



Zanjabeel *Cafe*

COMPANY PROFILE



2023

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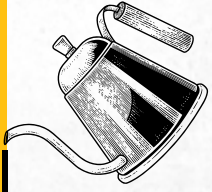
ART OF COFFE

Cafe



زنجبیل





Cafe

WELCOME TO “ISHRAB ZANJABEEL AL AJEEB” - WHERE EVERY CUP HAS A STORY AND EVERY SIP IS A JOURNEY THROUGH FLAVORS. SITUATED IN THE HEART OF AMMAN, JORDAN, ISHRAB ZANJABEEL AL AJEEB IS MORE THAN JUST A CAFE; IT'S AN EXPERIENCE CRAFTED WITH LOVE AND A PASSION FOR EXCEPTIONAL COFFEE, TEA, AND DESSERTS. OUR COMMITMENT TO HEALTHY, HIGH-QUALITY INGREDIENTS SETS US APART, ENSURING THAT EVERY VISIT LEAVES YOU REFRESHED, INVIGORATED, AND WANTING MORE.

ABOUT US







Cafe

ISHRAB ZANJABEEL AL AJEEB WAS BORN FROM THE SHARED DREAM OF TWO CULINARY VISIONARIES, ALI ATIYAT AND RAED AL-GHRAIFI. THEIR LOVE FOR COFFEE, ASWELL AS WANTING TO CREATE A HEALTHY DRINK OPTION INCLUDING NATURAL INGREDIENTS SUCH AS GINGER, CURCUMIN AND HONEY FORMED THE FOUNDATION OF THIS UNIQUE CAFE. WITH A COMBINED EXPERIENCE OF MORE THAN ۲۰ YEARS IN THE CULINARY INDUSTRY AND SEVERAL ESTABLISHED RESTAURANT BRANDS, THEY BRING A WEALTH OF KNOWLEDGE AND EXPERIENCE TO ISHRAB ZANJABEEL AL AJEEB, ENSURING THAT EACH CONCOCTION IS A MASTERPIECE IN ITSELF.

OUR FOUNDERS







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ISHRAB ZANJABEEL AL AJEEB IS NOT JUST A CAFE; IT'S A SANCTUARY FOR THOSE SEEKING AN EXCEPTIONAL EXPERIENCE IN EVERY CUP AND SIP. OUR BRAND IS BUILT ON A FOUNDATION OF PASSION, QUALITY, AND A DEEP RESPECT FOR NATURE'S BOUNTY. WE BELIEVE THAT EVERY INGREDIENT WE USE TELLS A STORY, AND EVERY CREATION IS A ARTISTRY WAITING TO BE SAVORED.



THE BRAND

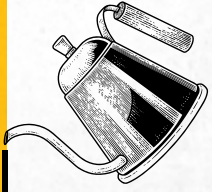




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HEALTH AND WELLNESS : WE BELIEVE THAT THE WORLD WAS BLESSED WITH CERTAIN SUPERFOODS WITH MEDICINAL PROPERTIES, AND WE INCORPORATE MANY OF THESE INTO OUR MENU IN ORDER TO OFFER BEVERAGES THAT ARE NOT ONLY DELICIOUS, BUT ALSO CONTRIBUTE TO A BALANCED, HEALTHY LIFESTYLE.

CRAFTSMANSHIP: AT ISHRAB ZANJABEEL AL AJEEB, EACH BEVERAGE AND DESSERT IS A WORK OF ART. OUR TEAM OF SKILLED ARTISANS METICULOUSLY BLENDS FLAVORS, ENSURING THAT EACH CREATION IS A TESTAMENT TO THE ART OF CRAFTSMANSHIP.



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COMMUNITY : ISHRAB ZANJABEEL AL AJEEB IS MORE THAN JUST A CAFE; IT'S A GATHERING PLACE FOR KINDRED SPIRITS. WE BELIEVE THAT CONNECTIONS ARE FORGED OVER COFFEE, SO WE STRIVE TO FOSTER A SENSE OF COMMUNITY, WHERE CONVERSATIONS FLOW AS FREELY AS OUR COFFEE.

INNOVATION : OUR DEDICATION TO INNOVATION IS EVIDENT IN OUR DIVERSE, UNIQUE MENU, WHERE TRADITIONAL FLAVORS MEET CONTEMPORARY TECHNIQUES. WE CONTINUOUSLY EXPLORE NEW WAYS TO ELEVATE THE CAFE EXPERIENCE, ENSURING THAT EVERY VISIT TO ISHRAB ZANJABEEL AL AJEEB IS A DELIGHTFUL DISCOVERY.



OUR



MENU

EVERY CUP HAS ASTORY

Cafe
انجيليل

كافيه كلاسيك الشهوة
COFFEE CLASSIC

3.00	موكا	2.00	البنفسج
3.00	برجنيل سايكيد وبنه	2.50	كافيه لانيه
3.00	كافايل مالتينو	2.40	كافيتينو
3.00	شعيرة اريسانه	2.00	شعيرة الموزكاف
3.00	ولان موكا	2.00	امبركاتو



انجيليل
MENU

لكل كوب حكاية .



2.00	برجنيل سايكيد وبنه
2.50	برجنيل وبنه وبنه وبنه وبنه
2.50	برجنيل وبنه وبنه وبنه وبنه
2.50	برجنيل وبنه وبنه وبنه وبنه
2.50	برجنيل وبنه وبنه وبنه وبنه



NATURAL
Honey

شاي الفواكه الألماني
GERMAN FRUIT TEA

2.00	شاي مع زهور الليمون الصربية
2.00	شاي المانجا مع بافلو فريوت
2.00	شاي الموزكاف مع الازولين
2.00	شاي القهوانه التركي والليمون
2.00	شاي كايه
0.50	شاي خالص طبيعي

الشاي المثلج الطازج
FRESH ICED TEA

2.75	ليمون
2.75	تفاح
2.75	لوز





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HOT COFFEE CLASSICS

INDULGE IN THE TIMELESS ALLURE OF OUR COFFEE CLASSICS, WHERE EVERY SIP IS A SYMPHONY OF RICH, ROBUST FLAVORS AND EXPERTLY CRAFTED BREWS. WE TAKE PRIDE IN PERFECTING THE ART OF COFFEE-MAKING, ENSURING THAT EACH CUP IS A MASTERPIECE IN ITSELF. FROM SIMPLE COFFEE FAVORITES LIKE OUR ESPRESSO, AMERICAN COFFEE, AND AMERICANO TO OUR CLASSIC CAFÉ CLASSICS SUCH AS OUR CLASSIC MOCHA, LATTE CAFÉ, AND CAPPUCINO TO OUR MORE UNIQUE, EXOTIC DRINKS LIKE OUR GINGER SPICED LATTE AND OUR SPANISH LATTE, WE OFFER SOMETHING RICH AND DECADENT FOR EVERYONE'S TASTE BUDS.





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GINGER TEAS

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WE TAKE PRIDE IN CRAFTING A DIVERSE ARRAY OF GINGER TEAS, EACH INFUSED WITH A CAREFULLY CURATED SELECTION OF INGREDIENTS. THESE TEAS NOT ONLY TANTALIZE THE TASTE BUDS BUT ALSO OFFER AN ARRAY OF HEALTH BENEFITS. WITH A WIDE VARIETY OF GINGER-INFUSED BLENDS TO CHOOSE FROM, INDULGE YOUR TASTE BUDS WHILE BENEFITING FROM THE NATURALLY HEALING PROPERTIES OF INGREDIENTS SUCH AS GINGER, HONEY, LEMON, TURMERIC, CINNAMON, VIOLET, MANGO, PASSIONFRUIT, AND MIXED BERRIES. AMONG OTHER QUALITIES, THESE SUPERFOODS ARE PACKED WITH ANTIOXIDANTS THAT SUPPORT A HEALTHY IMMUNE SYSTEM, REDUCE INFLAMMATION, AND PROMOTE OVERALL WELL-BEING.





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NATURAL JUICES AND COCKTAILS

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WE BELIEVE THAT NATURE'S BOUNTY IS A SOURCE OF ENDLESS REFRESHMENT AND VITALITY. OUR NATURAL JUICES AND COCKTAILS ARE A CELEBRATION OF PURE, UNADULTERATED FLAVORS, CAREFULLY HANDCRAFTED TO INVIGORATE YOUR SENSES AND QUENCH YOUR THIRST. WHETHER YOU CRAVE THE VIBRANT FLAVORS OF MIXED BERRIES, A TROPICAL TREAT OF COCONUT LYCHEE, OUR CLASSIC LEMON AND MINT JUICE, THE EARTHY SWEETNESS OF OUR CARROT JUICE, OR THE RUBY-RED RICHNESS OF OUR POMEGRANATE JUICE, OUR NATURAL JUICES AND COCKTAILS CREATIONS WILL QUENCH YOUR THIRST AND LEAVE YOU FEELING REFRESHED AND REJUVENATED.





COFFEE LATTE COLD DRINKS

EXPERIENCE THE PERFECT UNION OF SMOOTH, CREAMY TEXTURES AND BOLD COFFEE FLAVORS WITH OUR COFFEE LATTE COLD DRINKS. CRAFTED TO SATISFY YOUR CRAVING FOR INDULGENCE, EACH SIP IS A DELIGHTFUL JOURNEY THROUGH LAYERS OF RICHNESS AND SWEETNESS. ADD SOME COOL TO YOUR COFFEE WITH A LARGE SELECTION OF ICED AND BLENDED COFFEE DRINKS SUCH AS OUR SIGNATURE CARAMEL CREAM FRAPPUCCINO, RASPBERRY CREAM FRAPPUCCINO, WHITE MOCHA FRAPPUCCINO, AND SUPER CARAMEL FRAPPUCCINO. SAVOR THE BLISSFUL CHILL OF OUR COFFEE LATTE COLD DRINKS, EACH ONE A MASTERPIECE OF FLAVOR AND REFRESHMENT. WHETHER YOU'RE IN THE MOOD FOR SOMETHING SWEET, CHOCOLATEY, OR REFRESHINGLY FRUITY, OUR SELECTION IS SURE TO TANTALIZE YOUR TASTE AND COOL YOU DOWN ON A HOT DAY.





MILKSHAKES

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INDULGE YOUR SWEET TOOTH AND ESCAPE INTO A WORLD OF CREAMY DECADENCE WITH OUR DELIGHTFUL MILKSHAKES. EACH SIP IS A JOURNEY THROUGH VELVETY GOODNESS AND IRRESISTIBLE FLAVORS THAT WILL SATISFY YOUR CRAVINGS AND ELEVATE YOUR DAY. WITH A WIDE VARIETY OF RICH FLAVORS SUCH AS LOTUS BISCOFF, BLUEBERRY CHEESECAKE, VANILLA MARSHMALLOW, ROCCA AND LEMON, AND PINA COLADA, OUR MILKSHAKES ARE GUARANTEED TO SATISFY YOUR SWEET TOOTH.





DESSERTS:

INDULGE IN OUR EXQUISITE SELECTION OF DESSERTS, EACH ONE A MASTERPIECE OF FLAVOR AND CRAFTSMANSHIP. FROM RICH, CREAMY CHEESECAKES TO COMFORTING CLASSICS, OUR DESSERTS ARE DESIGNED TO ELEVATE YOUR SWEET TOOTH CRAVINGS AND LEAVE YOU WITH A LASTING IMPRESSION. WE OFFER A WIDE VARIETY OF DESSERTS INCLUDING DELECTABLE CHEESECAKES SUCH AS OUR MANGO AND LEMON CHEESECAKES, PISTACHIO AND PECAN TARTS, DESSERT CLASSICS SUCH AS OUR CINNAMON ROLL, APPLE PIE, BROWNIE, AND MUFFIN, AND A VARIETY OF CAKES SUCH AS A HONEY CAKE, NUTELLA CAKE, AND HEALTHY CAKE, AND MORE. EACH OF OUR DESSERTS IS A LABOR OF LOVE, CRAFTED WITH CARE AND ATTENTION TO DETAIL. WHETHER YOU'RE IN THE MOOD FOR SOMETHING FRUITY, NUTTY, OR CHOCOLATEY, OUR DESSERTS ARE SURE TO LEAVE A LASTING IMPRESSION.



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AT ISHRAB ZANJABEEL AL AJEEB, WE'RE DRIVEN BY A PASSION FOR CRAFTING EXCEPTIONAL BEVERAGES AND DESSERTS THAT NOT ONLY TANTALIZE THE TASTE BUDS BUT ALSO NOURISH THE BODY AND THE SOUL. OUR COMMITMENT EXTENDS BEYOND FLAVOR; IT ENCOMPASSES AND CELEBRATES NATURE'S BOUNTY. WE BELIEVE IN FOSTERING A WARM AND INVITING ATMOSPHERE, WHERE FRIENDS, FAMILIES, AND INDIVIDUALS ALIKE CAN COME TOGETHER TO SAVOR LIFE'S SIMPLE PLEASURES. EACH VISIT TO ISHRAB ZANJABEEL AL AJEEB IS AN OPPORTUNITY TO RELAX, REJUVENATE, AND CREATE LASTING MEMORIES.

OUR VISION





HOT & COLD DRINK
HEALTHY
Zanjabeel
DRINKS
EVERY CUP HAS A STORY



Cafe

WITH THE AIM OF SHARING OUR UNIQUE EXPERIENCE WITH A WIDER AUDIENCE, WE'RE EXCITED TO ANNOUNCE OUR PLANS FOR EXPANSION THROUGH FRANCHISING. WE BELIEVE THAT THE ISHRAB ZANJABEEL AL AJEEB EXPERIENCE IS ONE THAT SHOULD BE ACCESSIBLE TO COMMUNITIES AROUND THE WORLD.

EXPANDING OUR REACH









AS WE EMBARK ON THIS JOURNEY, WE'RE SEEKING PASSIONATE INDIVIDUALS AND ENTREPRENEURS WHO SHARE OUR DEDICATION TO QUALITY, SUSTAINABILITY, AND EXCEPTIONAL CUSTOMER EXPERIENCES. TOGETHER, WE'LL BUILD A NETWORK OF ISHRAB ZANJABEEL AL AJEEB CAFES THAT SERVE AS BEACONS OF WARMTH, FLAVOR, AND COMMUNITY IN EVERY LOCATION THEY CALL HOME. BY OPENING NEW FRANCHISES, WE AIM TO NOT ONLY SPREAD THE JOY OF ISHRAB ZANJABEEL AL AJEEB BUT ALSO CREATE OPPORTUNITIES FOR LOCAL BUSINESSES AND INDIVIDUALS TO THRIVE. WE'RE COMMITTED TO PROVIDING COMPREHENSIVE SUPPORT, TRAINING, AND A PROVEN BUSINESS MODEL TO ENSURE THE SUCCESS OF EVERY FRANCHISE PARTNER. JOIN US IN THIS EXCITING VENTURE, AS WE WORK HAND IN HAND TO BRING THE ISHRAB ZANJABEEL AL AJEEB EXPERIENCE TO EVEN MORE COMMUNITIES AND CONTINUE OUR JOURNEY OF FLAVOR, WELL-BEING, AND TOGETHERNESS.

A large, stylized smiley face graphic is centered on the page. It consists of two thick, light gray curved lines forming the top and bottom arcs, with several short, parallel lines inside each arc to represent the eyes and mouth. The text is centered within the face.

BENEFITS OF BECOMING A
FRANCHISEE



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PROVEN BUSINESS MODEL

OUR TIME-TESTED AND PROVEN BUSINESS MODEL ENSURES THAT YOU HAVE A ROADMAP TO SUCCESS FROM DAY ONE. BACKED BY YEARS OF EXPERIENCE, OUR MODEL COVERS EVERYTHING FROM SITE SELECTION AND STORE DESIGN TO OPERATIONAL PROCEDURES AND MARKETING STRATEGIES. YOU'LL STEP INTO YOUR NEW VENTURE WITH CONFIDENCE, KNOWING YOU'RE EQUIPPED WITH A BLUEPRINT FOR SUCCESS.



BECOMING A ISHRAB ZANJABEEL AL AJEEB FRANCHISEE OPENS THE DOOR TO A WORLD OF OPPORTUNITY AND SHARED SUCCESS. AS A FRANCHISE PARTNER, YOU WILL BENEFIT FROM :

MARKETING & BRANDING ASSISTANCE:

AS A ISHRAB ZANJABEEL AL AJEEB FRANCHISEE, YOU'LL HAVE ACCESS TO OUR PROVEN MARKETING STRATEGIES, MATERIALS, AND PROMOTIONAL CAMPAIGNS. WE'LL WORK TOGETHER TO CREATE A STRONG LOCAL PRESENCE AND BUILD A LOYAL CUSTOMER BASE. FROM DIGITAL MARKETING INITIATIVES TO TRADITIONAL ADVERTISING METHODS, OUR COMPREHENSIVE MARKETING SUPPORT WILL HELP YOU EFFECTIVELY REACH AND ENGAGE YOUR TARGET AUDIENCE.

COMPREHENSIVE TRAINING & SUPPORT

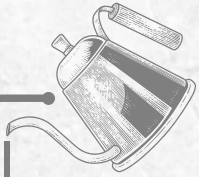
WE UNDERSTAND THAT ENTERING THE CAFE INDUSTRY MAY BE A NEW VENTURE FOR SOME, AND WE'RE HERE TO GUIDE YOU EVERY STEP OF THE WAY. YOU'LL RECEIVE THOROUGH TRAINING IN ALL ASPECTS OF CAFE MANAGEMENT, INCLUDING OPERATIONS, CUSTOMER SERVICE, INVENTORY MANAGEMENT, AND FINANCIAL REPORTING. OUR TEAM OF EXPERTS WILL BE ON HAND TO ANSWER QUESTIONS, OFFER GUIDANCE, AND PROVIDE ONGOING SUPPORT, ENSURING YOU'RE EQUIPPED WITH THE KNOWLEDGE AND SKILLS NEEDED TO RUN A SUCCESSFUL ISHRAB ZANJABEEL AL AJEEB FRANCHISE.

COMMUNITY ENGAGEMENT

WE BELIEVE IN THE POWER OF COMMUNITY. AS A FRANCHISEE, YOU'LL HAVE THE OPPORTUNITY TO BECOME AN INTEGRAL PART OF THE COMMUNITIES WHERE YOUR CAFE OPERATES. WE'LL WORK TOGETHER TO DEVELOP COMMUNITY OUTREACH INITIATIVES, EVENTS, AND PARTNERSHIPS THAT NOT ONLY STRENGTHEN THE BOND WITH YOUR CUSTOMERS BUT ALSO CONTRIBUTE POSITIVELY TO THE LOCAL AREA. THIS SENSE OF COMMUNITY WILL NOT ONLY ENHANCE THE ISHRAB ZANJABEEL AL AJEEB EXPERIENCE BUT ALSO BUILD CUSTOMER LOYALTY AND SUPPORT.

EXCLUSIVE ACCESS TO SUPPLIERS

OUR EXTENSIVE NETWORK OF TRUSTED SUPPLIERS ENSURES THAT YOU HAVE CONSISTENT ACCESS TO HIGH-QUALITY, FRESH INGREDIENTS AND PRODUCTS. WE'VE ESTABLISHED STRONG RELATIONSHIPS WITH SUPPLIERS WHO SHARE OUR COMMITMENT TO QUALITY, ENSURING THAT YOU CAN MAINTAIN THE SAME EXCEPTIONAL STANDARDS THAT ISHRAB ZANJABEEL AL AJEEB IS KNOWN FOR.

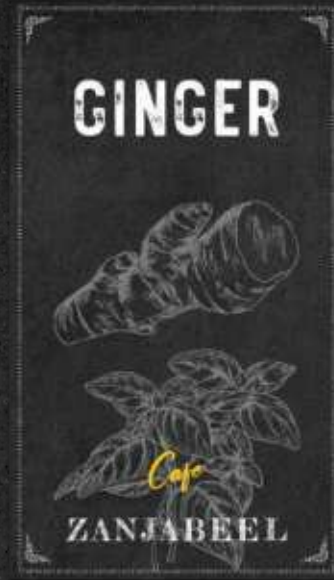


BY BECOMING A FRANCHISEE, YOU'RE NOT JUST JOINING A BUSINESS; YOU'RE BECOMING A PART OF A SUPPORTIVE NETWORK DEDICATED TO YOUR SUCCESS. TOGETHER, WE'LL CREATE AN ENVIRONMENT WHERE GUESTS CAN ENJOY EXCEPTIONAL BEVERAGES AND DESSERTS WHILE BUILDING CONNECTIONS AND MAKING MEMORIES.

CONTINUOUS INNOVATION

THE FOOD AND BEVERAGE INDUSTRY IS DYNAMIC AND EVER-EVOLVING. AS A ISHRAB ZANJABEEL AL AJEEB FRANCHISEE, YOU'LL HAVE ACCESS TO OUR ONGOING RESEARCH AND DEVELOPMENT EFFORTS. WE'RE CONSTANTLY EXPLORING NEW TRENDS, FLAVORS, AND TECHNIQUES TO KEEP OUR MENU FRESH, EXCITING, AND IN LINE WITH CHANGING CUSTOMER PREFERENCES. THIS ENSURES THAT YOU'RE ALWAYS OFFERING A MENU THAT'S CURRENT AND APPEALING TO A WIDE RANGE OF TASTES.

EVERY CUP HAS A STORY



DRINKS-DESSERTS & COCKTAILS

HEALTHY DRINKS

① f ZANJABEELALAJEEB



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