

Darat Al-Qahwa 1970 - Company Profile

Background:

In 1970, the first branch of the company was opened in "Queen's Building", Jeddah, Saudi Arabia.

Today, Darat Al-Qahwa operates more than 70 branches and several franchise agreements with qualified parties across the Kingdom of Saudi Arabia. All branches adhere to the same standards of quality, training, and unified performance.

The main reason for choosing the word "Dar" (Home):

We aim to treat all guests as if they are in our home-with a smile and warm welcome.

Core Values:

Guest satisfaction, Industry leadership, Selected team, Quality and profitability, Safety and cleanliness. These values must always be applied in the workplace.

Brand Philosophy:

"High-quality artisan coffee at affordable prices for everyone."

Coffee Dar operates in different store formats:

- Main locations (250-500 m²)
- Satellite stores (50-250 m²) All formats follow the same operational standards.
- Kiosks (10-50 m²)

Products:

Coffee Dar sells various products like coffee beans (Turkish, Espresso, Colombian, Costa Rican, Ethiopian Guji & Harari, etc.), nuts (almonds, hazelnuts, sunflower seeds, roasted & caramelized nuts), as well as sandwiches and pastries-all following top quality standards.

Guest Promise:

With every visit: a smile and welcome as if you are a guest in our home.

Barista Promise:

With every cup: made as requested. If not perfect, we'll remake it fresh.

Problem-Solving Steps:

Listen - Apologize - Satisfy - Than



First Store "Queen's Building"

new Logo



Training Manager
Mahmoud Hamdy

old logo

