



# Misr International Coffee Company

HORECA SOLUTIONS

MICC COMPANY PROFILE

[WWW.MISRCOFFEE.COM](http://WWW.MISRCOFFEE.COM)

# At MICC, we source high-grade beans

*from nutrient-rich areas in Central America and Africa, roasted in-house, to give you the best single-origin and custom blend coffees.*

Our Cairo-based company provides all the tools you need to create an exceptional cup of coffee, whether premium Italian coffee equipment, servicing and maintenance, or barista training for staff. For companies looking to create their own coffee blends, we can help simplify the process with our white-label services.

Operating since 2017, we are now a reputable coffee company in Egypt with both commercial and individual clients and two trademarked ranges: Kätzala and Café Du Nil. We've been exporting since 2019 to Saudi Arabia and plan to expand our regional presence.

MICC COMPANY PROFILE



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# Our Mission

We believe that what we do is a craft; a blend of art, skill, science, and technology. We work with passion, pride, and integrity to give clients everything they need for an exceptional cup of coffee.

*our trusted*

# Coffee Brands

**Katzala**  
SINCE 1992

Katzala is our line of estate-grown and artisanal roasted coffees sourced from Central America. The name comes from the Mayan expression for the Quetzal, a magnificent bird with deep historical and cultural significance found in Central America's volcanic mountain ranges, forests, and reserves.

All Katzala coffees harvested and processed from Central America are either Strictly High Grown (SHG) or High Grown (HG) from plantations at, or above, 1,500m above sea level. We choose agricultural partners with diverse varieties of coffee in areas with peak climate conditions and rich volcanic soil ideal for yielding coffee of the highest quality.



CAFÉ DU NIL

Café du Nil, or Coffee of the Nile, is our commercial coffee range sourced from African countries situated along the Nile. Nurtured by the river basin's enriched soil, Arabica and Robusta varieties thrive in the region—giving us exceptional quality beans and blends. All beans are hand-picked and inspected before being roasted and distributed to our commercial clientele.

Serving over 200 F&B  
outlets and 30 five-star  
hotels and resorts in  
Egypt

some of  
**Our Products**



Premium Quality  
*Intenso Blend Coffee*



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We ethically source our Arabica and Robusta coffee beans from smallholder farmers and cooperatives in rural areas of Central America and Africa. Each batch of our coffee we source is inspected, handpicked, and evaluated by certified cuppers.

Specialty coffee has become the fastest-growing range within the global coffee industry as consumers worldwide opt for the depth and complexity of quality coffee. According to the Specialty Coffee Association (SCA) a coffee is deemed specialty when it receives 80 points or higher from professional cuppers. With a score of 83+, our coffees stand among the crème de la crème of the coffee industry.



*Know your  
farmer, know  
your coffee.*

# Sourcing

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# Our Story

MICC COMPANY PROFILE



# 2017

The local coffee landscape was relatively underdeveloped when we first started our coffee venture, with Turkish coffee manufacturers flooding the market and all espresso beans, capsules, and filter coffee imported from abroad.

Our goal was to redefine Egyptians' relationship with specialty coffee and develop the local palate by introducing the finest single-origin beans and coffee blends.

Katzala Coffee first hit the market to supply the HORECA industry after months of painstaking research into coffee, how its made, its suppliers and growers, and how to develop top-tier blends. We were the first to introduce coffee from 100% Arabica beans from El Salvador and roast Central American beans in Egypt.



# 2018

Expanding to Africa, we began sourcing Arabica and Robusta beans from Uganda and introduced our home blends. Our Central American range also grew as we introduced beans from Honduras.

In a bid to offer even more variety, we began producing filter coffee and the first locally-manufactured, Nespresso-compatible capsules. We also branched out of the B2B sector and began selling our coffee in supermarkets and specialist food stores across the country.



# 2019

After perfecting our in-house decaffeination method, we became the first to make decaf coffee in Egypt. Nicaraguan beans were added to our list of single-origin Central American coffee.

We were also able to secure deals with 200 cafes and restaurants, and over 30 five-star hotels and resorts in Egypt. After signing an agency agreement in Saudi Arabia, we began supplying the GCC market.

In October 2019, we were recognized for our efforts as a fast-growing SME with exceptional production quality at the 'Egypt Can Conference for Investment & Development' under the auspices of the nation's president. Egypt's Ministers of Immigration & Egyptian Expatriates and Planning & Administration Reform presented us with the award.



# 2020

To cater to more price-sensitive customers, we introduced our commercial coffee range, Café Du Nil, and began supplying it to all-inclusive hotels and budget resorts. We also introduced our Turkish coffee range.

With our newly launched white-label services in 2020, we helped many local companies establish coffee brands with custom blends and offerings. To keep up with our growing demand, we grew our roasting capacity from 30MT/month to 120MT/month through an in-house, automated roasting production line.

# 2021

Despite a global pandemic, we grew over 100% in revenues and secured a five-year contract to supply our commercial coffee range to more than 40 F&B outlets in Egyptian airports.



# 2022

In the face of economic downturns and currency devaluations, we successfully grew over 150% in revenues and made our first international appearance at the SIAL Paris exhibition.

Our management team moved into a 360 sqm office in Zamalek with a built-in barista training facility; we also further grew our automated roasting production line, setting our new production capacity at 300 MT/month.

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# Our Products

*Sourced from nutrient-rich areas in Central America & Africa*

Roasted in-house to give you the best single-origin  
and custom blend coffees

# Katzala

*Coffee Beans Line*



## *Espresso Blend*

**Net Weight** 1kg  
**Coffee Type** 100% Arabica Coffee  
**Wholesale** 6 Packs per Carton



## *Intenso Blend*

**Net Weight** 1kg  
**Coffee Type** 70% Arabica,  
30% Robusta  
**Wholesale** 6 Packs per Carton



## *Filter Coffee House Blend*

**Net Weight** 250g  
**Coffee Type** A blend of premium  
quality coffee  
**Wholesale** 24 Packs per Carton

# Katzala

*Capsules Coffee Line*



## *Arabica* *Aluminum Capsules*

**Net Weight** 10 Capsules - 70g  
**Coffee Type** Espresso Coffee  
**Wholesale** 30 Packs per Carton



## *Decaf* *Aluminum Capsules*

**Net Weight** 10 Capsules - 70g  
**Coffee Type** Decaffeinated Espresso  
Coffee  
**Wholesale** 30 Packs per Carton



## *Perfetto* *Aluminum Capsules*

**Net Weight** 10 Capsules - 70g  
**Coffee Type** Espresso Coffee  
**Wholesale** 30 Packs per Carton

Compatible with Nespresso®\* coffee machines.  
\*This trademark has no link to MICC or any of its affiliated companies.

# Katzala

*Turkish Coffee Line*



## *Plain Turkish Coffee*

**Net Weight** 250g

**Coffee Type** Premium Plain Turkish  
Coffee

**Wholesale** 20 Packs per Carton



## *Cardamom Turkish Coffee*

**Net Weight** 250g

**Coffee Type** Premium Turkish  
Coffee with Cardamom

**Wholesale** 20 Packs per Carton

# Katzala

*Coffee Beans Line*



## *Espresso Blend*

**Net Weight** 250g - Whole Beans  
**Coffee Type** 100% Arabica Roasted  
Coffee  
**Wholesale** 20 Packs per Carton



## *Intenso Blend*

**Net Weight** 250g - Whole Beans  
**Coffee Type** 70% Arabica, 30%  
Robusta Roasted Coffee  
**Wholesale** 20 Packs per Carton



## *Decaf Coffee*

**Net Weight** 250g - Whole Beans  
**Coffee Type** 100% Decaffeinated  
Arabica Roasted  
**Wholesale** 20 Packs per Carton



# Katzala

*Single Origin Coffee Line*



## *Tanzania* *Single Origin*

**Net Weight** 250g

**Coffee Type** 100% Arabica Roasted  
Coffee - Whole Beans

**Wholesale** 20 Packs per Carton



## *Nicaragua* *Single Origin*

**Net Weight** 250g

**Coffee Type** 100% Arabica Roasted  
Coffee - Whole Beans

**Wholesale** 20 Packs per Carton



## *Kenya* *Single Origin*

**Net Weight** 250g

**Coffee Type** 100% Arabica Roasted  
Coffee - Whole Beans

**Wholesale** 20 Packs per Carton

# Katzala

## *Single Origin Coffee Line*



### *Uganda Single Origin*

**Net Weight** 250g  
**Coffee Type** 100% Arabica  
Roasted Coffee - Whole Beans  
**Wholesale** 20 Packs per Carton



### *Honduras Single Origin*

**Net Weight** 250g  
**Coffee Type** 100% Arabica  
Roasted Coffee - Whole Beans  
**Wholesale** 20 Packs per Carton



### *Guatemala Single Origin*

**Net Weight** 250g  
**Coffee Type** 100% Arabica  
Roasted Coffee - Whole Beans  
**Wholesale** 20 Packs per Carton



### *Colombia Single Origin*

**Net Weight** 250g  
**Coffee Type** 100% Arabica  
Roasted Coffee - Whole Beans  
**Wholesale** 20 Packs per Carton

# Katzala

## *Drip Filter Coffee Bag*



### *Drip Filter Coffee Box*

**Net Weight** 140g (10g x 14)  
**Coffee Type** 100% Ground Coffee  
**Wholesale** 14 Bags per Box



### *Drip Filter Single Serving*

**Net Weight** 10g  
**Coffee Type** 100% Ground Coffee  
**Wholesale** 50 Bgas per Box

The drip coffee filter bag is filled with ground coffee and is portable and compact. It offers coffee drinkers the freshest and simplest “hassle free” way to enjoy coffee anytime and anywhere. All you need to do is Rip, Drip and Sip !

# Café du Nil

*Coffee Beans Line*



## *Café En Grain* *Espresso Beans*

**Net Weight** 1kg

**Coffee Type** A Blend of Arabica &  
Robusta Coffee

**Wholesale** 6 Packs per Carton



## *Café Moulou* *Filter Coffee*

**Net Weight** 1kg

**Coffee Type** A Blend of Arabica &  
Robusta Coffee

**Wholesale** 6 Packs per Carton

# Café du Nil

*Turkish Coffee Line*



## *French Coffee*

قهوة فرنسية

**Net Weight** 250g & 1kg  
**Coffee Type** Turkish Coffee  
with Creamer  
**Wholesale** 6 (1kg) & 20 (250g)  
Packs per Carton



## *French Hazelnut Coffee*

قهوة فرنسية بالبنندق

**Net Weight** 250g & 1kg  
**Coffee Type** Turkish Coffee  
with Creamer & Hazelnut  
**Wholesale** 6 (1kg) & 20 (250g)  
Packs per Carton



## *Plain Turkish Coffee*

بن تركي محوج

**Net Weight** 250g & 1kg  
**Coffee Type** PlainTurkish  
Coffee  
**Wholesale** 6 (1kg) & 20 (250g)  
Packs per Carton



## *Cardamom Turkish Coffee*

بن تركي محوج بالهيل

**Net Weight** 250g & 1kg  
**Coffee Type** Turkish Coffee  
with Cardamom  
**Wholesale** 6 (1kg) & 20 (250g)  
Packs per Carton

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# Our Services



## Equipment Servicing & Maintenance

Our dedicated technicians, stationed across the country and available 24/7, visit our clients periodically for general equipment maintenance. In the unlikely event that problems arise with your coffee machine, we guarantee that we'll provide you with support within 48 hours.

We understand that time is of the essence and leave you with spare parts when we first deliver your coffee machine to keep you functional until we can assist you. We carry out all machine maintenance on-site and replace anything requiring servicing at our center to keep you operational.



## Events & Catering

To cater to our HORECA clients' special events, our development team created a stand-alone unit with space to serve beverages and simple food as well as an LED screen to display menus, partnerships, and product offerings.



## Barista Training

So your customers get the most out of their coffee experience—and no cup goes to waste—our expert trainers can hold on-site sessions for your staff and perform periodic spot-checks to safeguard your coffee quality. If you're looking to hire baristas, we can consult you to ensure your newest staff member has the capacity and knowledge for the job.



## White Label

We pride ourselves on being Egypt's coffee connoisseurs and can help guide you as you create your very own coffee. Together, we'll develop a custom coffee blend with specifications and packaging suited to your clientele and budget.



# Why Work With Us?

*Roasting and distributing  
coffee in Egypt since 2017*

**1**

We source our coffees directly from smallholder farmers and cooperatives in rural areas.

**2**

No third parties or traders benefiting from the chain.

**3**

We have a roasting capacity of 300 MT/month.

**4**

We are HACCP and ISO 22000 certified.

**5**

We never stock and store roasted beans; our coffee is freshly roasted upon request.

**6**

Our prices are competitive, and our minimum quantities are reasonable.

A person wearing a plaid shirt is shown from the chest down, harvesting coffee cherries from a tree. The person's hands are visible, carefully picking the red cherries. A woven basket is positioned below the person, ready to catch the harvest. The background is filled with the lush green leaves and branches of the coffee tree, some with clusters of ripe red cherries.

# Our Facilities & Accreditation

Our specialized 1,200sqm roasting and packing plant, located in New Cairo's industrial area, is fully HACCP and ISO 22000 certified. It is also equipped with a specialized Barista training area. You can find our head office and dedicated training center in Zamalek.

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# Equipment

We only partner with reputable manufacturers  
to provide you with the best equipment the market has to offer.

# Commercial Coffee Machines

A high-quality coffee machine ensures you consistently get a good cup of coffee with minimal waste and maintenance. We stock two-group and three-group coffee machines to suit your different needs.



## Commercial Coffee Grinders

Grinders are an essential tool to achieve the perfect cup of coffee. With high-grade grinders, you avoid coffee clumping, ensure an even grind and distribution in the basket, and keep beans cool throughout the process.

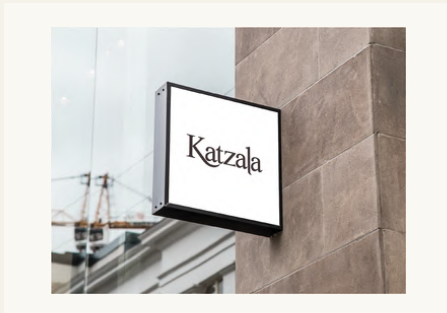


## Filter Coffee Brewers

Filter coffee brewers provide a simple, reliable, low-cost way to prepare fresh coffee. Whether small café, restaurant, hotel, or large-scale event, we stock brewers with different capacities to suit your needs. We stock everything from carafe-sized brewers to ones with capacities of over 20 liters.



# Merchandising & Giveaways







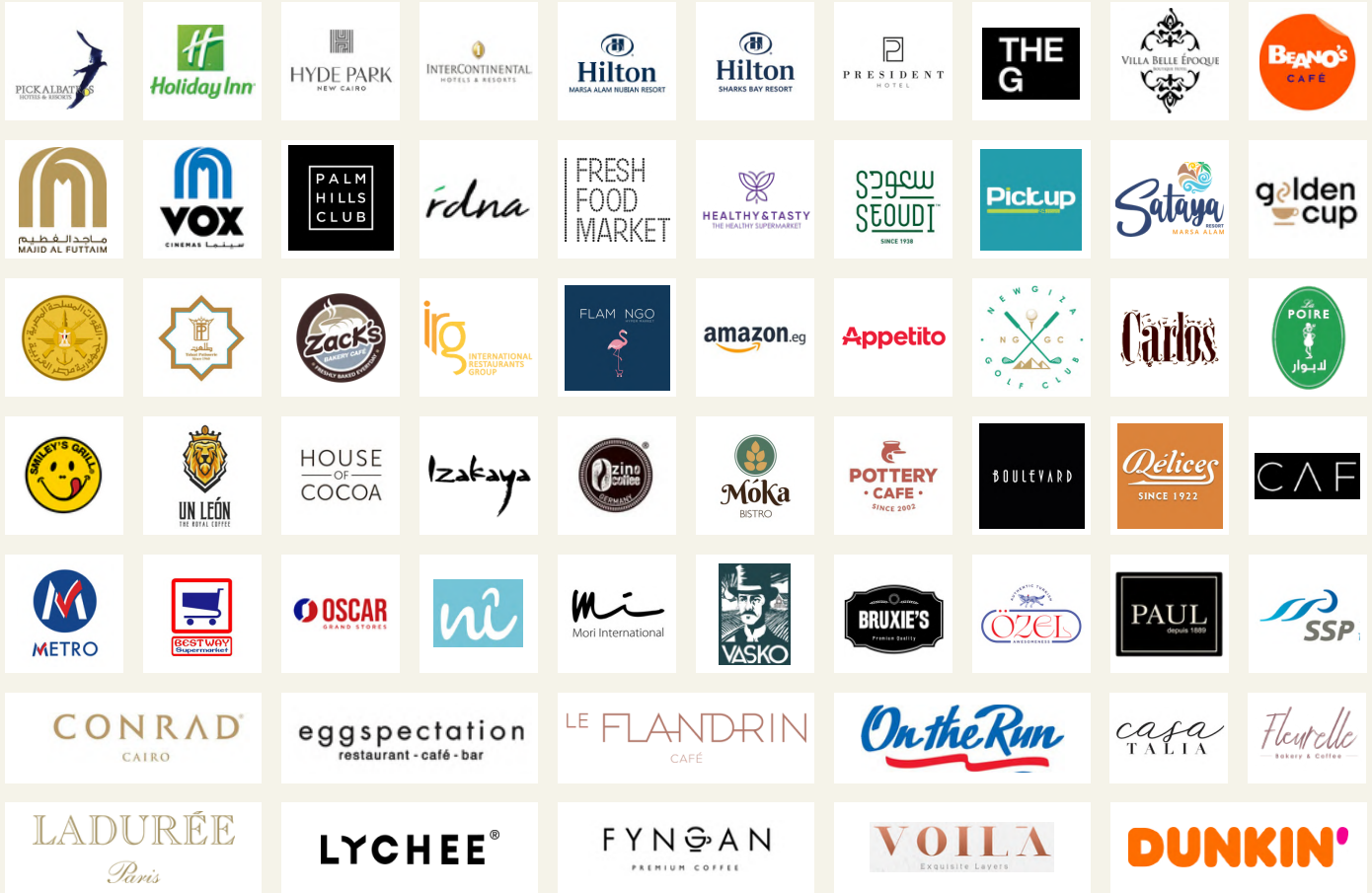
## Takeaway Corner

*"Stand-alone" designed  
and built by*

our development team to cater for special events for our horeca customers. A stand-alone design with space to serve beverages, and light food. LED TV screen can be used to showcase our partnership with our customer, company logos and menu offerings.

# **Our Clients**

*The HORECA partners trusting us with their brews*





# Contact Us

## Phone

*Mobile:* +20 112 331 9333

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## Locations

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*Factory:* Factory No. 739, Industrial Zone - Third  
Settlement, New Cairo, Cairo - Egypt

## Social

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[info@misrcoffee.com](mailto:info@misrcoffee.com)

*Facebook:* Katzala Coffee

*Instagram:* Katzala.eg



MISR INTERNATIONAL

MICC



EST. 2017

COFFEE COMPANY

[WWW.MISRCOFFEE.COM](http://WWW.MISRCOFFEE.COM)