to be uniquely the Roti emperor in the region. The story of Roti started in the center of Kuala Lumpur in 2004 instilling the new life style of Roti's and coffee for customers where they can grab and go.

As well creating a warm and cozy atmosphere in the stores that is suits all tastes. Within a short time of our market commencement we have created a strong bond with our customers through serving consistently high quality products and tastes in a friendly atmosphere. Mentioning those achievements, it really has driven us to establish and expand our business in in several countries of Middle East.

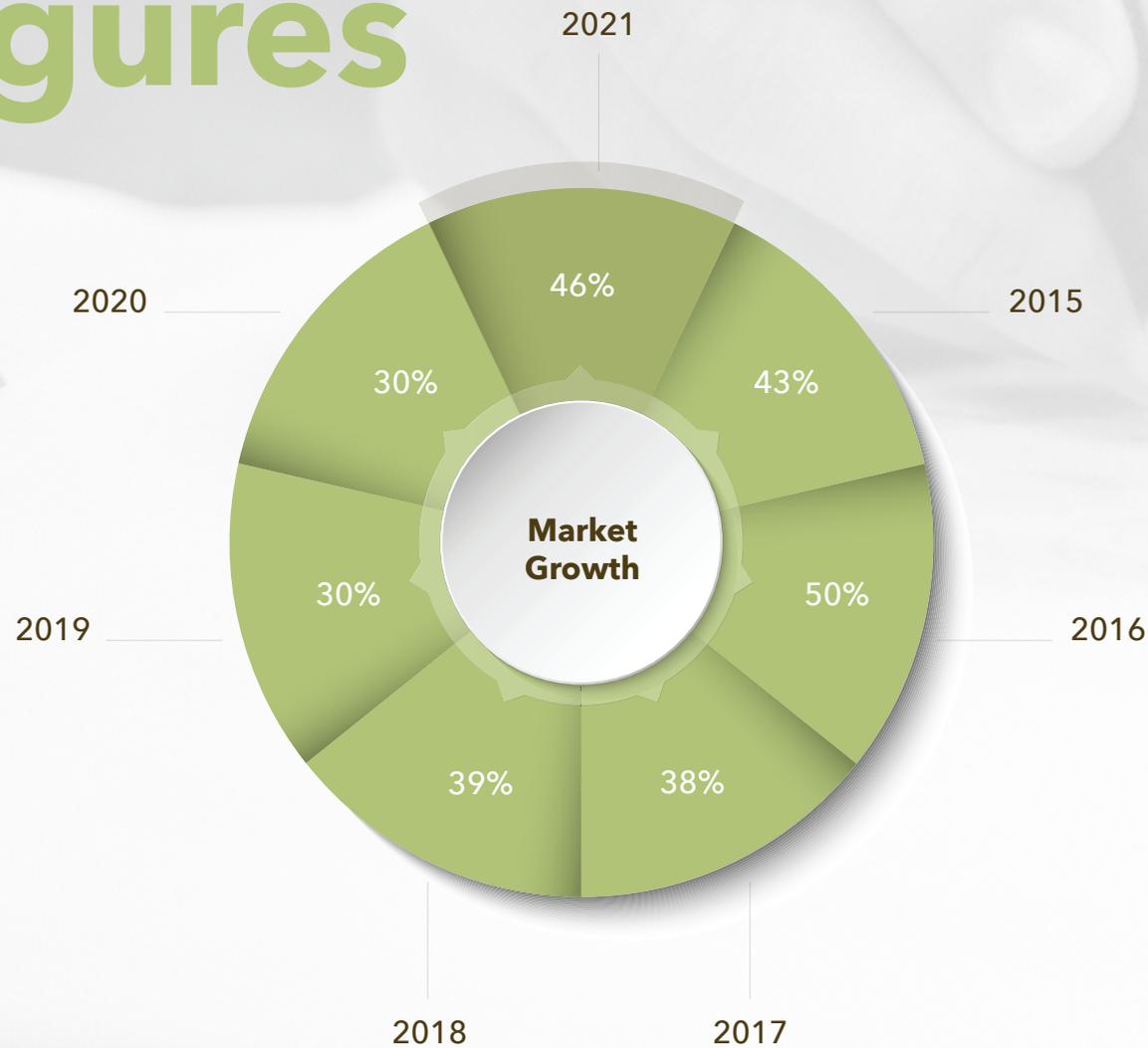


Food Gate In Figures

Number of Stores

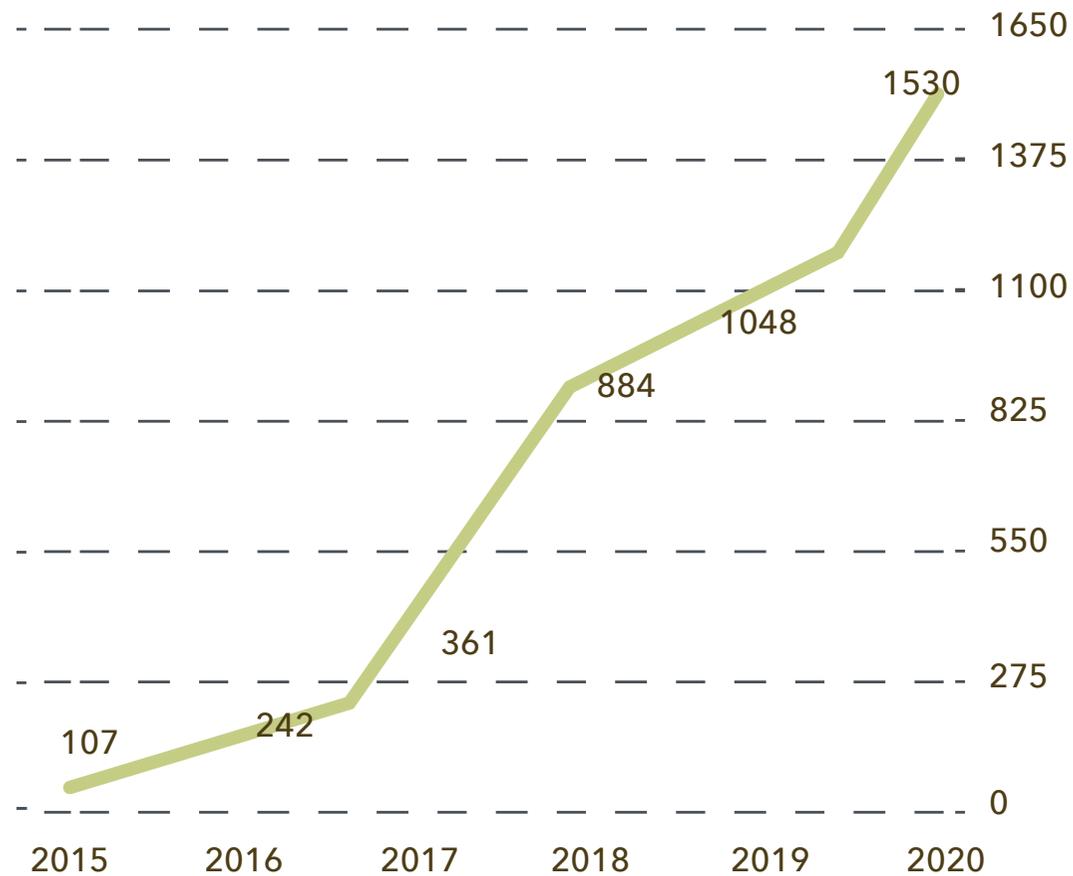


Food Gate In Figures



Food Gate In Figures

Number of Human Capital

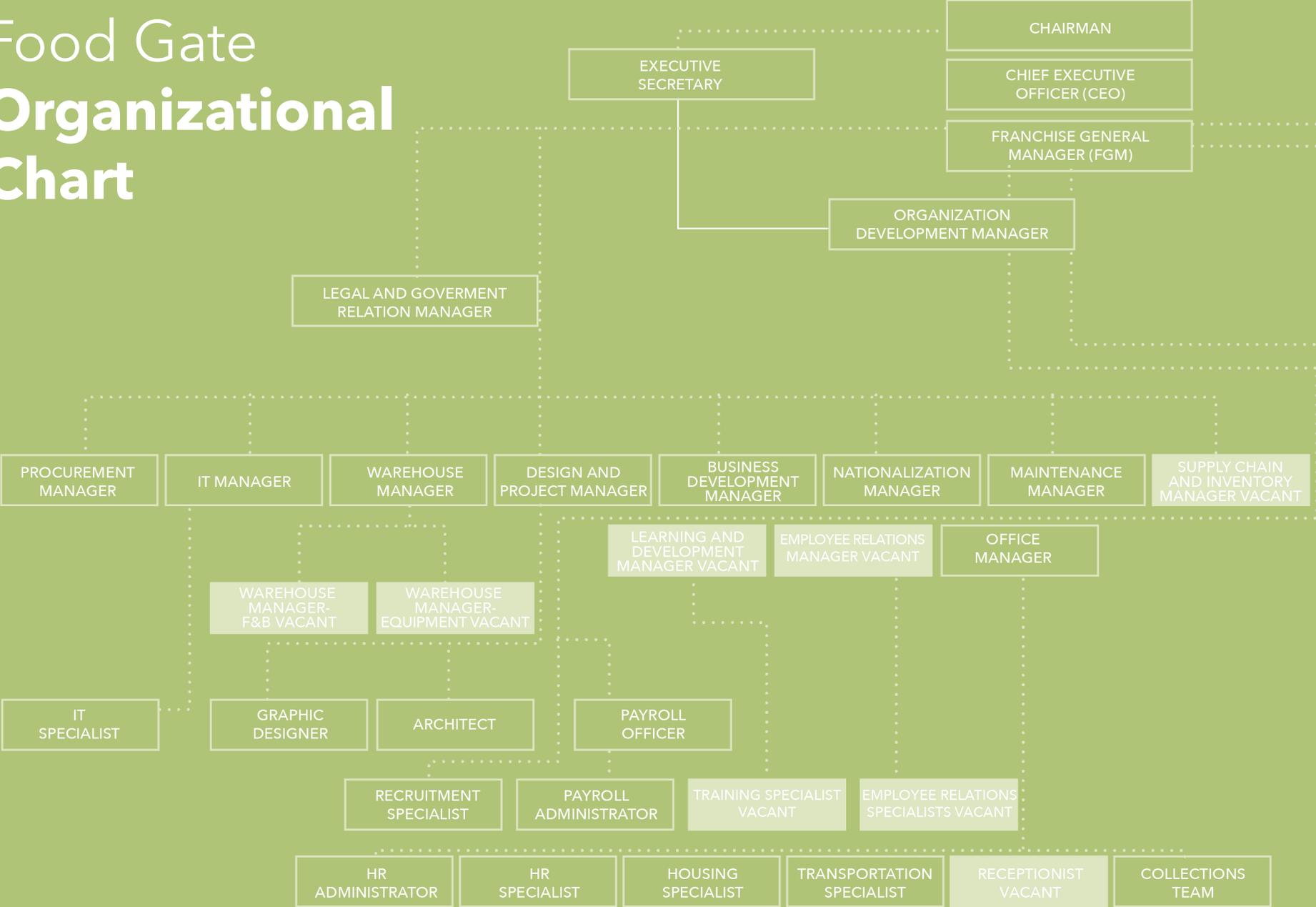


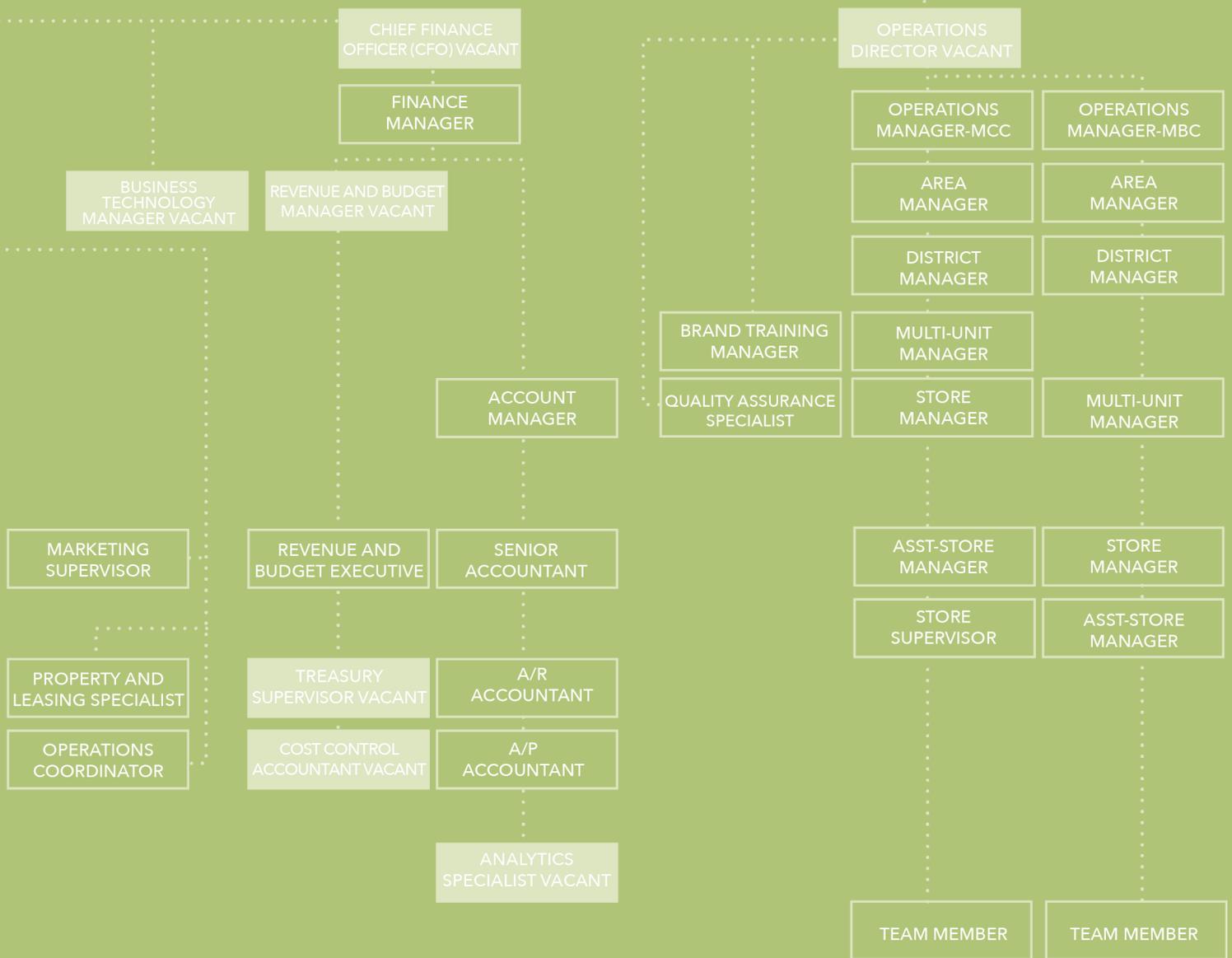


We are confident that our partner finds our company a dynamic and rewarding place to work, and absolutely we look forward to a productive and successful association. We consider our employees in Food Gate as one of the most important assets.

We work hard on people development as we believe it's key for any business success. We ensure all our teams are well trained and developed through several programs where they can reflect on their customer service and leadership skills. We ensure rewarding our high performers and setting career path goals to be achieved.

Food Gate Organizational Chart







Food Gate[®] Company
Support Functions



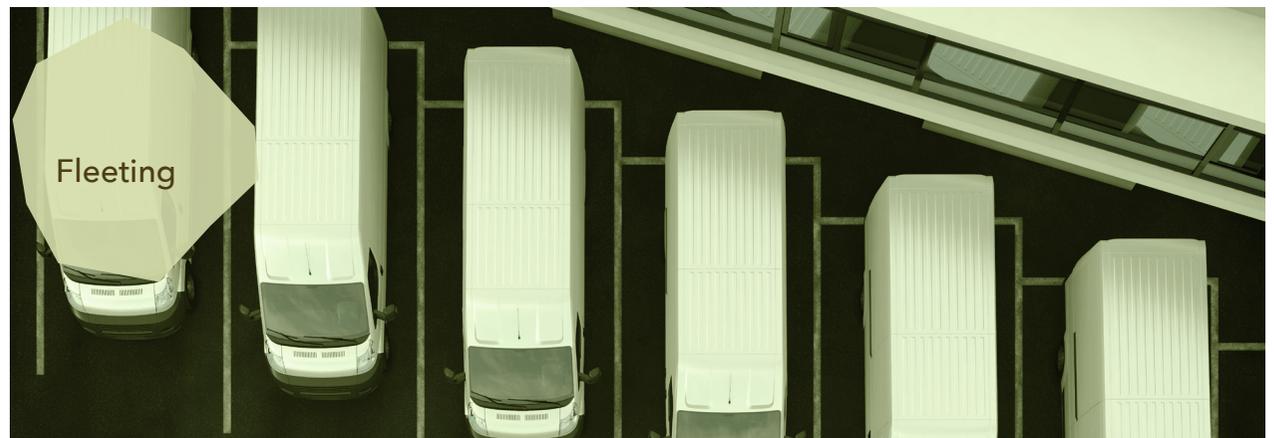
Headquarter



Mass Production



Warehouse



Fleeting

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Food Gate[®] **Production**



Manufacturing

At Food Gate® Company, we are committed to providing the exceptional service and quality products that our distinguished clientele have come to expect.

We put our wealth of experience into a successful business venture with our partners. Where success meets, great relationships grow.

The food manufacturing division of Food Gate Company was inaugurated in 2016 by the owners based on their vision of a changing food industry in Saudi Market. From its humble beginnings, the manufacturing division has grown to national prominence with a customer base extending from our place to the Gulf borders.

The manufacturing of bakeries, buns, and our specialty products is done internally and we ensure delivering fresh and high quality products to our customers.

We produce 3000,000 Buns a year along with the other varieties of the production line using the premium quality of raw materials.

Food Gate® Warehouse Operations

Our warehouse operation is a very important component in our supply chain management. We ensure our warehouse operations are run efficiently by applying the best practices applied globally. Our warehouse operations team is highly skilled in organization, planning, time management, inventory control and teamwork.

We ensure minimizing our costs and we ensure products are available all the time in our stores.



Our Presence



119
Branches

Our Strengths

ATTRACTIVE MARKET DYNAMICS

Robust economic environment

Rising disposable income

Favourable demographics

EXPERIENCE & MANAGEMENT

Franchise retail expertise with over 10 years track record

Open door policy for ideas and feedback

Well defined management and operating structure forced on franchise retail as a core business.

STRONG GROWTH PROFILE

Availability of sufficient financing capacity to fund future growth

Has a strategic relationship with major sub franchisors and partners

Inauguration of shops rapidly all over the kingdom of Saudi Arabia

Our Main Brands At A Glance



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Mamma Bunz Café®

Mamma Bunz Café® offers something for every taste - whether plain Bunz lover or selected flavour from our varieties! Simply put, exceptional quality at an affordable price. "Just the Way You Like It!". The Roti Emperor. Mamma Bunz Café® advocates the idea of One Bunz Kiosk, a fast-casual franchise that serves authentic and memorable taste of coffee coated buns with a sweet buttery-rich taste - namely, Mexican bun. Established in 2014, Mamma Bunz® has grown rapidly and is now serving freshly baked Mexican bunz to people from all over the world. In 2014, Food Gate Co.® opened the first Mamma Bunz Café® in Riyadh City, KSA, with passion and now, Mamma Bunz Café® found in more than 80 locations across Saudi Arabia, Kuwait, and very soon will be in Egypt, UAE, Oman, Qatar, Bahrain and Morocco. That's a lot of Bunz being baked fresh and delivered to a lot of happy customers around the world. We're passionate about our people and baking fresh delicious Bunz, our customers stand at service counter to watch behind, talented

team and look at our baking process. Our customers do enjoy experiencing the baking process and smelling the aroma of our talented team behind the service counters.



Those who
are on the
move , those
who want a
quick bite



Molten Chocolate Cafe [®]

A Piece of Happiness place founded in 2016, the brand uses Belgian Chocolate base for all of the premium chocolate products, offering high quality at attractive prices. The unique combination of the finest ingredients, exclusive production methods and stringent quality controls makes Belgian chocolates a favourite worldwide. That's why we go to invest for more luxurious lifestyle café with a manner of spreading happiness.

Our unique Molten chocolate café [®] brand reflects the traditional chocolate making expertise from Belgium and has built up a strong reputation amongst chocolate lovers throughout the KSA and we are looking forward to be the leader in this industry all over the region.

The Highest Quality" is a must and our unflinching focus on quality is building an enviable reputation among discerning chocolate lovers throughout the region.

In our constant search for excellent ingredients, quality is the first requirement. Together with our tailor-made production process, this gives us the ability to offer the highest quality for all of the chocolate lovers.



**A Piece
of Happiness**

Food Gate® Company

Aims To Develop A Sustainable Future

We strive to develop a long and sustainable relationship with our business partners around the world. Our policy of “One Brand, One Country, one commitment” that allows us to build trust among our current partners. Let’s start working together to build this relationship by dropping us an inquiry.

From its humble beginning its have grown to become a major player in the food and beverage Industry. Over the years, it has grown in size and capacity. In order to cope with growth and increase in capacity it moves to its current facility in 2014. From ready to drink beverages it has also forayed in to manufacturing of premixed frozen dough (Bunz) and Molten Café full Range starting from the crepe mixing till the secret of Amazing churros, sure along with the new era of the coffee beans range included the Arabic coffee.

With a clear vision and objective, coupled with a strong research and development programmed, it has realised a lot of new novel products to compliment current core products that will drive the company growth.

In order to produce such products, the company have upgraded its current facility with a state of the art processing system.

With new products roll out the company has managed to widen and increase global market penetration. In view such optimistic growth the company has embarked on the

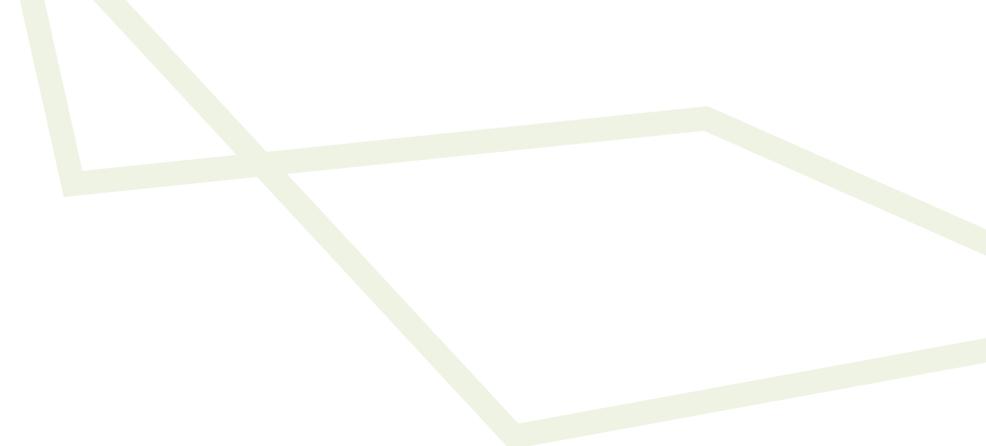
next phase of upgrading to support its tremendous growth.

FoodGate Co.® looking into developing and designing a new production facility covering nearly three hundred five thousand square feet. The facility will also have a new centralized research and development center or what we will like to term as “Centre of Excellence”.

This new center will be task to improve upon and develop new products to drive future growth.

Our Keys Of Success





Material Resources

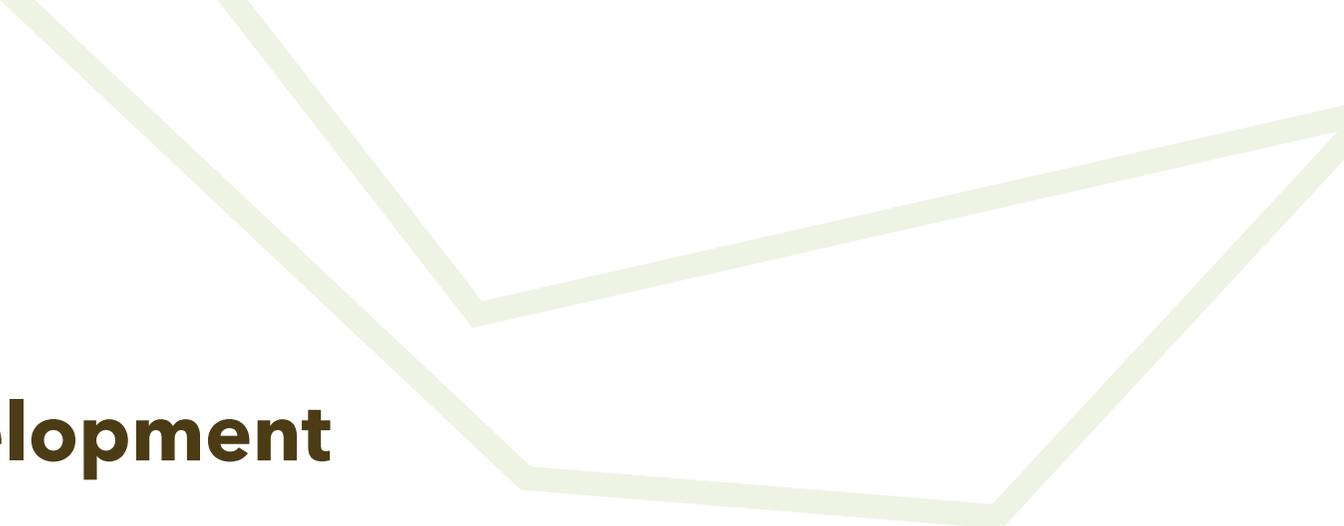
FoodGate Co.® seeking out to survive in a competitive market environment, and remain significant, sustainability is a major factor. The key to sustainability is innovation and adaptability. That includes the ability to tap and utilize resources that is available through innovation. Food Gate Co.® recognized this and has outlined a series of programs to meet this challenge.

Raw material resources are a vital key in all food production. The availability and consistency of quality raw material for production is a challenge faced by most food producers. Inconsistency leads to quality and safety issues as well as pricing which inevitably converted to cost. Food Gate® recognized the fact that reliance on imported raw material is a prime factor in cost and consistency. To address this issue FoodGate Co.® has in place a program to source for material locally. By working and partnering with local producers we will have to have in place a consistent supply chain to support our production needs. By doing so we are also contributing in development and growth of upstream industry.

Part of our objective is to utilize endemic, or materials that are found in abundance in this region. Located in the tropics and blessed with many exotic Materials and products, we are in the view that these produces hold great potential as ready to drink beverages against traditional choices that are normally found in the market. There are also many local brands that are not exploited as ready-Made products due to short comings in process technology. This is where our strong R&D team plays a key role. Such products have a novelty appeal that hold potential international marketability. We also believe that such an endeavor will have a spillover effect by driving upstream industry like, product growers and intermediate processes.



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Research And Development

FoodGate Co.® has established a very strong research and development department. It recognized the need to have a research and development programmed in order to keep improving and developing new products to stay relevant leading in the ever-competitive market. As mentioned previously, our aim is to develop unique and novel products from sources that are endemic in these regions. Most service providers produce especially ideas from one region only were not extensively explored or utilized for commercialization. We know that those ideas could provide huge marketing potential. One of the key reasons for the lack of interest for these produces are its not brilliant ideas, which can be quite difficult to handle and process thus making it commercially not viable. With research and development, we have been able to address some of the problems traditionally encountered.

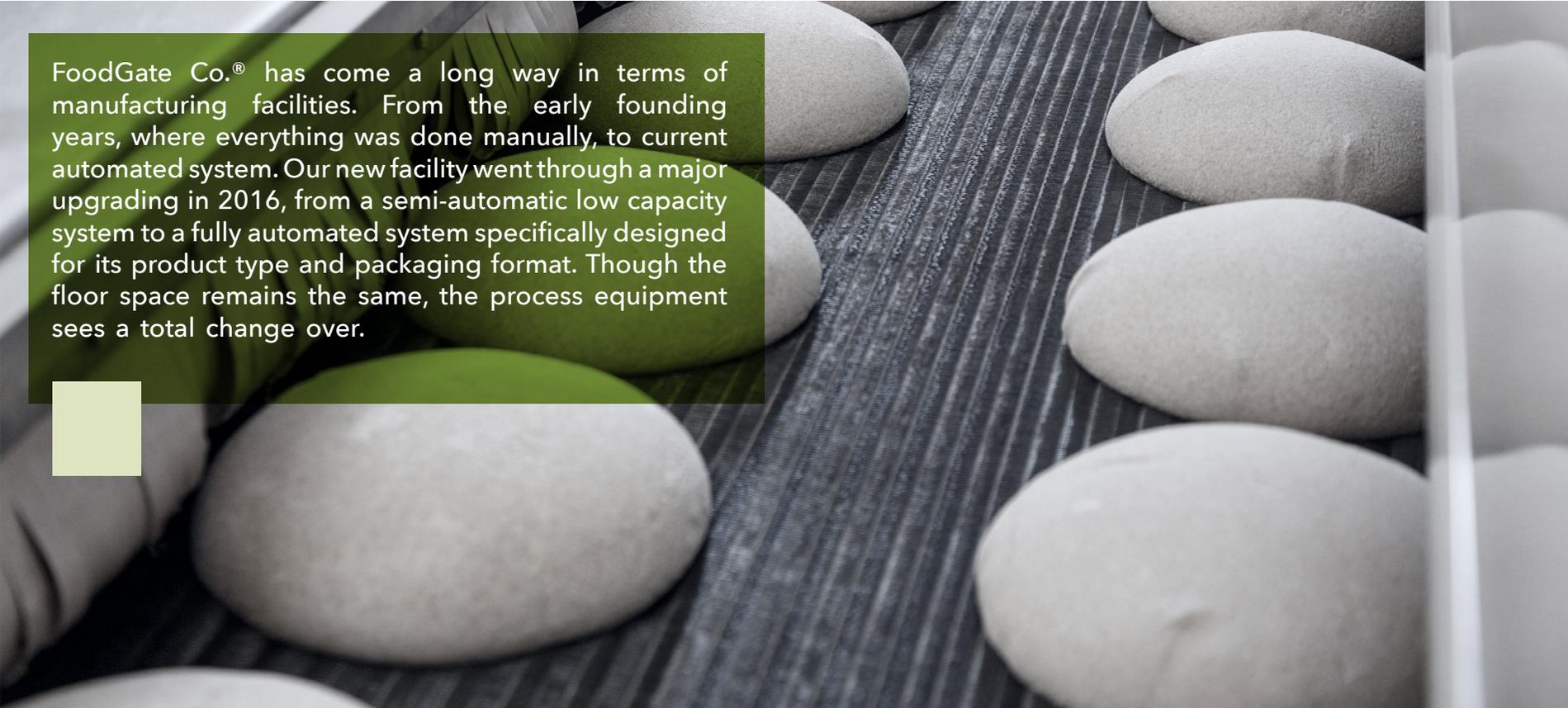
FoodGate Co.® while developing new products / ideas, has not abandon products that are considered 'traditional' for these products are entrenched deeply in culture and market. Market research and survey also noted that such traditional menu items like tea and coffee are in fact growing in demand. Research has shown that traditional brand ideas presented in a modernise and presentable manner are growing in sales as compared to traditional ideas only just to open a new business or target market due to the consumers habits.

Reliance on import items only will increases cost. we at FoodGate Co.® has developed frozen raw materials that to adopt the menu availability and sure its effecting on the items cost, which butting us in the first ranking in market according to the survey and reviews comes from our regular customers.

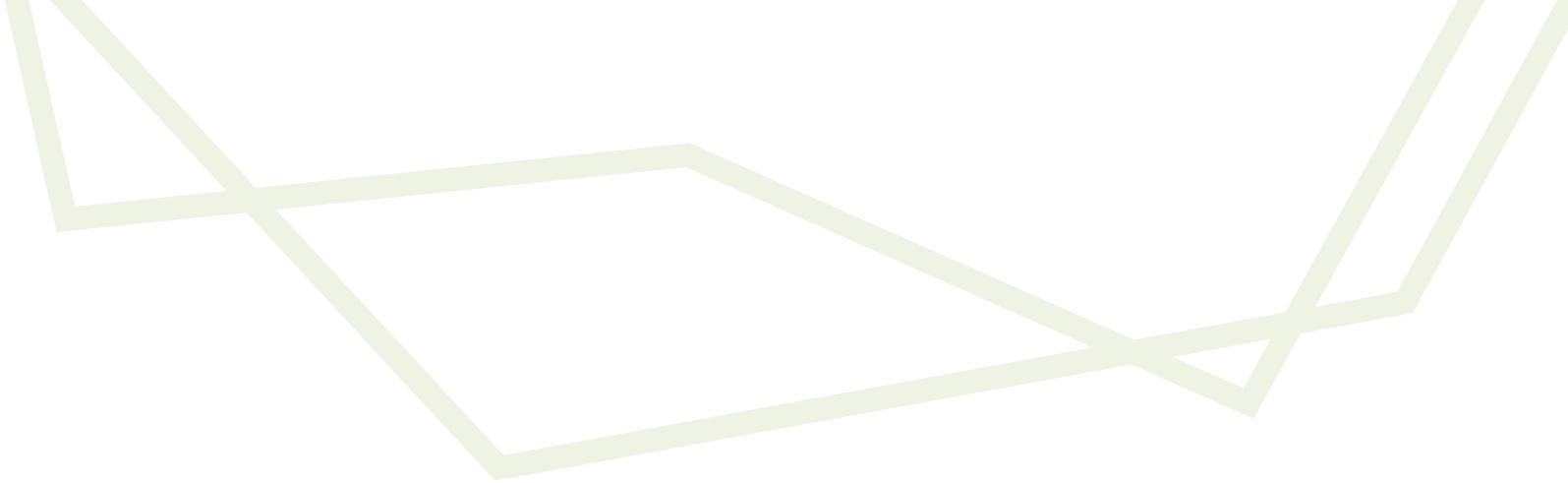


In addition to our strategic alliances, our R&D was a crucial factor in our survival and success. We always believed in our R&D team who was able to face the fierce competition and evolving consumer preferences. As mentioned previously, our aim is to develop unique and novel products from sources that are endemic in the region. Our R&D team ensure applying Local responsiveness and global integration strategies that made us focus on international standards while providing our local consumer need in all our products. As a result, we were able to provide a huge marketing and consumer attraction potential. The R&D were able to increase our market share drastically while developing new products while keeping our traditional products entrenched deeply in the culture and market due to their high demand in the market. Not to forget the direction of our R&D where local production was integrated in our supply chain model, decreasing our importing costs while producing the highest quality products locally while serving at lower prices to accommodate all segments of our consumer base.

Manufacturing Facilities



FoodGate Co.® has come a long way in terms of manufacturing facilities. From the early founding years, where everything was done manually, to current automated system. Our new facility went through a major upgrading in 2016, from a semi-automatic low capacity system to a fully automated system specifically designed for its product type and packaging format. Though the floor space remains the same, the process equipment sees a total change over.



The process system is designed in such a way that it can cope with multiple packaging formats and processing types of our products. The processing types currently deployed are fully Automatic and sterilized with retort system. Packaging formats of one sealed packaging, food grade is being catered for. Those designs as mentioned are unique and specifically designed for the types of our products developed by the R & D team and is being served as a test bed for future developments.

After seeing success, the plan in place is for a bigger facility and a floor space that is almost seven times bigger than the current we have. The new planned facility will be designed and built from data and experience gained from current facility. The facility is designed using the modular concept whereby processes are segmented and then integrated when required into different 'process chain'. Against traditional dedicated linear method of processing line, such concept will enable upgrading and up scaling to be implemented with ease. It will also enable flexibility and most important of all, cost reduction in terms of equipment investment and efficiency.

As with the process methods employed, the new complex will see common and centralized facilities. Production areas will be built on a block to block basis while common amenities like steam, potable water treatment, steam, power and waste treatment will be centralized to improve efficiency and ease of maintenance. Such methodology allows expansion, when required, be implemented with ease and speed.

Warehousing for both raw material and finished products will also be centralized and managed using separate but integrated overall system. By utilizing such system, traceability and logistic are vastly improved.

Management System And Certification

To be a global player in the food industry, compliance and the ability of the establishment to meet customer and legislative requirements are a must. In view of this, FoodGate Co.[®] has been since 2016 certified with HACCP. In order to upgrade and to further fulfil legal and food safety requirements. In order to fulfil local authorities' requirement, Over the years FoodGate Co.[®] has work very hard to fulfil its obligation and responsibility to the general consumer by ensuring that safe food is produced.

In order to tap in to the ever-growing potential market, FoodGate Co.[®] is also certified 100% fresh ingredients and adding for any of the preservative materials at all. FoodGate Co.[®] also ensure providing 100% fresh products that are free from and preservative materials. There are also plans to be certified for Future credentials if the needs do arise.

With the advent of globalization, food products are being moved around the world. With that comes the challenge of meeting legislative and standards of different countries. FoodGate Co.[®] pride itself of having in place a management system that is emphasized in compliancy and food safety and with that, has the ability to meet the challenges of compliancy in various countries. With current world-wide food safety risks and issues of non-compliant food material usage, our consumer's trust is very important, and we believe by having in place certified management system will instil consumer confidence.



Human Capital

Credible human resources is a company asset. FoodGate Co.® recognize this understanding. we believe that our employees are here not just for a job but also to build a career.

Due to improvement and transition from theatrical based to practical environment that makes our people more talented and more confident with allover the operation and the job-related Tasks, the importance of skilled employees is even more apparent.

While maintaining current employee and retraining them for the job on hand, FoodGate Co.® due to its expansion plan is creating job opportunities and managing the tools to develop the employee skills and link all of the Tasks and duties with a clear Job description and performance appraisals.

In view of the demand for skilled employees, we have put in place internship programs.

We are collaborating with our own T&D division to implement promotional programs for undergraduate students and develop their skills. While under training those trainees are evaluated for performances. For those that are considered suitable, will be retained and offered jobs in our potential departments along with the operational units.

This is a tool we use to increase our employment branding in the market while attracting top talents.





Branding

The ability to run the business is of no use if marketability and Branding methods are not addressed. FoodGate Co.® is proud to have a very strong brand marketing and social media specialists.

We have seen growth on a year to year basis due to effective and aggressive marketing and branding strategy. One of the basic reasons for such growth can be traced to our ability to; Meet our customer requirements and expectations, roll out of improved and new products and promotions through extensive research and development. Meeting legislative requirements and standards.

Another key to success is branding and brand management. FoodGate Co.® is the

proprietary owner of numerous successful brands. Through its well planned and categorization of product against brand, an identity and market recognition are well established, thus making product promotion and education easy.

In order to introduce ourselves and products to the market, FoodGate Co.® have participated in many exhibitions and international trade shows all over the KSA, annually. We strongly believe such events will provide a very important platform to launch new ideas and to showcase our company.

Utilization of electronic social media: FoodGate Co.® recognized the power of electronic social media especially websites and the other affiliated

concepts. With the advent of the internet, doing business shifted to a whole new dimension. Communication and information are conveyed at lightning speed and also at a wider scale. Our company website is designed as a platform for potential customers to get to know us and also as a front line medium to make enquiries. Utilization of social media such as Facebook, twitter and Instagram as a promotional platform are also very effective. Through social media we have been able to introduce and educate consumers in regards to our products and keeping them informed on the latest development. It is also recognized as a powerful tool to gauge consumer response to our products and brands thus providing vital feedback.





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