



Meet Coffee Planet:

Coffee Planet is a real life example of what can be achieved with a little bit of discontent with the way things are. Proving there is always a better way of doing, saying or supplying something.

Life began in Dubai in 2005. Our passion for coffee has led us to deliver the highest quality and freshest coffee to consumers in many convenient locations. But we didn't start by building coffee shops like everyone else.

We provide a number of awesome coffee solutions to ensure drinkers can get their coffee hot, fresh and tasty wherever they are, be it in the office, on the road, in the mall or in a hotel.

How do we do it? This is achieved firstly by having our own Roastery in the UAE where we roast only the highest quality 100% Arabica beans (they're the best ones!), which means that our customers are often drinking their Coffee Planet coffee within four weeks of it being roasted. This has a massive improved effect on the flavour and aroma of the coffee - as between 2-6 weeks after roasting is the optimum time to drink roasted coffee (not a lot of people know that!).

Secondly our state-of-the-art automated coffee equipment provides absolute perfection in every cup at our convenience locations ensuring a consistent coffee every time. In our cafés we use the best semi-automatic machines and our baristas are personally trained by our champion Roastmaster, Rosco.

So we bring best people, together with the best quality coffee beans and the most sophisticated coffee machines resulting in the fastest and freshest quality coffee available in the UAE. Simple, right?

In 2009 alone, over 4 million cups of Coffee were served from Coffee Planet outlets, whether it was from Coffee Planet retail units, hotels, restaurants or offices supplied by Coffee Planet throughout the UAE, doubling year on year sales since the end of 2007.

Let's tell you more about our Roastery here in Dubai:

Obviously, the single most important ingredient in our coffee are the beans! So, we ensure that we source only the highest quality green beans from the premier growing regions of the world. Our Roastmaster visits and inspects the harvests from our key growers each year to ensure we're only getting the best.

You see, we only use 100% Arabica beans in our coffee which undergoes a stringent selection process before being hand-roasted in the Coffee Planet Roastery in Dubai.

Our dedicated Roastery team is led by our experienced Roastmaster who uses the best roasting plant machinery on the market to roast to our special blends and recipes - but only in small batches, thereby guaranteeing consistency and quality - locking flavor into every bean.

To ensure our coffee is of absolute freshness, we only roast to order and our stock is never more than four weeks old. Many coffees on the market are many many months old - but not ours!

And we don't do just one type of coffee...We have a number of different categories of coffee including single estate coffee, regional coffees, blends, decaffeinated, Fairtrade and organic coffee all available to suit the needs of our many varied clients and customers.

And even more exciting is our new Roastery plant which opened in 2011 – a state of the art, HACCP approved, large scale roastery (one of the largest in the region!) to manage larger volume customers.

It's all about the people!

If you can't enjoy your work, what's the point we say. We like talented and committed people in our team and we have assembled exactly that. Everyone's contribution is equally valued, shared and rewarded. Whether you are an engineer, a receptionist, a Director, an accounts assistant, a member of the retail bean team or promotional team, project designer, the IT guy or the warehouse controller – everyone has their part to play. And we like it that people feel involved in the success of the company. And happy staff means our service is exceptional - because we all care about what we do.

Our Management team is experienced, fun and continually excited about what's going on here at Coffee Planet.

What do we mean by Coffee Solutions?

Well, basically, if there is a coffee problem – then we have probably got the coffee solution!

Coffee Planet coffee is currently available in over 200 convenient locations throughout the UAE including petrol stations, cafes, airports and offices. Some of our corporate clients include, among others, Le Meridien, Westin and Kempinski Hotels, IKEA, ADMM (Yas Island circuit), Carrefour, Abu Dhabi Airport & Duty Free as well as Abu Dhabi Commercial Bank.

Our clients, especially in the hotel sector, are becoming more aware of the benefits of serving high quality coffee and are seeing it as a vital ingredient that raises the perceptions of their brand as well as their profit margin. Remember, most diners have a coffee after their meal and no matter if the meal is exquisite, the taste they will leave the restaurant with is the taste of the coffee! So we provide the best roasted beans and the best machines (as well as staff training) to make sure that every cup is the best it can be.

In the last year we have developed a number of specialist solutions to fulfill the requirements for freeze dried and private label solutions for food service & wholesale clients as well as airline clients.

No matter what the coffee needs of an organization, Coffee Planet can design, plan and build personalized solutions as well as provide service and maintenance to the highest level with our own superbly skilled Service & Maintenance team, who cover the entire UAE.

The Future for us is bright ☺

We're not standing still either...we're always looking for more ways to get our great coffee into more people's hands and mouths!

We are currently rolling out a number of exciting and funky cafes, kiosks and carts across the country which will serve our signature coffees and a great selection of tasty foods made fresh every day to our own recipes.

We think the standard coffee retail environment is a bit dull, so we're doing something different - an edgy, fun, coffee-bar giving coffee drinkers an exciting new option to their usual coffee experience.

And we are expanding across the Region – Oman is already becoming a Coffee Planet convert and Malaysia will be soon. Demand is building every day.

And Finally...

At Coffee Planet we love coffee – the ritual, the taste, the occasion and will continuously strive to share this passion and to ensure the people of this region will be drinking the best coffee possible – wherever they are.

Scientists have been saying for years that mankind needs to be looking for other planets - well here it is...**Coffee Planet**. A global brand for tomorrow and a great place to be today!