



Katrina Sweets & Confectionery



CAKES
PASTRIES

BREAD
SNACKS

COOKIES
DESIGN CAKES

ESTABLISHED SINCE 2007 IN UAE

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“KATRINA” is the commercial brand of confectionery and bakery, it was founded in 2007, strategically located in Dubai, UAE. The brand has derived its name after the founder, Madam Katrina.



After several years of hard work this small family business and cozy coffee shop in Mirdif (Dubai) has expanded into a large food production facility in Dubai Investment Park and established chain of coffee shops and kiosks.

Presently “KATRINA” brand unifies companies as “KATRINA SWEETS & CONFECTIONERY” with outlets and “KATRINA BAKERY LLC” with production facility and head office.

The company is proud that aesthetic and delicious characteristics of its products having gain such a high mark of approval among residents, guests and clientele not only in the UAE and its neighbouring countries.

Company's philosophy and goal

To be a baker or a pastry chef, first of all you need to feel a desire to create...



KATRINA has created and abides its own company philosophy: to preserve century-old traditions and recipes of baking; to keep delicious flavour and excellent quality of its famous confectionery products and with its unique recipes. These principles help to keep our clients satisfied and gain the best experience with the products and services.



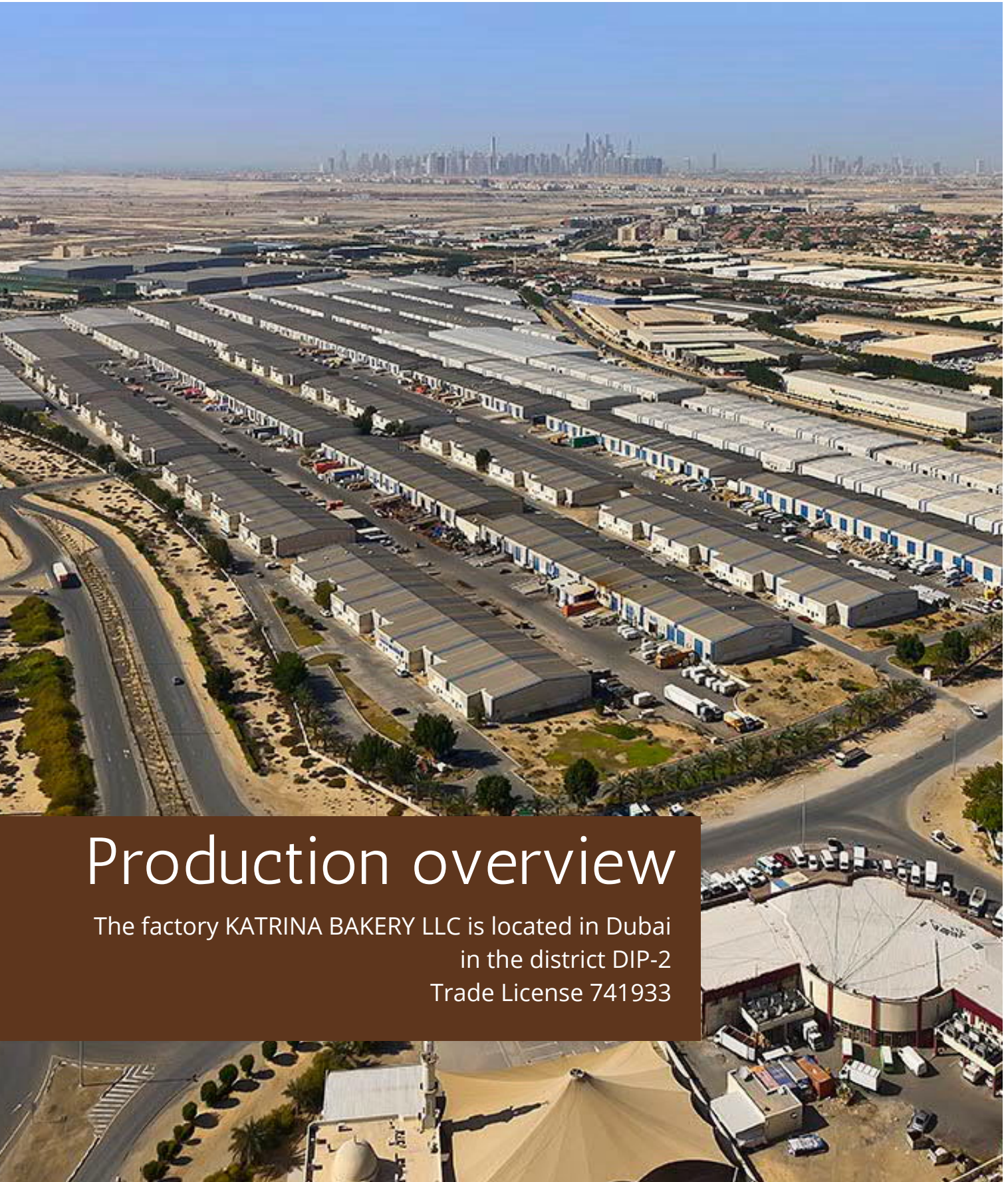
The concept



The company concept is to ensure high-end products and services on the whole way of our products, from preparation on our factory from scratch until its displaying on our outlets or through reliable retail partners to reach our adorable clients.

To ensure the best quality at all stages of products and to meet increasing demand of our products, KATRINA has built the newest central factory in DIP (Dubai), and has established the chain of outlets and continue to grow its business.

Usage only high-quality ingredients, strictest following the state of the art technology on the brand new equipment, coupled with a strong team are the pillars of the success for the company.



Production overview

The factory KATRINA BAKERY LLC is located in Dubai
in the district DIP-2
Trade License 741933

Production facilities

In 2018, KATRINA has opened the doors of its brand new factory of more than 40 000 sq. ft under the name of Katrina Bakery LLC in order to satisfy the increasing clients demand and to further improve quality of its products.

The factory is located at Dubai Investment Park 2 (DIP-2) industrial cluster, close to main roads with fast access within 1-1.5 hours to Abu-Dhabi, Sharjah, Ajman, Al Ain Emirates.



ISO 22000:2005 certificate

Factory's brand new facilities with state of the art equipment and technologies, together with its strong team, are able to satisfy the demand of the UAE and the nearest markets by delivering our delicious cakes and bakery products to end clients through our retail shops and kiosks as well as to other famous corporate clients, including abroad distributors.

Company is HACCP & ISO 22000:2005 certified.



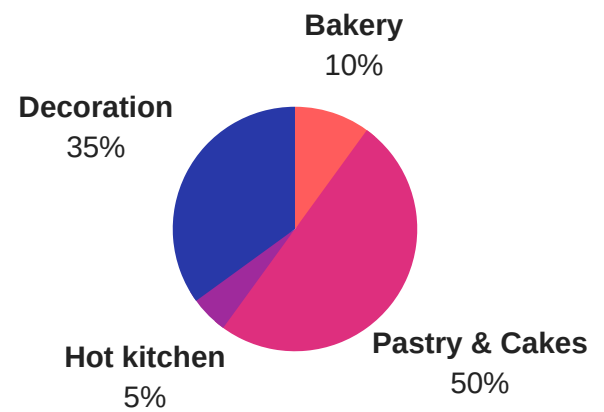
Production facilities

The factory consists of four sections:

1. Bakery
2. Pastry & Cakes
3. Hot kitchen
4. Decorative Cakes

Brand new European equipment and infrastructure are used to meet all last trends and requirements.

The structure of these four sections is conveyed in percentage of the total volume of the manufacture.





OUR PRODUCTS

The company is proud to offer for the UAE market a large range of confectionery and at the same time it is a studio of designer's customized cakes.

1. Bakery product range consist of dozens of freshly made items: breads, buns, croissants, rolls, Danish pastry, cookies etc.

2. Regular cakes & confectionery assortment consist of more than 45 names of most popular cakes and French pastries.

3. Individually decorative cakes (also named as customized cakes) is the big part of the business.

Each client's cake is treated with special attention and passed through quality control to meet high client's expectations.

A large team of confectioners, decorators and sculptor artists are involved in customized cakes manufacturing. Several thousands of unique cakes for different occasions has been created during the years. All customized orders are made exactly for the client as per his wishes and nuances in design.



BAKERY

The manufacture of bread and buns includes the following: In-house production of different types of artisan bread:

- Rye Bread;
- Country Bread;
- Walnut Bread;
- Brioche Bread
- etc.

Production of more than 20 types of buns, rolls, croissants and Danish pastry:

- Croissants of different types and sizes;
- Mini croissants;
- Brioche bun, Finger rolls
- etc.



BAKERY

The manufacture of bread and buns includes in-house production more than 15 types of cookies:

- Mini croissants cookies (chilli/walnut/zaatar)
- Assorted cookies
- Toffee D'or cookies
- Truffle cookies (coconut/chocolate/ puff)
- etc.

CONFECTIONERY

The manufacture of confectionery includes more than 35 types of regular cake and more than 40 types of fancy cake (pastry):

- Honey Cake
- Honey Chocolate Cake
- Strawberry Vanilla/ Chocolate Cake
- Marble Cake
- Rose Cake with Chocolate Ganache
- Pistachio Cake
- Berries Chocolate & Vanilla Cakes
- Milk Cakes
- Chocolate & Hazelnut Swiss Roll
- etc.



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OUR OUTLETS

To better present our products and couple it with high-class customer service, our company is establishing a chain of outlets: shops and trading kiosks.

Every shop is strategically situated in a districts with a convenient transportation accessibility to it: metro stations, bus stations and parking lots.

In a radius of few kilometers our branches are surrounded by a thick residential area with are villas, apartments, schools, kindergartens.

Trading kiosks are situated in Trade Malls to let our clients enjoy our products together with food purchases.



MIRDIF BRANCH

Location: Mirdif,
Al Barajeel Oasis Complex
Concept: Cake Shop,
Size: 945 sq.ft, incl. inside
seating area with 12 pax (6
tables), outside seating area
with 16 pax (5 tables)



BIN SOUGAT BRANCH

Location: Dubai, Al
Rashidiya, Airport road, Bin
Sougat Center

Concept: Cake Shop

Size: 915 sq.ft, incl. inside
seating area with 20-24 pax
(6 tables)



AL BARSHA BRANCH

Location: Dubai, Al Barsha,
Saratoga Bldg (near MOE)

Concept: Cake Shop

Size: 1440 sq.ft, incl. inside
seating area with 20 pax (5
tables)



AL TWAR KIOSK

Location: Dubai, Al Twar, Emirates Co-Op (near to Al Twar park)

Concept: Trading kiosk

Size: 55 sq.ft



RAS AL KHOR KIOSK

Location: Dubai, Ras Al Khor, Union Co-Op (near Fruits & Vegetable Market)

Concept: Trade kiosk

Size: 65 sq.ft



AL BARSHA KIOSK

Location: Dubai, Al Barsha, Al Barsha Mall

Concept: Trade kiosk

Size: 130 sq.ft



UMM SUQEIM KIOSK

Location: Dubai, Umm Suqeim 2, Union Co-Op
Concept: Trading kiosk
Size: 194 sq.ft



HIGH STANDARTS OF SERVICES

KATRINA has a goal to provide all its products and related services to its clients at highest standards to give to the client satisfaction and experience.

To achieve this goal KATRINA has implemented and continuously improving the following services:

Call Center & Customer Care Service which receive orders, get online payments and ensure happiness and satisfaction of customers at any point of ordering process;

Delivery Service is covering the whole UAE by our vehicles fleet controlled almost 24\7 for on-time orders delivery, temperature inside the vehicles and location from our dispatching center;

Food Quality and Safety Systems continuously improved by special department to comply with governmental requirements, as well as with ISO 22000 and HACCP standards;

Suppliers Selection System coupled with **strict storage requirements** ensure the usage of safest and best quality ingredients for our products.

Outlets Standards of service to keep clients with best experience when they visit our branches.



OUR TEAM

Main pillar of KATRINA SWEETS & CONFECTIONARY is its talented people.

Our bakers, decorators, chefs and other professionals put part of their soul into the products and services they are rendering to let clients enjoy the quality of products and services. Everybody's in company is part of the "family", and company cares a lot about them.



OUR CLIENTS

Clients are main focus for KATRINA and each client is treated with our best care. Among them :

Corporate Customers
Government Departments
Educational Organizations
other Associate Customers

Hotels
Restaurants & Cafes
Supermarkets
Trade Companies





FRANCHISE OPPORTUNITIES

KATRINA provides Franchise opportunities to those who want to open its branded shop and get benefits from KATRINA products and brand.

Strong support, branding, tasty and unique products, happy clients every day as well as interesting and beneficial business, all this you can get from our side.

For additional information please do not hesitate to contact us.





Katrina Sweets & Confectionery



RETAIL
DIVISION

WHOLESALE
DIVISION

FRANCHISE
DIVISION