























WELCOME TO SHURA TRADING & HOTEL SUPPLIES

It's my great pleasure to introduce Shura Trading & Hotel Supplies. For over 25 years STHS has specialized in providing expert services and facilities to the Hotel, Retail, Catering & Hospitality industry in UAE and Gulf Region, exclusive range of quality products are produced specifically to cater for the evolving needs of the elite. Its onestop shop for all your beverage solutions.

A Member of Al Mazroui Group Company, STHS shall be committed to supply goods and services of the highest quality standards backed by efficient after sales service consistent with the requirements of the customers to ensure their total satisfaction. The quality standards of the Company's goods and services should at least meet the required national standards and the company should endeavor to achieve international standards.

Our deep roots in local cultures and markets around the world give us our strong relationship with internationally mobile consumers and are the foundation for our future growth. We will bring our wealth of knowledge and international expertise to the service of consumers. STHS, thus can provide a turnkey facility to any sector of the HORECA in the beverage business & also in Retail.

Cordially, Mr. Rashed Mohamed Al Mazroui Chairman

SHURA TRADING ADVANTAGE

QUALITY, HEALTH, TIMELY, EDUCATION

Shura Trading & Hotel Supplies with a strong base under Al Mazroui Group umbrella based in Abu Dhabi. The company is dealing in high quality food, equipment products & services. The company has two different offices, Abu Dhabi and Dubai with the infrastructure of temperature control storage facilities and logistics facilities. STHS has its own technical team to service the machines, STHS has been in the field of HORECA for more than two decades, STHS has also its own training center and also conducts trainings at the center in Dubai & Abu Dhabi as well as the client premises, Training involves coffee preparation techniques as well as cleaning of coffee machines. We maintain both sticks of coffee & coffee machines and if required we provide replacement of machines. The services provide 24/7 for the equipments. Thus, providing a single window solution for coffee and coffee matters.

STHS also with its products from Necta & Unic has venture into office and vending sector. STHS can provide a complete vending solution for food & beverage.



Food Safety Policy of Shura Trading & Hotel Supplies

Shura Trading & Hotel Supplies shall ensure that all the food stuff received are stored and delivered to our customer will be safe for consumption for its intended use, also install and maintain the coffee machine as per the manufacture's instruction. Our company will take all the possible measures to prevent the possible contamination during receiving storage installation and service.

This will be achieved on a continuous basis by meeting the requirements of food safety management system based on ISO 22000:2005.

We commit ourselves:

- to plan, implement, operate, maintain and update a food safety management system based on ISO 22000:2005 and providing products that according to their intended use are safe for the consumer
- to support food safety by the measurable food safety objectives of the organization
- to comply with applicable local statutory and regulatory requirement of food safety
- to evaluate and assess customer requirements and demonstrate conformity with those mutually agreed customer requirements that relate to food safety, in order to enhance customer satisfaction,
- to effectively communicate food safety issues to our suppliers, customers and relevant interested parties in the food chain
- to ensuring the availability of resources and train the employees for the effective implementation of food safety management system.
- to evaluate periodically, and update when necessary, the food safety management system to ensure that the system reflects the organization's activities and incorporates the most recent information on the food safety hazards subject to control.

CERTIFICATES





Shura Trading & Hotel Supplies

Ras Al Khor Industrial Area 2, Atiq Ahmed Dalmook Bin Oman Warehouse No. 7, P.O. Box 124219, Dubai, United Arab Emirales

in recognition of the organization's Food Safety Management System which complies with

ISO 22000:2005 HACCP

The scope of activities covered by this certificate is defined below

Trading of Dry Food Stuff, Beverages, Mineral Water, Cleaning Chemicals and Equipment – Food Category H

Date of Issue: (Original)

11 August 2013

11 August 2018

Expiry Date:

10 August 2019

On Salard of the Streemen Manager







DESCRIPTION OF THE PARTY OF THE

SHURA PRODUCT PORTFOLIO

Shura is a Company established since more than 25 years back in Abu Dhabi. It was established to cater the ever growing Hospitality and HORECA business channel. Shura is a member of Al Mazroui group of Cos. based in Abu Dhabi. The Chairman of Al Mazroui group is Mr. Rashid Al Mazroui and his brother Mr. Saeed M. Al Mazroui as partner of the organization. Shura has four offices, one being situated in the parent Company's headquarters in Abu Dhabi, Ras Al Khor Dubai, Dubai office and in Oman. Technical service centre for complete coffee machine maintenance and backup of spare parts is located in Abu Dhabi ,Dubai (Ras Al Khor) Distribution & Deliveries are made by our logistics team. All of our vehicles are temperature controlled and being certified by the Food Control Authorities both in Abu Dhabi & Dubai. The logistics team is also certified for food handling by the Authority of Abu Dhabi, Dubai and in Oman.

Food & Non Products

















Associate Services









Coffee Equipment Maintenance

Shura Trading & Hotel Supplies provide complete technical service for all coffee machines and maintain with proffessional support.

For Any Enquiries, Please Contact Us:

Shura Trading & Hotel Supplies

Dubai Tel No.:+971-04-3363886, +971-04-3204481

Abu Dhabi Tel No.:+971-02-67 0565 OMAN Tel No.: +968-94969704



YOUR SIGN IS AS REMARKABLE AS OUR HISTORY

9 OUT OF 10 BARISTAS

recommend illy to their colleagues*

The greatest value you will find in our brand is the trust of so many professionals and the enthusiasm of millions of coffee lovers.

Together with this and our products, we are delighted to offer you over 80 years of experience, and the resources and skills of an entire team of professionals in order to help your business grow.



467 million euro turnover in 2017

65% of sales outside Italy

140 countries where illy is distributed

 $\pm 100,000$ coffee shops where illy is served

+7,000,000 cups of illy coffee served every day around the world





Source: Internal customer satisfaction data, 2017. 2341 interviews conducted with illy professional clients in Italy, Austria, France, Germany, Holland and Spain (2016 and 2017).



THE ILLY BLEND

100% ARABICA

illy produces a single blend composed of nine distinct highest-order Arabica coffees selected and directly purchased by illy from farms spanning four continents, to ensure day after day, year after year, and in any part of the world a coffee, with a unique taste, body and aroma.





Coffee Beans

Coffee powder - Normal, Espresso, Decaff Espresso & Filter Normal

Pods - illy E.S.E. monodose works wit E.S.E. System and also with

in-flight espresso machines (Iacobucci)

Iperespresso System assuring the highest possible extraction of coffee for professional and home.

illy porcelain logo cups both Espresso & Cappuccino

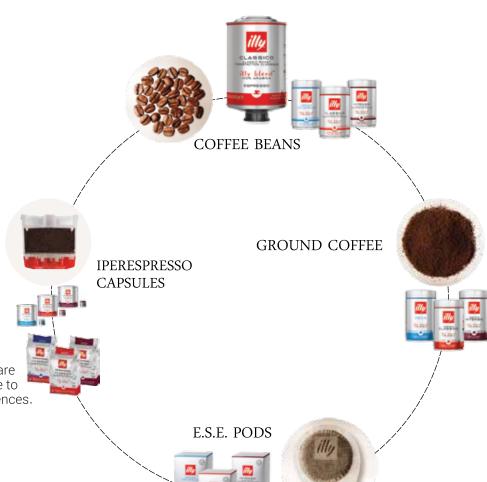
illy disposable cups.

illy Scoops & Temper

illy recipe support.

illy coffee barista training.

Coffee machine training



ESPRESSO

illy offers various ways to prepare the classically espresso to be able to satisfy different taste and preferences.



Proposes a full range of premium RTD (ready to drink) coffee beverages in order to satisfy all different needs of tastes: caffe and caffe no sugar for uplift and mental renewal, milk variants for sensory pleasure, mochaccino or indulgence. All ILLY RTD products are prepared with ILLY unique 100% ARABICA coffee blend, for an intense italian espresso experience. The finest ingredients with no artificial colors, aromas, flavors or preservatives added. A perfect high quality italian style product to awaken your senses and uplift you for the day.



ILLY READY TO DRINK: THE CHILLED COFFEE YOU CAN TAKE ANYWHERE

The unique taste of the illy blend made up of the nine most refined Arabica coffees from the best growers in the world, encapsulated in a chilled coffee ready to drink in two practical formats, can or bottle, so you don't have to miss out on the pleasure of illy coffee at any time and whereveryou are. Free from added preservatives, flavorings and colorings, illy Ready to Drink is available in two different flavors: Cappuccino and Latte Macchiato.

CAPPUCCINO - Intense aromas of illy espresso, blended with velvet milk and a touch of dark cacao.

LATTE MACCHIATO — A smooth fresh milk based drink, swirled with pleasurable notes of the unique illy espresso aroma.



Domori was founded in 1997 from the creative mind of Gianluca Franzoni, out of his passion for nature, gastronomy, and cacao. In 1993, after studying economics, he went to Venezuela where the magic of cacao captivated him. He decided to build a framework for repositioning fine cacao on the market. Domori chocolate is an extraordinary experience, a unique sensory "tale" without compromise. Its story is told through first-time recDomori was founded in 1997 from the creative mind of Gianluca Franzoni, out of his passion for nature, gastronomy, and cacao. In 1993, after studying economics, he went to Venezuela where the magic of cacao captivated him. He decided to build a framework for repositioning fine cacao on the market. Domori chocolate is an extraordinary experience, a unique sensory "tale" without compromise. Its story is told through first-time records that are true revolutions in the world of cacao.

Domori was the first company in the world to use only fine cacao in production. The first to recover the biodiversity of the aromatic cacao variety Criollo. The first to make chocolate with Criollo cacao. The first to make a 100% cacao chocolate bar. The first to rediscover and use the ancient and simple method of making chocolate with just cacao paste and sugar.

The first to create a Chocolate Tasting Code to discover the infinite nuances of cacao.

Every phase of Domori's production is studied to conserve the aromatic notes naturally present in the beans of the best selected varieties. It is only in doing so that Domori chocolate maintains the natural and original essence of the cacao intact.

Words that are true revolutions in the world of cacao.

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Creating chocolate of superior quality is an art that requires passion and dedication, that's why, first among all chocolate manufacturers, Domori employs only fine cocoa plants. A bold choice, because these are the most delicate varieties, the rarest and less productive. Fine cocoa, in fact, represents only 10% of the global harvest and the Criollo, the rarest variety of all, little more than 0,001%. The courage of this choice not only allows the production of a chocolate with a varied aromatic bouquet, but also the respect and conservation of biodiversity. From its origins, the company has been fighting for the protection of valuable varieties of cocoa, of their natural habitat and of the farmers who work in them.



RETAIL PRODUCTS

PROFESSIONAL PRODUCTS

GIFT IDEAS











THE TASTE OF NATURE

Agriland was founded in 1990 in Monaco, under the name of Agrimontana International. The Agrimontana company is one large family, composed with the descendants of the founder, the employees, technical and commercial partners, farmers, suppliers, professionals who use the product and those who consume and enjoy the benefit of an entire production process. Our story is one of a journey which takes us closer to Nature, seen through the taste of pastry chefs, bakers and ice cream makers. Azienda Agrimontana, founded in 1972 in Borgo San Dalmazzo (Cunéo) in Piedmont, Italy, quickly became the market leader for chestnuts, candied fruit and jam in Italy. The main reason for this successis that, from the very beginning, Agrimontana has only worked with natural ingredients, never used colourants, preservatives or artificial flavourings. Moreover, Agrimontana only uses fruit grown in Italy. Our range also includes products for making real Italian gelato: bases and pastes with all-natural ingredients. Since 2006, Azienda Agrimontana has been part of the Illy Group, which includes Illy coffee, Dammann frères tea and Domori chocolate. Being part of such a dynamic and quality-focused group has allowed Agrimontana to complete its professional range with the inclusion of Domori couverture chocolate. Domori only uses Aromatic cacao, from the bestCriollo and Triniatario plantations, which are monitored from harvesting to fermentation and storage, with gentle roasting and fast grinding to keep all the flavours in.







THE WATER THAT BREAKS THE STONE

The route to health is a wonderful journey. You can discover this with Fiuggi Mineral Water.

Don't miss out on the unique characteristics of the water that's purity, quality and authenticity has taken care of Italians for generations. Enjoy the cleansing properties of with the water that came from Italy's most famous spring. The story recounts how kings, noblemen, politicians, Popes and ambassadors were benefited by drinking this miraculous water. In 1549, Michelangelo Buonarroti, who suffered of kidney stones, wrote about this wonderful water as "the water that breaks the stone". This expression, used by Michelangelo on purely observational basis, today finds strong scientific support and explanation. Known worldwide for its depurative and benefic properties, Fiuggi belongs to the category of mineral cold waters that flow at a temperature of 12.4 °C at the source. The secret of Fiuggi water is in its composition. The Fiuggi water basin is situated at the foot of Enrici Mountains, in the valley of Fiuggi that in prehistoric times was a lake. With lacustrine sedimentation and volcanism, the ground has been enriched by a layer of silt, clay, tuff and ashes. Today, the water flowing through the volcanic layer enriches itself with benefic components that detoxify the body and promote well being. Used both in the watering parks and for bottling, it is the ideal solution for those who want excellence and quality in a glass of water.





The world's best ingredients.

Every bottle of MangaJo iced tea is packed with ingredients that love you right back. We have explored the world to find the very best goji, the purest green tea and the reddest rooibos. Our acai juice comes directly from a lovely lady living in the Amazon jungle, and it is suppliers like Fernanda that make our teas taste amazing.

MangaJo drinks are based on antioxidant-packed green or red tea,enhanced with exotic superfruits. There are no added colours or preservatives and no added sugar or sweeteners. Just pure and amazing ingredients in a deliciously refreshing blend.

A modern, trendy, refreshing wellness beverage developed with pure green tea and super fruit juices produced in UK. A rare combination of the super juices does not only taste good, but works on the body itself. It has been defined as ELIXIR drink. The natural product without any preservatives, colours and sugar free makes a real source of anti-oxidant.

The product is basically targeted for mini bars, spas, pool bars and retail chains etc.

happy, healthy days

Look Good, feel great. Detoxing Iced Tea.



ESPRESSO ENGINEERS





With the long-standing expertise in designing and manufacturing espresso machines for roasters, baristas, food service and hospitality operators, UNIC is a major player in the worldwide supply of commercial espresso equipment.





Since 1919, established in Nice France, UNIC has built its reputation on years of experience and continuous innovation. UNIC's commitments of **DELIVERING THE HIGHEST-QUALITY COFFEE IN EVERY CUP** and **LISTENING TO CUSTOMERS' NEEDS** are key of a full line-up of state-of-the-art equipment.





















TRNGO®

The TANGO® range of fully automatic coffee machines is the result of UNIC's expertise since 1919 in the espresso machine industry, meeting the market's specific demands for performance, reliability, and the guarantee of a perfect result in every cup.



TANGO® ST DUO (2 GROUPS)



TANGO® ST SOLO (1 GROUP)



TANGO® ACE (1 GROUP)







mira

A dynamic outline with a sleek, streamlined look that is a reflection of the machine's potential for innovation: that is the challenge that MIRA® takes on without jeopardizing the reputation of quality and reliability that has resulted from UNIC's longstanding experience.











MIRA 1 group





Stella di Caffè

The Stella di Caffè® machine combines a series of technological innovations that focus on brewing performance, ergonomics, and easy use. Achieve the finest espresso with the multi-boilers technology and the exceptionally consistent brewing temperature of this intelligent, intuitive machine.



STELLA DI CAFFÈ 2 GROUPS



3 GROUPS customized





EUREKA is a leading company in designing and manufacturing modern and elegant coffee grinders since 1920. Founded in Florence by Aurelio Conti, the company started its activity as manufacturer of grinders for Espresso and quickly became a symbol of excellence. Nowadays, thanks to its international and dynamic attitude, Eureka aims to become the most innovative company in the coffee grinder industry: the "State of the Art" in grinding technique for any type of coffee preparation.

A perfect combination among design, technology and innovation, Eureka grinders are entirely hand-assembled in Florence, where industrial organization is melded to artisanal knowledge with wise mastery.















MIGNON

MYTHOS

ENJOY YOUR ILLY COFFEE AT HOME











THREE DIFFERENT SYSTEMS TO MAKE AN EXCELLENT ILLY COFFEE AT HOM

The unique illy blend and the innovative technology of our three different preparation systems bring the excellence of illy to your home.

*IPERESPRESSO *E.S.E. PODS *GROUND COFFEE































IPERESPRESSO THE NEW GENERATION **ESPRESSO** FOR PROFESSIONALS





ALL THAT IS LEFT IS TO CHOOSE THE MACHINE THAT SUITS YOU BEST

A RANGE OF ESPRESSO MACHINES IS AVAILABLE WITH THE IPERSEPRESSO PROFESSIONAL LINE SERVING BETWEEN 25 AND 150 COFFEES A DAY, TO MEET THE NEEDS OF YOUR BUSINESS.



Pump pressure: 15 bar Steel thermoblock Voltage: 230 V, 50 Hz (EU) Power: 12:00 W(EU) Dimensions (lxdxh): 26 x 29 x 32 cm Weight: 5 kg 1 Coffe unit valve 1 steam dispensing valve

JASMINE 1G

FOR PREPARATION OF UP TO 50 COFFEES A DAY



Voltage: 230V 50/Hz Voltage: 230V 50/HZ Power:coffee unit 700 W, steam until W, Full load 1500W Temperature control: fixed thermostat at 98° Dimensions (k/dx/h): 35 x 48 x 49 cm Weight: 25 kg Tank: 5 l
Boiler capacity: 1 l (hot water and steam)
Drip tray capacity 0.7 l
Capsules drower (20 pcs)
Independent power switch for cup warmer
Independent power switch for coffee unit and boiler





3 independent thermoblocks Sindependent unermobiocis (aluminium and stainless steel) Voltage: 230 V, 50 Hz (HE) Power: 300 W (EU) Dimensions (Idxkh): 46 x 36 x 39 cm Weight: 22 kg Tank: 51 (approx. 125 cups) Drip tray capacity: 1 l (approxmately 100 coffees) 2 coffe unit discharge valves 1 steam-dispensing valve



DIRECTCOMMUNICATION WITH

ILLY SERVICE IN CASE OF DAMAGE
(IF WI FIIS ACTIVE)

Power: 4550 W (2 X 1200 W coffee+ 1800 W

Steam + 200 W cup warmer + 150 w auxiliray)

Maximum absorbed power:2800 W

Voltage:230 v - 50/60 Hz

Dimensions (kxkh): 565 x 470 x 510 mm

Weight: 32 kg

3 independent thermoblocks
(aluminium and stainless steel)

Pump: 15 bar

Water tank: 4 I

Used capsules drawer capacity: 50 capsules Used capsules drawer capacity: 50 capsules Cups warmer drawer capacity: 36 espresso cup Materials: aluminium, plastic, stainless steels USB port Automatic switch-on/off reg



illy SHOP Dubai The ultimate experience for coffee lovers



The native origin of coffee is thought to have been Ethiopia. True or not, the magic plant spread all over the south tropical regions, somewhere up to the Capricorn's tropics and in the immediate subtropical vicinity of it. Varietals are generally known by the region in which they are grown, such as Colombian, Java or Kona. Yet two of them are the most commercially known as cultivars: Arabica coffee beans cultivated mainly in Latin America, eastern Africa, Asia and Robusta grown in central Africa, throughout southeast Asia and Brazil.

Drinking coffee evolved almost to become an art since its discovery and nowadays it is a fundamental part of billions of peoples' life.

Espresso is the first choice of coffee lovers, with a strong aroma, high concentration and "crema" on top. And only one is the master of espresso: illycaffe, a story which begins in Trieste — Italy, the gateway to coffee culture. Illy is where experience, taste, scientific curiosity, art and culture come together to create a multidimensional and multisensory pleasure in the cup.

illy flavors have been brought also to UAE by Shura Trading, a leading company which belongs to Al Mazroui Group's Horeca business unit.

Started in 2011, illy SHOP is the illycaffe retail project with the aim of involving the consumers and offer them the whole range of illy and illy Group's products. A place where the Company tells its story and where the consumer is entertained and delighted in a world made of excellence, quality, beauty and well done. A modern and cozy place, where the atmosphere enhances the brand experience and highlights the products at their best.

The concept has been designed to glorify each single product and to allow consumers to touch, test and taste it. Display organization and communication have been developed to explain the whole range of products and lead the consumer throughout the purchase process.

Featuring the whole range of illy products (the entire selection of the illy blend and single origins, coffee machines, illy art collections, accessories and much more) and an indulgent selection of the other brands of illy Group (Domori, Dammann Freres, Agrimontana and Mastrojanni), illy SHOP has doors open in UAE to coffee lovers and not only.

Visit Shura Trading and learn more about illy Group's brands



OUR CLIENTS

Our Prestigous Hotel Clients

Lapita Autograph Collection Hotels

Laville Hotel

Four Seasons DIFC

Emirates Airlines

Emirates Palace

Jumeriah Group- Hotel

Four Season Abu Dhabi

Fairmont - Fujairah Beach Resort Kempinski Residences - The Palm

Movenpick Hotel

One & Only Royal Mirage

One & Only The Palm

Sofitel Hotel Downtown Dubai

Bulgari Hotel Dubai

Emerald Palace Hotel

Jumeriah Al Sadiyat Island Resort

Jumeriah Al Watba Resort

Park Hyatt Dubai

Kempinski Mall of the Emirates

The Ritz Carlton

Gloria Downtown Hotel Abu Dhabi

Jumeirah Etihad Towers

Renaissance Downtown Hotel

















































Our Prestigious Restaurant & Café & Food Services

Larte Restaurant & Lounge - Dubai Design District **Hard Rock Cafe**

Sahara Grill- The Mall Jumeirah **Bikers Cafe**

Sugar Moo **Billionaire Mansion**

Poem Bistro Cafe The Meat Co.

Grab & Go Catch

Dubai Chamber of Commerce Bagatelle

Government of Dubai **Burger & Lobster**

Cherish Cafe Qiso Cafe

Carnival by Tresina

Grom Bulgari Nusret

Hamdan Bin Mohammed Heritage Center













































OUR CLIENTS

Our Prestigous Retail Clients:

All Day Minimart

Avenue Supermarket

Mushief Cooperative

Roseberry Supermarket

Safestway

Caramel Centre

Plus Point Express Mart (JBR)

Plus Point Minmart(DIFC)

B.S. Supermaraket(Damac Park Towers-DIFC)



























Abu Dhabi Office - Main Office

Dubai Branch - Main Office

Shura Trading & Hotel Supplies

Mina Warehouse Complex, Street No.5, Warehouse No.62.

Opposite Thani Murshid

Tel. +971 2 6730565

Fax +971 2 6732791

P.O. Box 97, Abu Dhabi, U.A.E.

Inquiry Description: General Inquiry for Beverages &

Coffee Machines

Email Address: supplychain@shuraemirates.com Website Address: www.shuraemirates.com

Shura Trading & Hotel Supplies

Warehouse No.S04C, Ras Alkhor, Industrial Area No.2 Dubai, U.A.E.

Tel. +971-04-3363886 Fax +971-04-3363887 P.O. Box 124219,Dubai

Inquiry Description: General Inquiry for Beverages &

Coffee Machines

Email Address: enquiries@shuraemirates.com Website Address: www.shuraemirates.com

Ras Al Khor Dubai Office - Branches

Shura Trading & Hotel Supplies

Warehouse No.7, Ras Alkhor, Industrial Area No.2 Besides Dubai Islamic Bank.

Dubai, U.A.E.

Tel. No. 04 3204481 Fax. No. 04 3204482

Po Box 124219, Dubai, U.A.E.

Inquiry Description: General Inquiry for Beverages &

Coffee Machines

Email Address: enquiries@shuraemirates.com Website Address: www.shuraemirates.com

Oman Office - Muscat Branches

Al Shura Trading & Hotel Supplies

Shop No.02 in Building No. 536 Ghala, Muscat, Oman

Mob. +96894969704 Tel: +96824592292 Fax: +96824591689

P.O. Box 2503, Postal Code: 130

Inquiry Description: General Inquiry for Beverages &

Coffee Machines

Email Address: enquiries@shuraemirates.com Website Address: www.shuraemirates.com

illy shop - Dubai

illy shop - Dar Wasl Mall at Shop No. 18 & 20 open from 10am to 11pm Al Wasl Road Al Wasl, Dubai, UAE

illy shop - Galleries Lafayette at 2nd Floor Home Appliances Section open from10am to 12am The Dubai Mall, Financial Centre Road Downtown Dubai, UAE

illy shop - LE BHV at 2nd Floor Home Appliances Section open from10am to 12am City Walk Dubai, Al Wasl and Al Safa Road Junction, Exit D70 Sheikh Zayed Road Jumeirah Dubai, UAE

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