Global Catering Services or better known as GCS, founded in 2012, is one of the largest and fastest growing food inspired companies in the UAE. It serves as a significant F&B, retail and wholesale arm of the parent company. GCS started its celebrated journey with acquisition and introduction of renowned restaurants and eateries, which have since then become important culinary landmarks and an indispensable part of the food & beverage space in the UAE.

This ambitious journey in establishing UAE as the world-class culinary destination, began with the acquisition and re-establishment of locally prominent restaurants in Abu Dhabi, who have been in the industry for more than three decades, like Zahrat Lebnan, Lebanese Roaster and Nasr Grill, to name a few.

Apart from revamping restaurants and reintroducing them better than ever, GCS also has a talent for creating their own unique concept. The brands speak of the rich, hospitable and ever so innovative and unique culture of the UAE.

GCS aims at renovating many more brands in the future and reinstating them with a touch of their signature flair, in the hopes of providing vibrant and multi-cultural residents of the UAE a taste of the best. GCS strives to constantly reach the demands of the ever-growing F&B sector.

improvement of the quality
Having an elegant style of catering, GCS’s catering arm is their most versatile division, with services that can be tailored for various types of events. Offering an extensive menu for corporate and private occasions, GCS has provided their catering services to numerous esteemed clients in the UAE.

Since its inception, GCS has successfully positioned itself as a leader and an industry expert in the F&B, retail, manufacturing, wholesale and distribution sector with a total of 11 distinguished brands under one umbrella, from single owner-managed restaurants to national and international chains in the UAE and MENA region. The continued success of GCS is a product of high standards, hands-on personnel and consistent quality of the services offered.
GCS provides an extraordinary experience to its customers, ensuring complete satisfaction. The group also boasts of a manufacturing and wholesale wing under Meera Al Sham Global, consisting of brands such as Diwan Al Muhanna, Malaza and Lebanese Roaster, while Golden Sands is responsible for the distribution network under the group. Global Catering Services is working aggressively to expand their FMCG division, along with the introduction of new manufactured products.
Our brands exist for many years within Abu Dhabi and Dubai market. Now the time has come to spread our renowned brands within the UAE and the other GCC market as well. We aim to self-build an unrivalled journey that brings together culture as well as hand crafted, fresh and distinguished food experience.
Our Mission

Through our choice of F&B Brands and cuisines we aim to create an overall experience that allows UAE residents, to “escape their busy and fast track life and stepping into a robust variety of flavors and traditions passed from many generations.”
Our Divisions

Restaurants:

The development of new concepts has turned out to be our forte, where we have extensively researched the market to provide exactly what our consumers need, in terms of the type of cuisine, the quality of food, and type of restaurant. Created and launched by us,

We are currently managing restaurants and outlets, which have existed predominantly in Abu Dhabi for over three decades. Our principal behind effectively managing restaurants involves a great deal of research and amendments to the services and the existing system to efficiently cater it for our consumers.
Catering:

We provide distinguished catering services irrespective of the size and type of event. Our services can be tailored for private and corporate functions or events - dining services for small exclusive gatherings or large, high profile celebrations.

The essentials of having a successful event - the menu, the ambience, we can assist in planning and executing it as per your expectations. List down your requirements and our elegant style of catering can be tailored accordingly.

- Corporate Catering
- Banquet and Party Catering
- Retail Catering and Management
- Industrial Catering
- Hospital Catering
- Educational Institutions Catering
- Hotel Staff Catering

We have had the opportunity to cater for esteemed clients and offer a diverse menu and catering services to ensure your event is unforgettable.
Catering Experience:

Global Catering Services specializes in meeting clients' specific dining needs from simple family gathering to elegant banquets for thousands.

GCS Combines all Asians cuisines under its umbrella to satisfy the clients with the comfortable ambience and the good taste of cuisines such as Lebanese, Syrian, Turkish, Italian, Indian, Levantine, Traditional Cuisines.

We provide distinguished catering services irrespective of the size and type of event. Our services can be tailored for private and corporate functions or events - dining services for small exclusive gatherings or large, high profile celebrations.
GCS also specifies a section for those who are healthy and it provides special healthy meals in order to meet all clients’ needs.

For us, the catering service is not just to prepare a lunch or a dinner, but doing and delivering it with pleasure make it more unique and special. We are always ready with our team, professional chefs and our highly equipped kitchens to deliver carefully designed catering services to all types of events.

Authenticity is extremely important to us. We aim to impress clients when we cater the ‘home’ cuisine they have requested. This is why we go out of our way to hire chefs from around the world who are steeped in their own traditions. If you have a particular cultural theme in mind we will create it.
Manufacturing:

Our Manufacturing wing primarily encompasses sweets production, under Diwan Al Muhanna and Malaza, coffee and nuts roasting and packaging division under the Brand named Lebanese Roaster. Diwan Al Muhanna specialises in the F&B industry, offering premium products and services varying from Levantine Sweets to event and boxed lunch catering. The Retail arm of Global Catering Services is also responsible for retailing frozen products under the Meera Al Sham Global group.

Distribution:

Golden Sands, our very own food-trading brand, leads our distribution wing and is responsible for distributing products, which are exclusively available through our channels in the UAE market.

FMCG & Retail:

Lebanese Roaster, the largest roaster in Abu Dhabi, is a fine Levantine products store, specializing in coffee and nuts, offering a variety of exclusively sourced Levantine products and delicatessen. Delivering on our promise to retailers across the UAE, we assure the products of best quality are distributed through our channels.
Our Brands
Started in 1983, Guided by their passion for traditional dining and top quality food, a team of determined and ambitious Lebanese entrepreneurs opened former Lebanese Flower which is now Zahrat Lebnan.

They brought a taste of Lebanon by serving various off-the-grill menu selections along with mouth-watering Lebanese mezza dishes. Offering a fresh, healthy alternative among fast-food restaurants, Lebanese flower quickly became a family favorite.

Today it is identified as one of Abu-Dhabi’s culinary landmarks, Zahrat Lebnan is a must-go-to restaurant for locals and tourists. Their authentic food, welcoming staff and outstanding service have gained them customer loyalty. Among their top menu selections off the grill, their signature became fresh, delicious, made-to-order Shawarma sandwiches.
Lebanese Roaster is a grocery store known for its fresh Middle-Eastern specialized products of the highest quality. We are famous for our roasted nuts and coffee variations. Since 1978, Lebanese Roaster has remained competitive and retains the number one choice for residents throughout the UAE. To be able to satisfy the growing customer base.

With your continued support and our growing reputation, we will expand our operations to other Emirates and nearby GCC countries.
Bosporus restaurant came from the dream of friendship. The bridge from Turkey to United Arab Emirates was opened to build an authentic Turkish cuisine restaurant. A place where you can enjoy many of the dishes originated from Turkey. Dining from our restaurant feels better and saves your hunger. We are usually preferring a rich breakfast, homemade food for all, although our generation pushes the innovation of food service, meat and vegetable dishes, non-alcoholic beverages, and especially a range of savory sweets/desserts & fresh breads which you will feel that you’ve been in Turkey. For some adventure and leisure, the restaurant has different areas with the reflection of each city in Turkey (Bursa, Izmir, Antalya and Istanbul) whereas you can stay for a while and feel at home with the very accommodating and friendly staff. We also make food for delivery where you can find in online websites or via call and catering services for different occasions. We are looking forward for more branches to open in different countries around the world in the future.
The Verdura restaurant is the successful result by Global Catering Services group to create a deep Mediterranean fusion cuisine embracing flavors from countries such as Greece, Italy, Turkey and the Levant (Lebanon and Syria). Inspired by the Mediterranean unique nature of sun, sea, soil, structures and greens, the Verdura restaurant is a true reflection of the brand’s essence “naturally natural” that reconnect guests with the elements of nature. A comforting space where customers feel nestled within organic Mediterranean type trees and other greens of which in part are planted and grown organically at Verdura’s terrace.
Nasr restaurant offers a truly authentic experience of Lebanese cuisine. It provides homestyle dining with mouthwatering, freshly prepared dishes. Opened in 1993, Nasr restaurant continues to provide a unique dining experience where you feel transported all the way to Lebanon. Our friendly staff and welcoming atmosphere will make you feel like you stepped right into the home of an old friend. We prepare a variety of Mezze, made-to-order dishes hot off the grill and trademark-worthy Lebanese meals that will keep you coming back for more.
Meera Al Sham Global is a joint venture between Meera Al Sham and Global Catering; a United Al Saqer Group company specialized in the Catering and Restaurant Industry. United Al Saqer Group, UASG, owns and manages another six UAE based companies in different industries diversified from Automotive to Heavy Machinery, Real Estate Development, Construction and Carpentry, and Joinery services. Meera Al Sham Global, MSG, is a limited liability company that incorporates two main brands, Diwan Al Muhanna and Malaza.
Diwan Al Muhanna specializes in the F&B industry offering Premium products and services diversifying from Levantine Sweets, to Catering Services, including Event Catering & Boxed Lunch Catering. With signature shops and several selling points, our products are available across the Middle East, GCC, Europe and the US. Meeting the latest market demand and exceeding customer satisfaction have always been our primary concern. Hence, our products and services undergo constant improvement and innovation. Diwan Al Muhanna is also part of Meera Al Sham, the only full-fledged food corporation in Syria with:

- More than 250 trained professionals
- More than 60 operating units
- ISO 9001 & ISO 22000 certifications.

Diwan Al Muhanna Sweets include:

Assorted Baklava (Ballourieh, Mabroumeh, Ish el Bilbol etc.)
Damascene Cookies (Maamoul, Barazek, Ghraybeh), Dried Fruits and Nougats, Diwan Al Muhanna Syrups and Juices, Middle Eastern Fresh Pastries (Knafeh, Nahesh and etc.)
Diwan Al Muhanna Restaurant

Under the umbrella of Meera Al Sham Global, Diwan Al Muhanna entered the restaurant industry in UAE by developing its own concept restaurant offering its customers the option to have the ultimate Damascene dining experience in-house. This latter experience is based on different core components and combines, contemporary feeling and meticulous service yet with the most traditional and authentic taste.

Diwan Al Muhanna Restaurant’s Menu, strongly influenced by the famous and delicious Damascene Cuisine, presents a variety of Levantine dishes and desserts.
assorted baklava
Malaza is a brand, created by Meera Al Sham Company, offering a variety of Middle Eastern sweets, Damascene cookies, Cakes, in addition to frozen and ready-to-heat meals, tailoring to the nutritional needs of the young, dynamic crowd. All products are made according to the latest International quality and hygiene standards, using only the best and fresh ingredients. Malaza has adopted special packages in order to maintain the freshness and good quality of our baked and frozen product.
REEF FOODSTUFF Co LLC is one of the major distributors of imported foods and beverages and other consumer goods. Our company has more than 49 years of experience in the distribution business.

REEF FOODSTUFF Co. LLC dedicated to bringing our clients the best possible prices on quality. Our distribution covers all the seven Emirates in UAE, REEF FOODSTUFF Co. LLC provides a wide selection of popular Arabic brands for Tahini, Cheese and Hummus, which is available across all major departments stores in UAE.

REEF FOODSTUFF Co. LLC develops strong collaborations with the sector leader business partners:

- **AL Kanater** Tahini since 1977
- **Cortas** Hummus since 1930
- **Caesar** Akkawi Cheese since 1980
- **Al Malikah** Akkawi Cheese
- **Cow** Butter Ghee since 1990

If you have a business that has food needs we would love to speak to you about how we can help.
Great Tasting Coffee is the Foundation of our business, The Coffee Emporium, established in 1991, is a leading coffee chain from Australia. We have a quality-comes-first attitude, which is why we hand select the world's most delightful coffees from Central & South America, Africa and Asia. We skillfully roast the finest quality beans in small batches for an optimum roast, which honors the unique flavor qualities inherent to the bean. The same level of pride translates to our highly-trained staff. Our coffee house offers a ‘Light Meals’ Menu that includes all day breakfast and lunch items, including sandwiches, salads, grills and daily specials. The Coffee Emporium is fast becoming the "go-to" hangout for all coffee lovers of the UAE by offering fine European-style food and a huge variety of innovative and traditional freshly blended coffees.
We have also introduced franchise modules, which are simple to adapt, and also provide complete training to manage and run restaurants effectively.

With our proven concept and award winning training on Franchise development, we can help your restaurant franchise to be an incredible investment in your future and your community.

Our renowned restaurants open for Franchise are:
- Bosporus - Turkish Cuisine
- Diwan Al Muhanna - Syrian Cuisine
- Coffee Emporium - Australian Coffee Brand
- Zahrat Lebnan - Lebanese Cuisine
- Nasr Grill - Lebanese Cuisine

Are you determined, ambitious and goal oriented? This just might be your golden ticket to run a successful and established business module!

Contact us on franchise@globalcatering.ae for an opportunity.
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