



Life is  
better with  
fresh baked  
**bread**

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





*We bake the very best...*





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# company strategy

## **PURPOSE**

To be a leader in the Exclusive Food Products & Services industry by providing enhanced services, relationship and profitability.

## **VISION**

To provide quality services that exceeds the expectations of our esteemed customers and become a "One Stop Shop" for all of their requirements

## **MISSION STATEMENT**

To build long term relationship with our customers & clients and provide exceptional customer services by pursuing business through commitment, dedication, innovation and advanced technology.

## **CORE VALUES**

We believe in treating our customers with respect and faith. • We grow through creativity, invention and innovation. • We integrate honesty, integrity and business ethics into all aspects of our business functioning

## **GOALS**

Expansion locally and regionally in the field of high quality food products and services and develop a strong base of key customers. • Increase the assets and investments of the company to support the development of services. • To build good reputation in the field of food service management and become a key player in the industry.







## brief introduction

It is with extreme focus & persistent brainstorming over a period of two long years that we had come up with the decision to establish a one of its kind Central food production facility in Qatar.

With Qatar growing leaps & bounds in all sectors and presently being the world's fastest growing economy which is expected to continue until and much beyond the football world cup in 2022, it is natural to expect that some of the world's top brands will be setting up shops in Qatar and joining some of the other prestigious brands who already exist in this fast paced and exciting country.

No matter what the brand, country and background these high end food businesses come from; there is certainly one thing that they all will look for, in order to succeed in their business and that is the confidence to find a local partner who can provide them with the best in food products and services, across all sections efficiently and consistently from a single Central Facility that is modern, well equipped, well laid out and HACCP certified.



# the chairman's message

Qatar is the richest country in the world and it deserves the best! Period!!!

The fast-changing country which has literally been transformed from a quiet, laid back, dusty desert towns and fishing villages to a remarkably phenomenal modern country within the last 2 decades, with more to come, attracting the best of entrepreneurs, executives and families from all over the world, surely needs the best of products and services for the country to move forward robustly and confidently.

It did not take much time for us to identify that Qatar truly lacked quality operators who could provide high quality Breads, Cakes & Pastries, Sandwiches and Salads along with F & B services in both Fresh and Frozen forms.

There existed a huge gap and we recognized that this gap needed to be filled and this encouraged us to focus and build a concept that is different, non-conventional and yet traditional in terms of meeting the routine demands as well as 'OUT OF THE BOX' demands of the market.

Bearing in mind the complexities involved in dealing with multiple customers with varying needs and demands and the fact that every customer wants to be unique and different from the other, we decided to set up a 'ONE STOP SHOP' high quality central food production facility that could provide not just the products they need but also offer a wide range of newly designed and developed fresh products from a large data bank of our tried and tested recipes.

Effectively, our Production Facility is a research and development center for our existing as well as new customers and that means we become "ONE STOP SHOP" for all our customer's needs.

Since its inception in 2014, we have stayed true to our belief and that is to keep the fundamentals strong, provide high quality products and back that up with unmatched support and services to our customers.

It is no exaggeration to state that some of our well-known customers consider us to be among the top 3 leading food service providers in the market in Qatar.

We take pride in what we do and passionate about our business moving forward...

*Toufiq Sultan*

Chairman, Grand Central Bakery & Kitchen





## our production facility

Our brand new facility is strategically located on street-01 of Industrial Area (parallel to Salwa road) in a space of 3000 square meters divided in 2 floors.

We have invested QR 17 million in building up our brand new facility which is strategically located on Street-01 of Industrial Area (parallel to Salwa road) with a space of 3000 square meters divided in 2 floors. The facility is expertly designed to meet all guidelines & specification of HACCP & well laid out in terms of production & product segregation between high risk & low risk categories with each area having dedicated storage space for dry as well as 300 square meters of cold storage space.

The production facility is well equipped with some of the latest & finest equipment's & machines from all over the world. Our 'Central Production Facility' could very well be the largest & best planned privately owned central food production facility in Qatar if not the GCC.





## our team

It is our firm belief that if one gets the basics right in his business that goes a long way in determining the success of that business going forward. We have ensured that the first two basics of having a good facility and then equipping it with the best machines have been well covered. The last and final of those basics is to get your team right to provide the company with the expertise & experience to dish out the best & finest products for our clients efficiently & consistently. We have gone a long way in ensuring that we pick the right people for the right jobs from all over the world to form our team & we are proud as well as excited to take our business forward.







## our products

The products we create ranges from breads and cakes baked into perfection, delectable savouries, salads and sandwiches, sumptuous dishes, a variety of desserts oozing with goodness and so much more.





# bakery

We produce some of the finest breads, croissants, rolls, danish, pastries, etc which includes artisan breads, specialty breads, European breads, healthy breads, etc.







*Understated  
elegance...*



# pastries

Our cakes and pastries are made from scratch using premium ingredients to guarantee the best taste and highest standards.

*Unquestionable  
taste...*





# salads and sandwiches

From healthy green salads to flavourful sandwiches we create from an extensive data bank of tried and tested recipes.

*Uncompromising  
quality...*







*Seamless  
and efficient  
execution...*

# banquets and catering

We also provide banquets to all functions from small gathering to large events.





# why choose us?

Simply because we listen to you; then we understand your business and your requirement very closely and do the necessary things precisely to come up with tailor made solutions to meet your immediate as well as long term plans.

Because we specialize in producing regular products as well as food products that are designed to meet our client's requirements, there is just no limit to what our clients can plan & aspire for in the food industry.

All this is done from a 'One Stop Shop' in our 'Central Food Production Facility.'

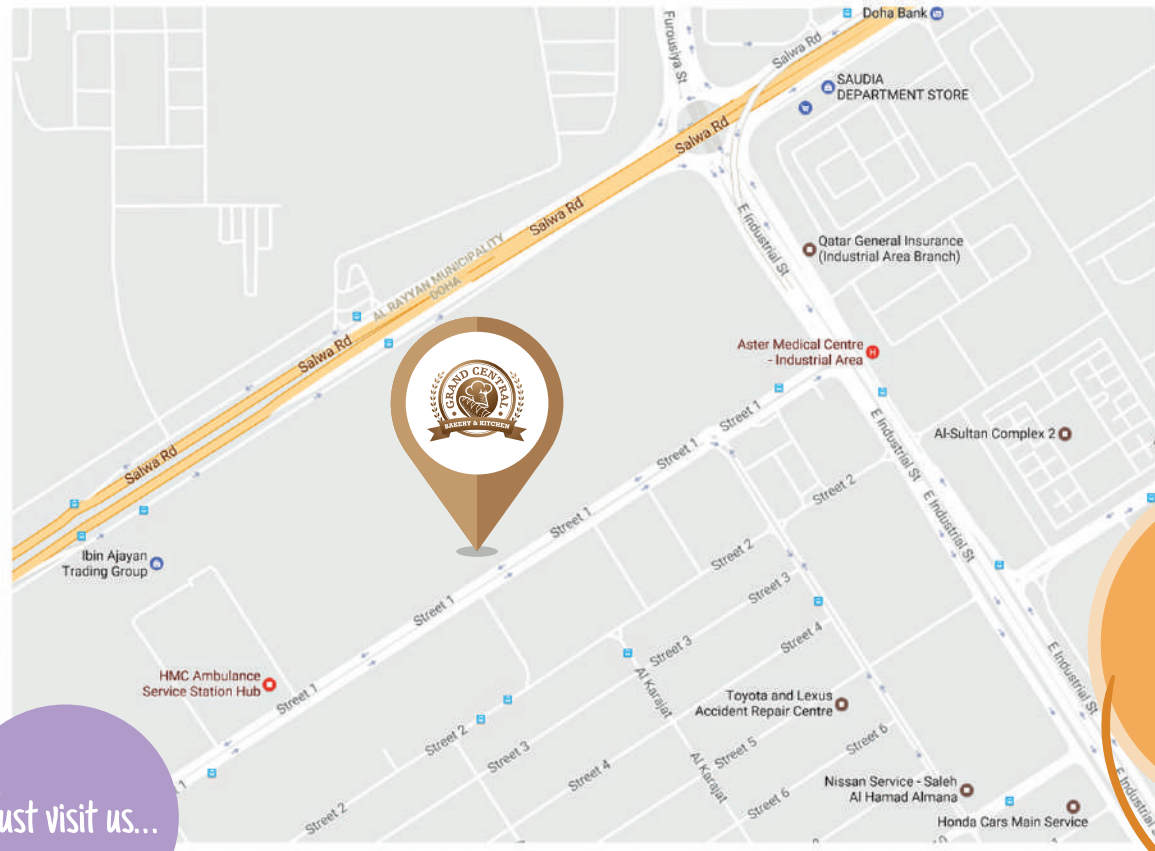


# Our Customers



Diwan Amiri • Fauchon • CERRUTI • Café Hollandi • Spider Café  
 AMWAJ Qatar • Regency Halls • Sojire Café • Cha Time  
 Crompton Catering & Support Services • AJS Royal Plaza • Dzive Café  
 Eau de Rose Restaurant • Farggi Barcelona • Grand Regal Hotel  
 Green Cabin • Hollywood Star • Horizon Manor • Coffee Time • Infusion Qatar  
 Outback Steakhouse • Jazz Café • UHN International • Newrest Gulf  
 QASSP - Airport Services • Quality Retail Group • Shakespeare & Co.  
 Spicy Pickle • Tea Time • The Coffee Shop Company • Cuppa Coffee  
 The Great American Bagel • Vega Lounge • 2B Communications





Just visit us...

## GRAND CENTRAL BAKERY & KITCHEN

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We'll guarantee a  
long and fruitful  
association...