

Company Profile

Since 1987
ahmadalabdalla.com



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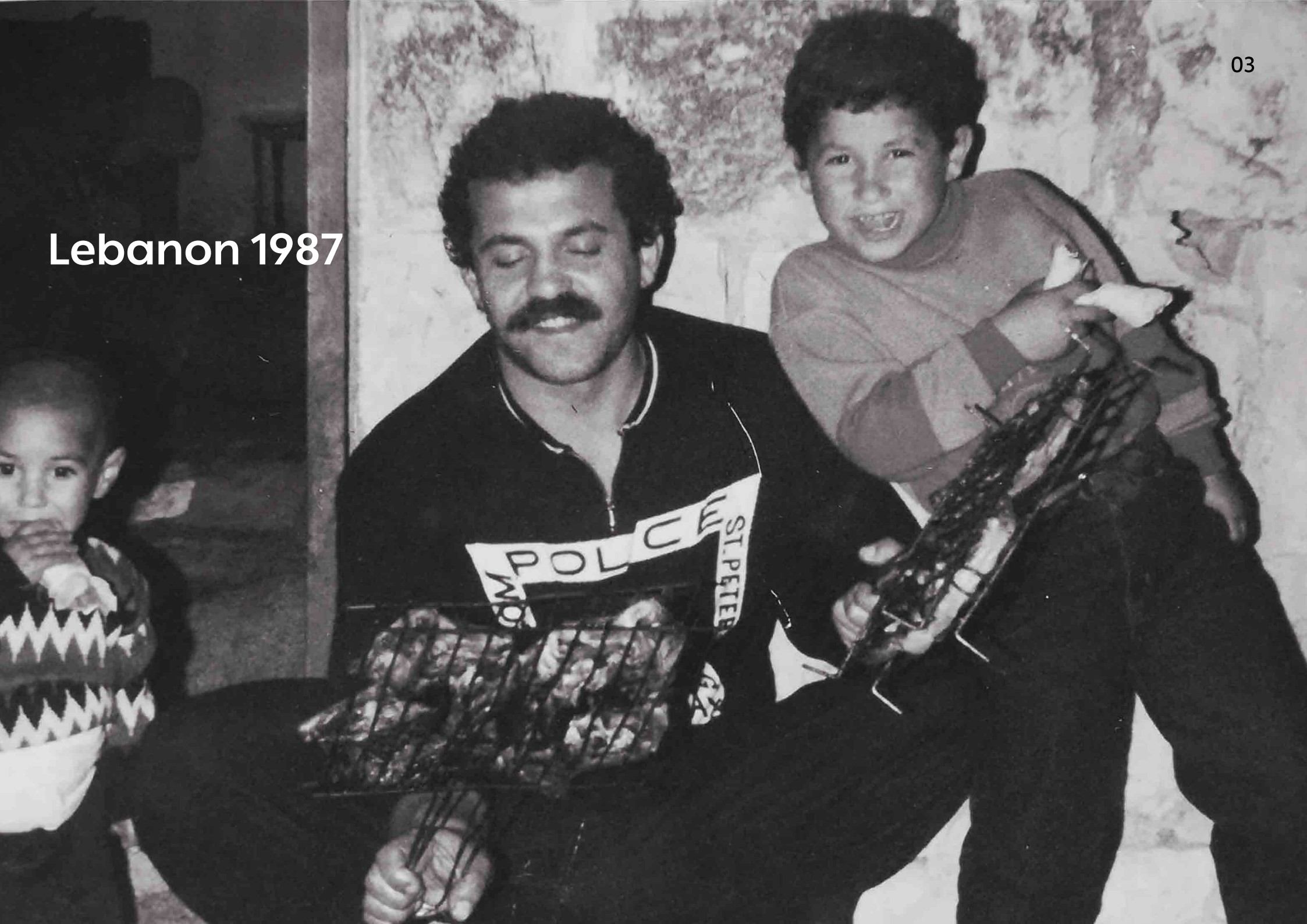
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Secret Sauce, Big Success

The Ahmad Al-Abdalla Story



Lebanon 1987



Ahmad Al'Abdalla Chicken®



Way back in 1987, a small restaurant with a big flavor opened its doors in Adshit, Nabatieh. With a secret sauce mix that left taste buds clucking with delight, Ahmad Al-Abdalla took flight, quickly becoming the talk of the town. And let's just say, we haven't looked back since.

Our perfectly charcoal-grilled chicken and signature sauce combo left locals beaming with approval, and before we knew it, Ahmad Al-Abdalla Chicken was expanding like a well-fed rooster, hatching branches all over Lebanon and abroad.

Our passion for traditional Lebanese cuisine and the art of charcoal grilling has fueled our growth, allowing us to spread our wings beyond Lebanon and into many other countries. Today, we continue to deliver the same mouth-watering dishes to our patrons worldwide, always reflecting our Lebanese roots and commitment to quality.

Lebanon 1993



A taste of Lebanon in every bite
Spreading Our Wings from
Lebanon to the World



Our expansion in Lebanon and Abroad

With a team of culinary experts, we're always looking for new ways to make our customers happy. Our secret sauce mix and perfectly cooked chicken always have our guests coming back for more.

From Adsheet, Zefta to Saida, Khalda to Beirut, we've left a trail of satisfied customers, landing all the way in Iraq, Qatar, Kuwait, Saudi Arabia, Egypt, UAE, Jordan, Africa, Europe and USA.



Our Branches

Lebanon (Our target 30 Branches)

- 1.Nabatieh - Adsheet
- 2.Zefta - Highway
- 3.Ghazieh
- 4.Saida-Saida - Jezzine Rd
- 5.Khalda - Highway
- 6.Medyar
- 7.Beirut - Corniche el-Mazraa
- 8.Beirut - Haret Hreik Rd
- 9.Beirut-Aramoun
- 10.Beirut - Furn el Chebbak
- 11.Bikfaya
- 12.Amyoun
- 13.Jal El Dib
- 14.Jounieh
- 15.Byblos (jbeil)
- 16.Tyre

Iraq

- 17.Basrah,AITuwaissa Alrabat Policestation Rd
- 18.Basrah,AITuwaissaOlympic Committee Rd
- 19.Al-Zubeir, Al-Awnan Rd
- 20.Karbala, Alsanater Rd
- 21.Baghdad, Aljadiriyah
- 22.AL Muthanna Governorate b1
- 23.AL Muthanna Governorate b2
- 24.Loading
- 25.Loading
- 26.Loading

Qatar

- 27.Doha,AL-Sadd
- 28.Doha,Legtaifiya
- 29.Doha.Down town-Aspire Park
- 30.Al-Wakra

31.Saudi Arabia - As Sulimaniyah

Kuwait

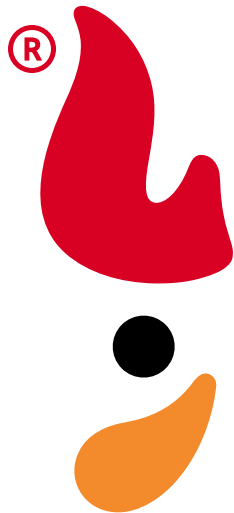
- 32.Salmiya,Alsayyed Yassin Rd
- 33.Asmaq Al-Qurain,Main RD
- 35.SOON branch 3

35.Africa - Abidjan

- 36.USA - Michigan (soon)
- 37.Egypt (soon)
- 38.Jordan (soon)
39. UAE (soon)
- 40.Germany (soon)
- 41.Greece (soon)



Ahmad Al-Abdalla Journey



Hatching Big Dreams: Ahmad Al-Abdalla Journey from a small restaurant to a Global Brand.

We're not just winging it - we're a registered trademark in Lebanon and beyond, looking forward to obtaining more international recognition.

We believe that success is best served up with a side of hard work. So Ahmad Al-Abdalla Chicken is constantly on the hunt for new branches to call home, dedicated to bringing our scrumptious cuisine to even more Countries all over the world



**Eat Fresh
Eat Local
Feel Great**

Our Restaurant Services



At Ahmad Al-Abdalla Chicken, we believe that food is more than just sustenance - it's an experience.

With every succulent bite, Ahmad Al-Abdalla Chicken's charcoal grilled chicken is a feast for the senses.

Our secret sauce, passed down through generations of the Al-Abdalla family, is the crowning glory of our menu, a taste that's both familiar and one-of-a-kind.

But we don't just stop at dine-in . We have got take-away and delivery options too, ensuring that you can always have a taste of Ahmad Al-Abdalla Chicken wherever and whenever you like.





**A Foodtruck
you can find
wherever you
go**



Our Food Truck for Your Events

Dedicated to bringing Lebanese joy and flavor to every occasion, we've created our own food truck.

Whether it's an event, corporate gathering, fundraising event, or birthday party, Ahmad Al-Abdalla Chicken's food truck is equipped with a professional team that is passionate about providing high-quality catering services for any special celebration you're planning, serving up our delicious dishes that never disappoint.

We don't just talk the talk - we walk the walk



At Ahmad Al-Abdalla Chicken, we started small with a single restaurant serving up our secret recipe grilled chicken. As we've grown, we've never lost sight of what matters most: providing our customers with the highest quality food, hygiene, and safety standards. That's why we've implemented a rigorous administrative structure based on international business standards, ensuring maximum efficiency and effectiveness in all our operations.

But we don't just talk the talk - we walk the walk. Our ISO certifications are proof of our commitment to delivering the very best to our customers, every single day. And as we continue to expand and reach new heights, we remain dedicated to upholding these standards and providing a truly exceptional dining experience, no matter where in the world you find us.



**At the
World
Platform of
Islamic
Countries
Culinary
Societies**

The Backbone of Our Success

At Ahmad Al-Abdalla Chicken, we believe that teamwork makes the dream work, but we also know that "too many cooks spoil the dish." That's why we carefully select each member of our administrative structure, ensuring that everyone plays a crucial role in delivering the highest quality service and food to our customers. Behind every great restaurant is a dedicated team of professionals working tirelessly to ensure everything runs smoothly - and at Ahmad Al-Abdalla Chicken, we're proud to have such a team in place.

1. General Administration, which includes all the executive and operational sections:

- Chairman of the Board of Directors
- General Director
- Deputy General Manager
- Chief Financial Officer
- Executive Director
- Marketing Director
- Purchase Manager
- Director of Food Safety Department
- Director of Human Resources Department

2. Restaurant Management:

- Manager
- Assistant Manager
- Supervisor

3. Restaurant Staff:

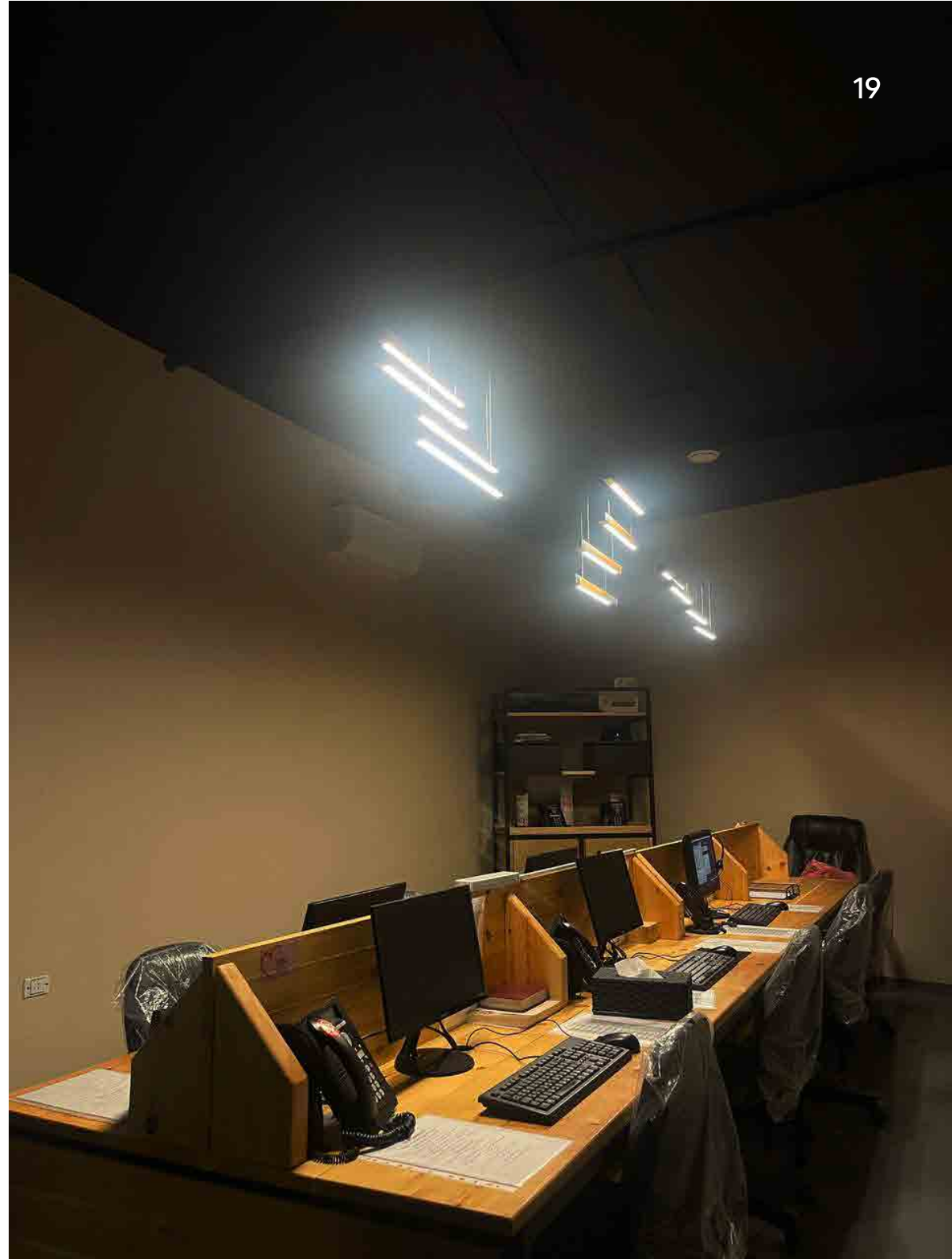
- Kitchen preparation staff
- Production line chefs
- Accounting (cashiers)
- Lounge staff (waiters)
- Delivery workers

Order With Ease Our Call Center Service

At Ahmad Al-Abdalla Chicken, we believe that not all pleasures should be hard to attain. That's why we've made it easier than ever for our customers to place their orders with our dedicated call center service.

Our hotline number 1535 is the key to unlocking a faster and more convenient way to order your favorite dishes.

Equipped with state-of-the-art technology, our call center sets us apart from the competition and makes it clear that we prioritize customer satisfaction above all else.



Our Branded Menu

Handcrafted Freshness:

The Ahmad Al-Abdalla Chicken Experience



Our Branded Menu



Our menu is a love letter to the art of grilling, with all our delectable dishes crafted by the skilled hands of the Ahmad Al-Abdalla family. No shortcuts are taken, no machines are used. We prioritize freshness and quality, and that's why every morning, our refrigerated trucks deliver fresh ingredients to all our branches.

The shining star of our menu is undoubtedly our **grilled chicken**, alongside finger-licking **grilled chicken sandwiches** (Lebanese bread-Markouk-Tanour). We also offer an array of delicious side dishes, including **fries**, **coleslaw**, **wings**, **drumsticks**, and traditional Lebanese **Fattoush** and **hummus**. And as special items the **Chicken Kaaake** and **family meals**

Every step of the way, our food safety and control department ensures that our products meet the highest standards of quality and production service.

And let's not forget our **signature sauce** and garlic mixes, which infuse every dish with a unique and unforgettable flavor.









Fresh Look

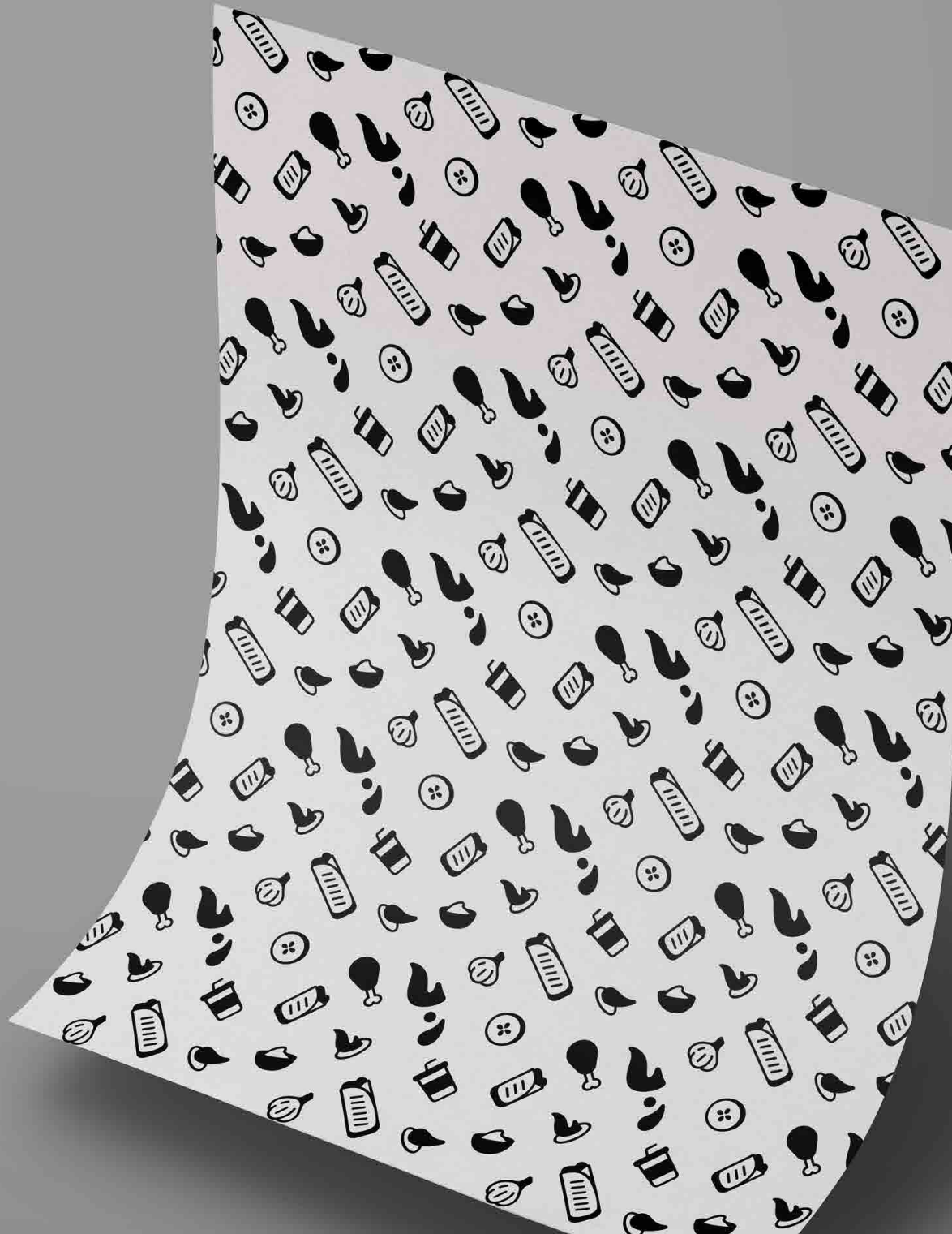
Embarking on a new chapter, we knew that as our company grows, our identity and visual language should evolve as well.

But, one thing we were sure of - the taste and pleasure of our handmade delights must remain authentic and unchanged. Hence, we carefully crafted a new look for our restaurants, incorporating proportional lines, balanced dimensions, and harmonious colors that reflect our commitment to quality and excellence.

Our kitchen was expanded, new sections were added, and our overall layout was revamped to reflect the modernity and sophistication of our brand.

New Brand Identity

As we began our new journey as Ahmad Al-Abdalla Chicken, managed by our mother company Farouj Ahmad Al-Abdalla, we knew that maintaining the authenticity of our flavors was crucial while creating our new brand identity. Ensuring high standards of food safety and quality has always been our top priority, and our efforts to achieve industry-recognized certifications are a testament to our commitment to this goal. Our aim is to continue to delight the Lebanese market and reach every corner of the country. And, as we set our sights on global expansion, we are confident that our commitment to delivering the best taste and pleasure of our delicious dishes will remain unchanged.



Bold elements Metal Fixtures Exposed Pipes Ducts, and Brickwork.



At Ahmad Al-Abdalla Chicken, we believe that a restaurant's atmosphere can be just as important as the food itself. That's why we've created an industrial-style interior that underlines our commitment to simplicity and modernity.

Our chosen design is not only modern and refined, but it also displays the authenticity of our Lebanese roots. We take pride in the raw and rustic nature of our cuisine, and our interior design mirrors that same aesthetic. From the wood-paneled walls to the sleek metal accents, every element is meticulously selected to create a unique and inviting ambiance for our customers. Our color palette of red, yellow, and white is carefully chosen to reflect the joy and pleasure that comes with every visit to our restaurant.



The Secret Sauce to Our Quality and Success

Ahmad Al-Abdalla Chicken's unique and delicious chicken recipe is a result of our commitment to quality ingredients and exceptional customer service since 1987. Our signature sauce and spices add an unforgettable taste to our grilled chicken sandwiches, salads, and more.

Our goal is not only to meet but also to exceed customer expectations, leaving them with a memorable and satisfying experience. To achieve this, we continuously strive to improve our operations, products, and services, while adhering to the highest international standards of quality and excellence.

Our Delicious Recipe:

Our artisanal recipe is crafted using only the finest quality ingredients, creating a delectable and unforgettable flavor that sets us apart from the rest.



Our Vision for Growth:

As we expand within and beyond Lebanon, we remain dedicated to maintaining the same quality, taste, and customer satisfaction that have made us a success.

Our Core Values:

We pride ourselves not only on the quality of our food, but also on our commitment to core values that guide us in all aspects of our business. Our team is dedicated to working together, fostering trust, and continuously improving our work and customer service to ensure we deliver the freshest and most flavorful meals to each and every customer.

Top Management Commitment:

Our top management is personally committed to providing all necessary resources to achieve our quality policy and ensure customer satisfaction.

Our Principles

Investing in Human Capital:

At Ahmad Al-Abdalla Chicken, we believe that our employees are the backbone of our success. We invest in their development and provide them with the tools to grow, which sets us apart from other restaurants.

Superior Customer Service:

We strive for excellence in customer service, and this is why we constantly provide training sessions to our employees. We are committed to meeting customer expectations, ensuring their satisfaction, and delivering superior services while maintaining comfort.

Recognition and Appreciation:

We acknowledge and appreciate the contributions of our employees to our success. Every achievement is celebrated, and our annual event recognizes the exceptional efforts of our team members.

Unwavering Commitment to Progress:

At Ahmad Al-Abdalla Chicken, we are driven by a constant pursuit of success, progress, and excellence. We are dedicated to continuous improvement in all aspects of our operations, products, and services.

Strength in Unity:

We value the strength that comes from unity and the power of working together towards a common goal. Our team is united in spirit, and we foster cooperation, harmony, understanding, and constructive interaction to achieve positive results. We consider ourselves a family that grows together over time. Every success is a collective achievement, reflecting the efforts and dedication of the entire team rather than just an individual's accomplishment.

Supporting job opportunities and career development.

Our company is dedicated to making a difference not only within our local community but also on a global scale. We have established partnerships and signed agreements with various organizations and international events.



we have implemented the
right plan at the right time.

1. Perfecting the original flavor and mix
2. Quality and service are not negotiable
3. Giving enthusiasts a story to tell not only flavor
4. Believing in the human capital
5. Every new branch is a chapter

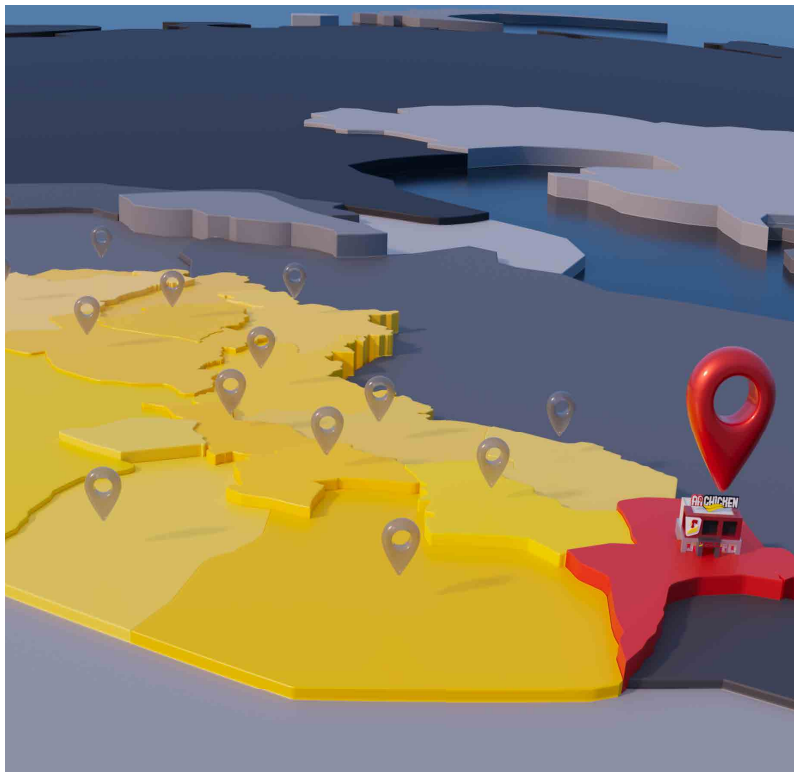
Marketing and advertising

In the dynamic world of business, it's important to stay ahead of the game. As part of our commitment to delivering the best experience to our customers, we have revamped our marketing and advertising strategy. Our new approach includes a fresh and innovative conceptual study for branding and visual designs, along with creative advertising ideas to showcase our offers and promotions.

Our strategy is built around three core components, aimed at reaching a larger audience and building trust with the market. These components include:

- 1- Direct marketing through outdoor campaigns (billboards, advertising poles), radio and TV commercials, newspaper and magazine ads, and menu boards.
- 2- Online marketing through our user-friendly online ordering system and catering services, as well as leveraging public figures and ceremonies as promotional platforms.
- 3- Social media marketing through establishing a strong online presence on platforms like Facebook and Instagram, as well as dedicated social business pages to engage with our audience and keep them updated on the latest developments.

let us go bigger together



Join the Ahmad Al-Abdalla Chicken family through franchising, and you'll gain access to our secret recipe for success.

But be warned: becoming an Ahmad Al-Abdalla Chicken franchisee is not for everyone.

We carefully screen potential partners through a rigorous interview and approval process, seeking only those who meet our high standards for entrepreneurial spirit, management expertise, financial stability and unwavering commitment to excellence.

Our goal is to establish a long-lasting mutually beneficial relationship with each and every franchisee, and we spare no effort in ensuring their success in today's dynamic and challenging markets.

Corporate Brands by Ahmad Al-Abdalla Chicken Food Handcraft

Experience the perfect blend of nature and cuisine with our innovative and branded conceptual product, Food Handcraft.

Our mission is to deliver delicious and healthy food, crafted with the finest natural ingredients.

Our unique approach combines the use of wood and plants with a variety of kitchen styles and cuisines to ensure that each dish is a masterpiece.



Contact us.

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Follow us on our social media platforms



ahmadalabdalla.com
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Thank you ..