



alKhair

Company Profile
& Brand Story

CEO MESSAGE



Khalid Al-Maktary

Chief Executive Officer

Rooted in Saudi Arabian heritage and part of country's commercial history, Al Khair International business group has been steadily growing since its inception in 1966. Our consumers' happiness is at the core of all our endeavors and our excellent reputation is a testament to our unwavering commitment to achieve the highest standards of excellence.

Through pioneering new products and processes, we've gained extensive trade experience and established successful partnerships with producers, factories, and distributors worldwide. This enables us to develop the finest food products for the Saudi market that our people can relish and enjoy every day.

As we embrace a new era of development, expansion, and globalism, we remain hopeful and ambitious. Our highly motivated and skilled team will continue to enrich the world with exceptional products, guided by a forward-looking strategy built on our strong and deeply rooted values. We will advance alongside our partners, customers, and consumers as we grow together, guided by goodness and positive impact.

"Together We Grow"



ABOUT AL KHAIR

Since 1966, Al-Khair has been a leading force in the coffee and food import sectors, drawing upon its rich Saudi Arabian heritage. By consistently adhering to the highest standards of quality and specifications, we remain steadfast in our commitment to innovation and our mission to provide goodness for everyone in everything we do.

We've refined our coffee-making craft throughout the years. The process begins with the attentive cultivation of coffee trees, and continues with the precise harvesting of their prized beans. We then employ cutting-edge technology and advanced techniques for processing, ensuring excellence at every stage. This dedication extends to the final phases of processing and exporting, with meticulous attention to detail, guaranteeing an outstanding final product.




Mission Our mission is to lead the way in the development of products, processes, and value chains, as well as crafting experiences that foster sustainable growth within communities. Our commitment is to ensure the highest quality, sourced ethically, and offered at the most reasonable prices.



Purpose Our purpose is the creation of goodwill that extends to all members of society.



Impact Our goal is to infuse society with an essence of goodness and positivity that motivates and empowers individuals to attain enhanced prosperity and well-being.



Vision Our vision is to set a new standard, where success is defined by and achieved through acts of goodness in every aspect of our work.



alkhair[®]

OUR COMPANY VALUES



Pioneering Spirit:

Our passion for innovation and exploration enhances both the lives of our consumers and our business operations. Our spirit of pioneering means spreading optimism everywhere.



Mastery And Quality

We continuously aim to learn, improve, and master every task we undertake, positioning ourselves as the benchmark for quality.



Goodness From The Heart

Goodness is woven into the fabric of our identity - it resides in our name, intentions, products, and hearts. We genuinely care about the wellbeing of everyone who interacts with our brand.



Urgency

We diligently utilize every moment to enhance and deliver value to our brand communities, ensuring we always fulfill our promises.



Nurturing Our Communities

Making a tangible difference requires collective action. We believe in operating as a community with shared values and objectives to ensure that our positive influence extends to everyone.

AL KHAIR CULTURE

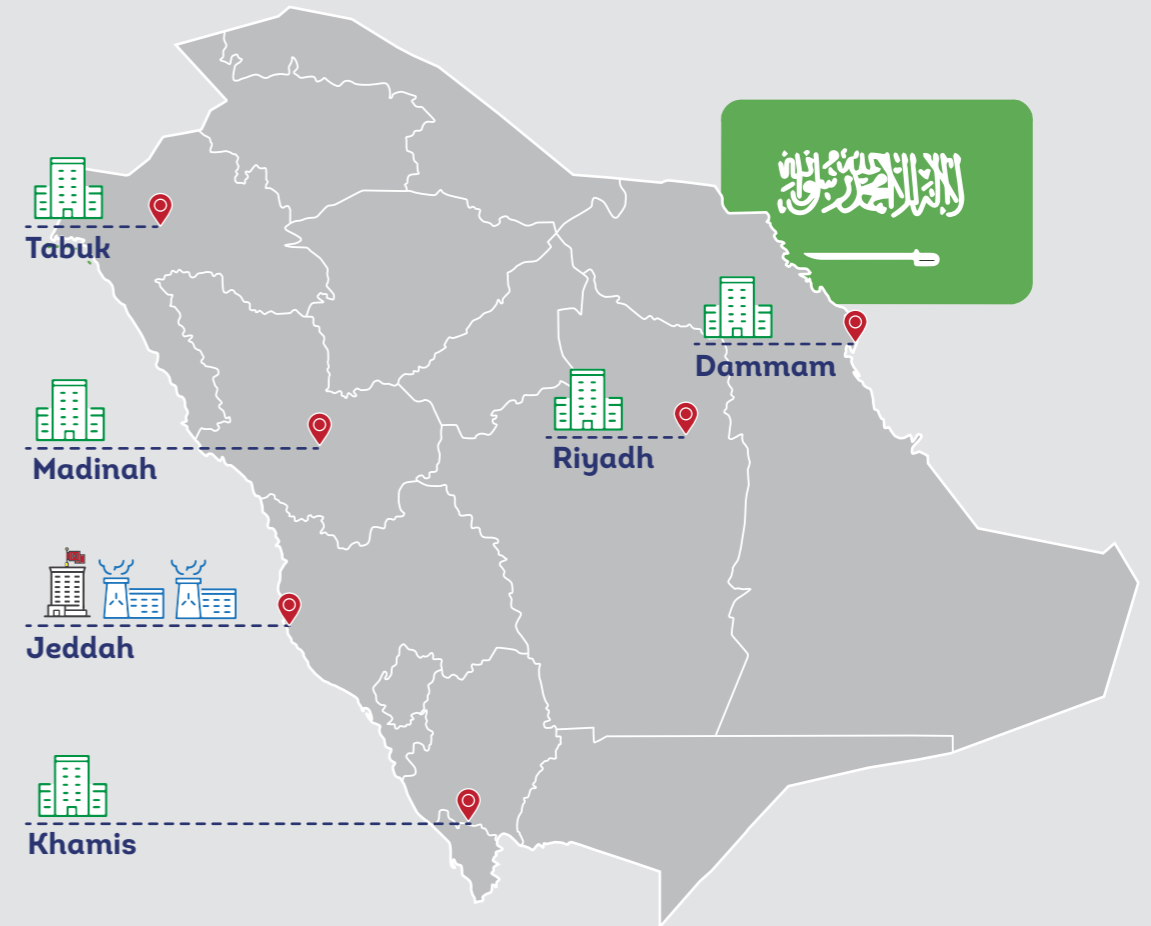
At Al-Khair, our culture is defined in how we approach our work. Each team member contributes to the collective development of a culture that lays the groundwork for tangible business growth and the sustainable progress of our communities. We strive to foster an environment where self-expression, learning, and skill development are encouraged, and where individual talents are recognized and valued.

By working together, we cultivate a productive and appealing atmosphere, establishing AlKhair as a preferred brand, partner, and employer of choice.

AL KHAIR DISTRIBUTION

Al Khair is a renowned industry expert committed to constant improvement within Saudi's market. Its products are widespread across retail outlets such as hypermarkets and supermarkets, catered for by a skilled professional team. With a substantial history in the coffee and food import sectors.

Al Khair stays ahead with the latest trends and technologies, promising unmatched consumer experiences.



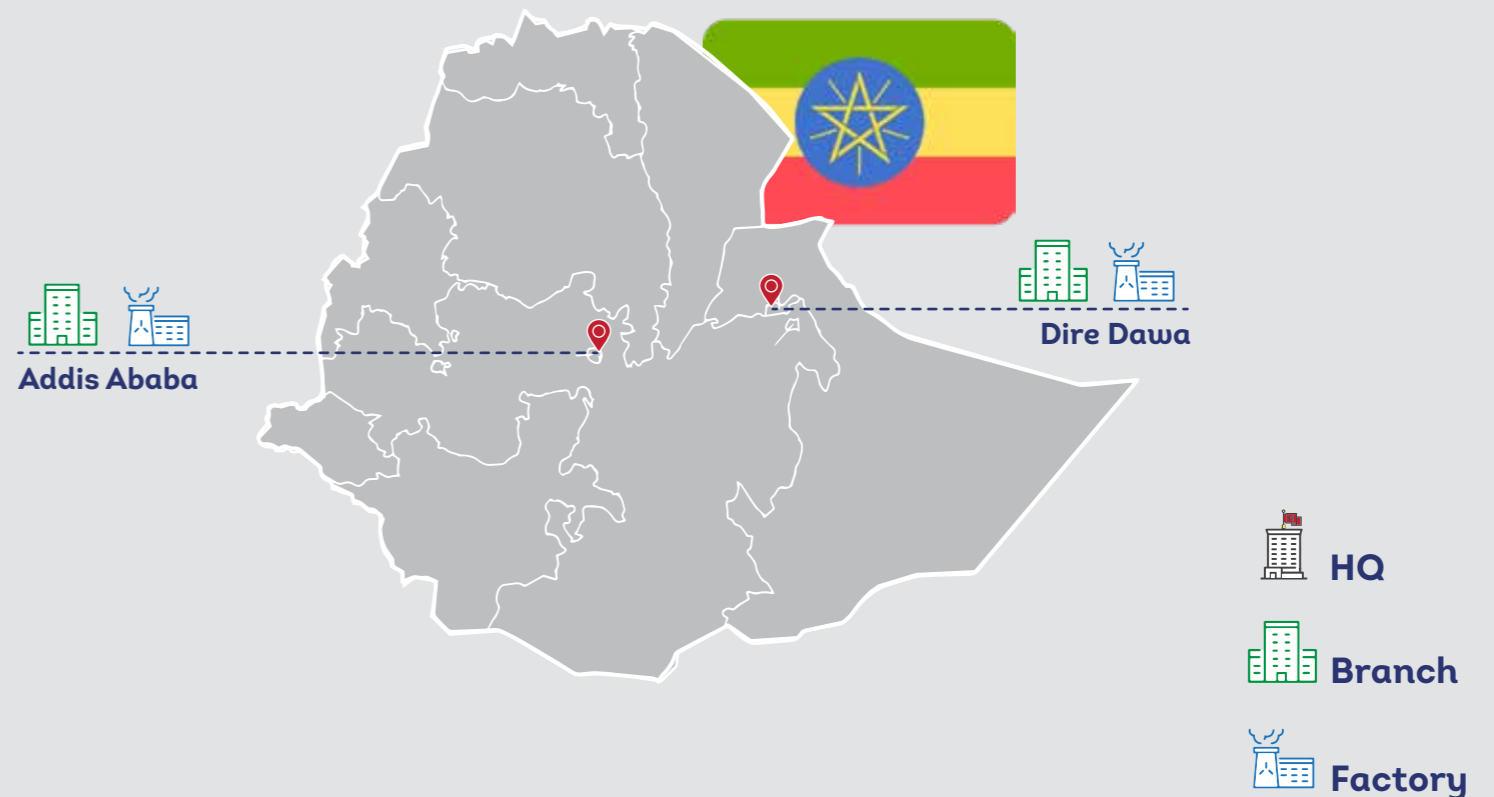
DISTRIBUTION CHANNELS

Hyper and Supermarkets

%100 Covering top Customers

800
Wholesale outlets

More than **11,000**
Grocery stores.





ALKHAIR BRANDS

Is devoted to supporting the wellbeing and success of our consumers and their families by providing high-quality, essential food and beverages alongside enjoyable experiences.



Focuses on pioneering the finest coffee creations and unique coffee experiences that inspire people to excel each day.



Offers smart choices for consumers in everyday food.



Delivers an authentic traditional coffee experience, evoking nostalgia.



ALKHAIR PRODUCTS

Our diverse product portfolio caters to the varied tastes and preferences of Saudi consumers, offering an extensive selection of delightful coffee products and derivatives. These include Express Saudi Coffee, Turkish, Espresso, American Coffee, Karak Tea, and many more, all crafted with passion and precision. This comprehensive product range allows us to satisfy the growing demand for unique coffee experiences in Saudi Arabia.





OUR FACTORY

A significant milestone in Al Khair's investments in Saudi Arabia's coffee sector is the establishment of the nation's first coffee production facility, which has been operating successfully for over twenty years. This groundbreaking venture has contributed to the growth and development of the coffee industry within the country and has played a key role in meeting the increasing local demand for premium coffee products.

We meet global standards by sharing our valuable expertise. We enrich our partners, vendors, clients, and customers with the know-how and experience to achieve their goals.

Strategically located in Jeddah city, the facility occupies a vast 17,600 square meter space and boasts an annual production capacity of 20,000 metric tons. With a dedicated workforce and state-of-the-art equipment, the factory operates efficiently to meet the highest industry standards and ensure consistent product quality.



GROWTH & SUSTAINABILITY

We are committed to investing in sustainable growth and environmental protection as integral components of our business strategy. By prioritizing long-term solutions, we ensure the continued success of our organization. Our approach reflects our dedication to corporate responsibility and our belief in striking a balance between economic growth and preserving precious resources.



LOCAL TALENT

At Al Khair, we foster a pioneering spirit, encouraging both professional and personal growth as part of our steadfast commitment to investing in knowledge, skills, and local talent. We take pride in cultivating a nurturing work environment, treating our employees like family, and prioritizing their development. We remain always dedicated to ensuring continuity and sustainability for our organization and contributing to the betterment of our community as a whole.

LOCAL CONTENT

We are deeply committed to investing in local manufacturing and supporting coffee farming initiatives, as well as prioritizing locally sourced products over imported goods. This approach not only bolsters the local economy but also fosters sustainability and encourages the growth of homegrown industries, paving the way for a stronger, self-reliant community.









FOOD SECURITY

Our commitment to food security and sustainability in Saudi Arabia is clear through our strategic investments in local manufacturing and coffee farming initiatives. By focusing on these areas, we contribute to the growth of domestic industries, support local communities, and pave the way for a more sustainable and self-sufficient future for the nation.



Kingdom of Saudi Arabia - Jeddah - Industrial Zone - Phase 4

www.Alkhair.sa | www.bunna.sa

  Alkhair_food |   Bunna_sa |   Alkhairbeverage