



FRANCHISE BROCHURE

THE UNIQUE TASTE



WHO WE ARE

Al-Qaissi Roastery, was established in 1981. Our start was in a small family roaster in Jerusalem-Palestine, and with the passage of time we carried our inherited experience to Amman-Jordan. Now Al-Qaissi has 6 roasters spread all over Amman specialized in roast and serving exceptional coffee, we also offer fresh nuts with a variety of flavors variety and mixtures. Moreover, our customers can enjoy many of our options of eastern and western spices, as well as various kinds of Al-Qaissi thyme.

Our goal has been very clear from the beginning: to acquire a special place for the "Al-Qaissi" brand among customers by preparing and roasting our products with the latest roasting machines and to ensure the highest international quality standards also to carefully choose the best brands so that customers get the wonderful taste every time they choose Al-Qaissi, and to change the world view of roasteries as a place for coffee and nuts only.

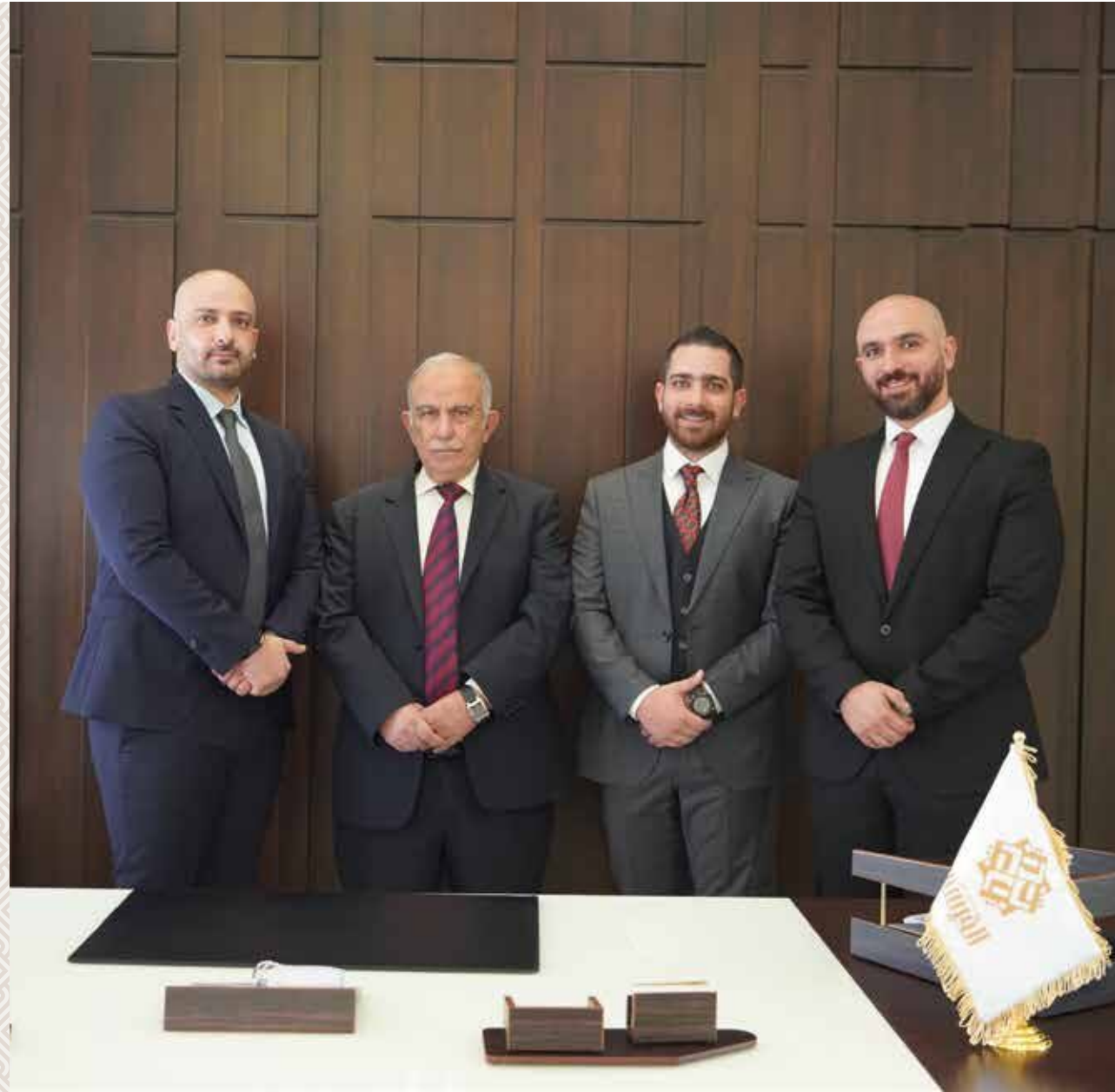


OUR FOUNDERS

Our founder, Hisham Al-Qaissi, shared with his sons his experience and passion for roasting and serving quality products.

Using their collective decades of experience in roasters and food serving industry, they designated this magnificent experience to bring authentic reminiscent flavors to the Middle East.

Hisham Al-Qaissi & Sons share the desire and passion for a different and enjoyable experience using decades of inherited experience in the roasting business. Al-Qaissi designed this wonderful brand to deliver an exceptional experience to their customers.





OUR STRENGTHS

- We gained ISO 2200/2018 certification, which means that all of our products are subject to international health and safety standards.
- We became one of the most important & well-known Roasreies in Jordan while fully maintaining the level of quality.



OUR PRODUCTS

We operate with high standards to provide our customers with the best services and products including:



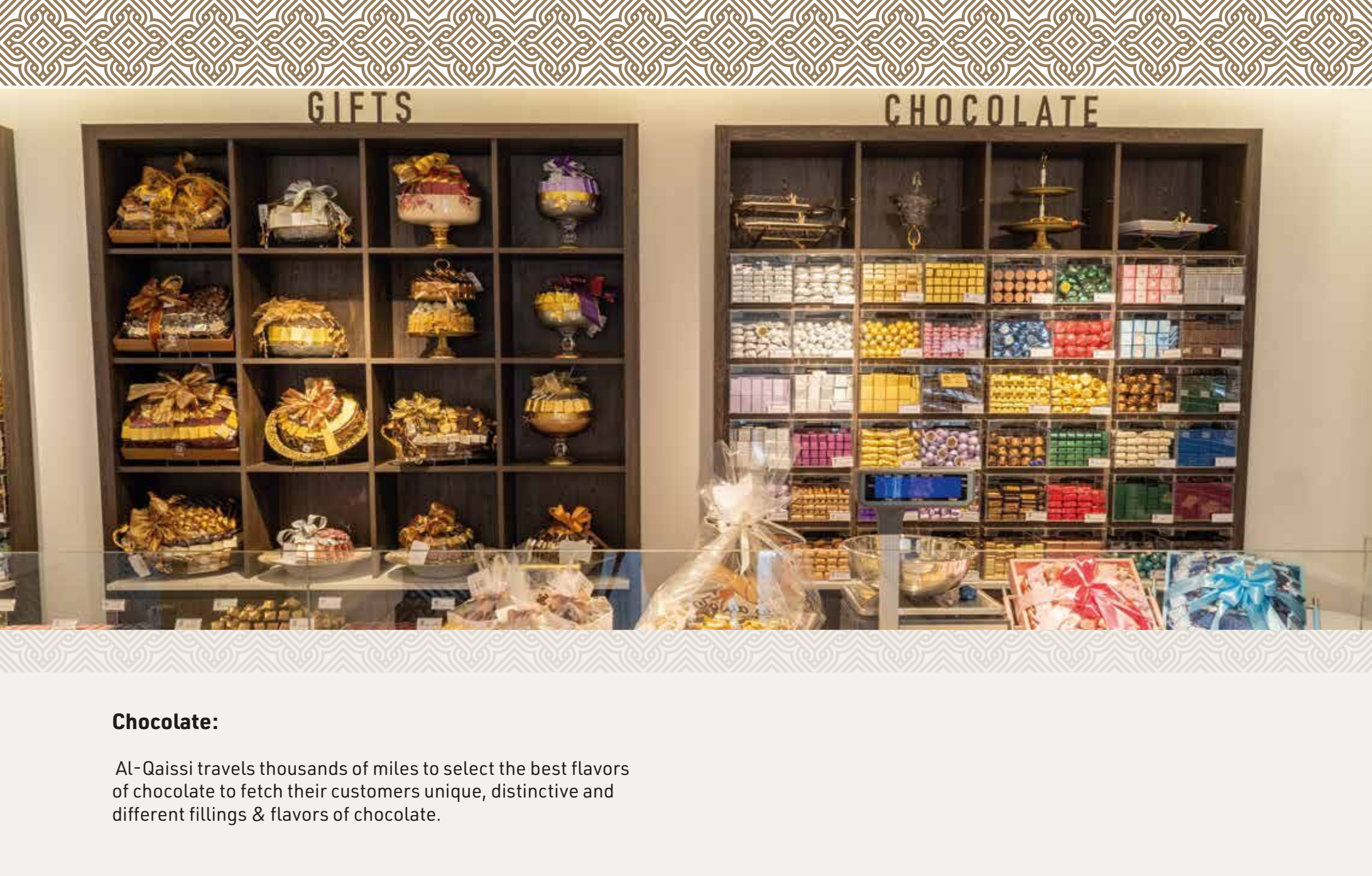
Coffee:

Contains carefully selected coffee and rich beans, which is roasted in carefully selected temperatures to produce coffee with a taste that reflects our inherited experience.



Nuts:

Al-Qaissi provides more than 150 types of nuts and seeds daily , including: raw, roasted and smoked nuts, to suit all tastes and desires so that customers get an unforgettable experience every time they eat Al-Qaissi nuts.



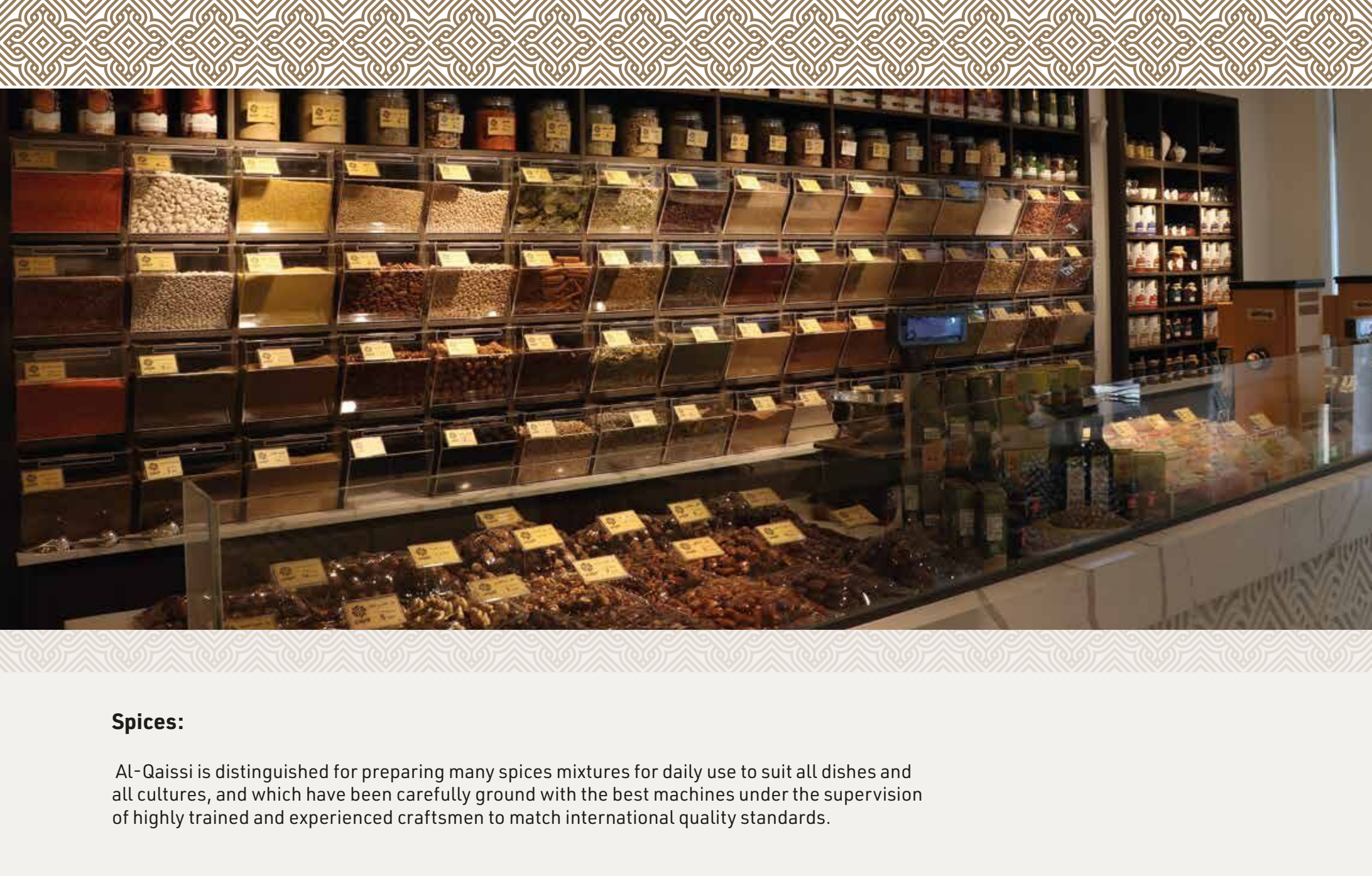
Chocolate:

Al-Qaissi travels thousands of miles to select the best flavors of chocolate to fetch their customers unique, distinctive and different fillings & flavors of chocolate.



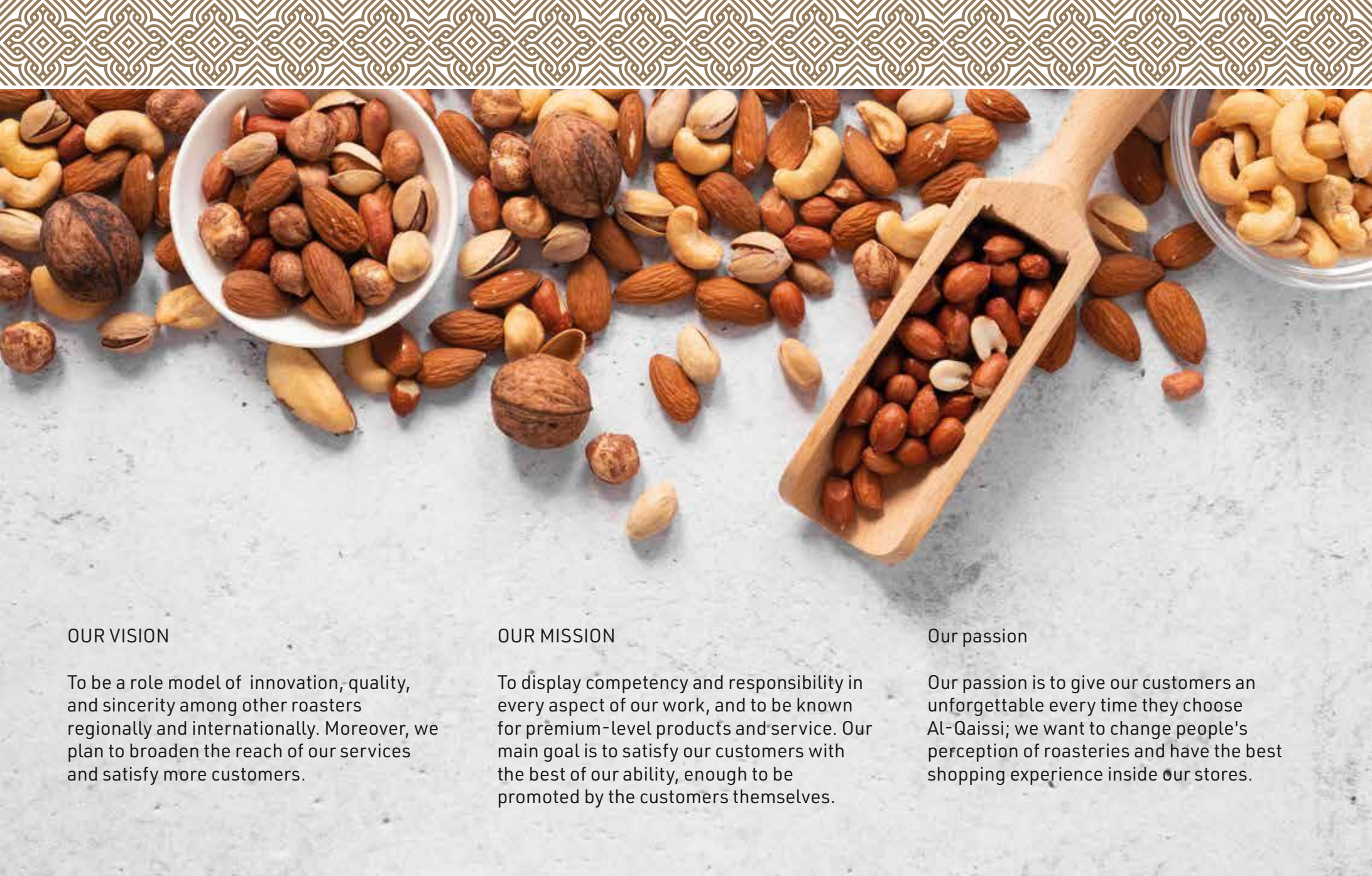
Thyme:

Fresh green thyme from the best Jordanian and Palestinian farms. They are ground and presented in different types under the supervision of highly skilled craftsmen with inherited experience.



Spices:

Al-Qaissi is distinguished for preparing many spices mixtures for daily use to suit all dishes and all cultures, and which have been carefully ground with the best machines under the supervision of highly trained and experienced craftsmen to match international quality standards.



OUR VISION

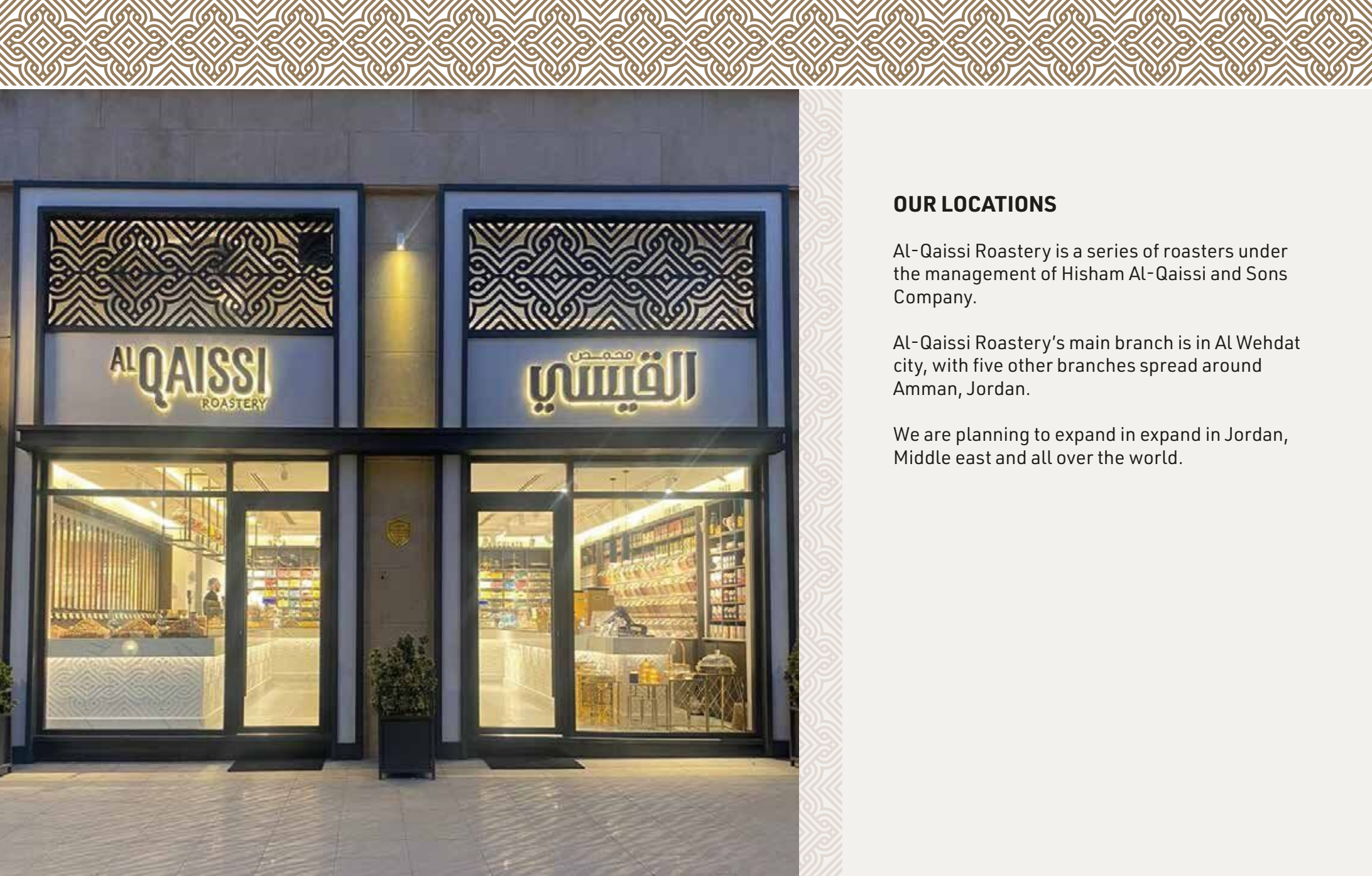
To be a role model of innovation, quality, and sincerity among other roasters regionally and internationally. Moreover, we plan to broaden the reach of our services and satisfy more customers.

OUR MISSION

To display competency and responsibility in every aspect of our work, and to be known for premium-level products and service. Our main goal is to satisfy our customers with the best of our ability, enough to be promoted by the customers themselves.

Our passion

Our passion is to give our customers an unforgettable every time they choose Al-Qaissi; we want to change people's perception of roasteries and have the best shopping experience inside our stores.



OUR LOCATIONS

Al-Qaissi Roastery is a series of roasters under the management of Hisham Al-Qaissi and Sons Company.

Al-Qaissi Roastery's main branch is in Al Wehdat city, with five other branches spread around Amman, Jordan.

We are planning to expand in expand in Jordan, Middle east and all over the world.

FRANCHISEE SUPPORT

Become a partner

To be an AL-Qaissi Roastery franchisee gives you the opportunity to run your business independently, with the added support of our systems that will increase your chances of success.

Our support service includes:

- 1- Site selection
- 2- Equipment selection
- 3- Management hiring
- 4- Intensive training
- 5- Management guidelines
- 6- Al-Qaissi roastery's brand rights
- 7- Ongoing operational support of Al-Qaissi and access to a confidential operations manual.
- 8- Guidelines for roastery design & construction
- 9- Marketing plans through the central marketing department of the franchisor's.
- 10- Professional training covering all aspects of the business of all levels of the hierarchy.
- 11- We provide you all the raw material to operate your shop.



WHAT IT TAKES

If you're serious about contributing to our success, we'll work together to create a partnership that benefits both our company and you. We prioritize financial growth and outstanding returns, because that's what we're all about.

Do you share these traits as our most successful franchisees have?

- 1- IMPECCABLE INTERPERSONAL SKILLS.
- 2- ABILITY TO MAINTAIN FOCUS ON PROVIDING THE BEST CUSTOMER EXPERIENCE POSSIBLE.
- 3- ABILITY TO RUN ALL OPERATIONAL ASPECTS OF A BUSINESS.
- 4- ABILITY TO ADAPT TO CHANGING MARKET NEEDS & TRENDS.
- 5- ABILITY TO PRODUCE FINANCIAL RESULTS.
- 6- DESIRE TO LEARN & FOLLOW OUR OPERATING SYSTEM.



MOVING FORWARD

We conduct an 8-phase selection process that starts with you sending us a letter of interest.





THANK YOU

For More Info Don't Hesitate To Contact Us .

CONTACT

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Info@al-qaissi.com

PHONE

Tel : 064205353 Ext 113
Mob : 0796703005
0792233220

WEBSITE



qaissigroup.com



BRANDING
PROFILE



من نحن

تأسس محمص القيسي عام 1981 و كانت بدايتنا في محمص عائلي صغير في القدس - فلسطين ، ومع مرور الوقت انتقلنا الى الاردن وحافظنا على البداية والخبرة المتوارثة لتقديم أفضل المنتجات. الآن اصبح لدى القيسي 6 محامص منتشرة في جميع أنحاء عمان متخصصة في تحميص وتقديم قهوة استثنائية ، كما نقدم مكسرات طازجة بمجموعة متنوعة من النكهات والخلطات، كما ان عملنا يمكنهم الاستمتاع بالعديد من خيارات البهارات الشرقية والغربية ، وكذلك أنواع مختلفة من زعفران القيسي.

About us:

Al-Qaissi Roastery, which was established in 1981. Our start was in a small family roaster in Jerusalem - Palestine, and with the passage of time we carried our inherited experience to Amman-Jordan. Now Al-Qaissi has 6 roasters spread all over Amman specialized in roast and serve exceptional coffee, we also offer fresh nuts with a variety of flavors and mixtures. Moreover, our customers can enjoy many of our options of eastern and western spices, as well as various kinds of Al-Qaissi thyme.



الرؤية

أن تصبح مثالاً للإبداع والجودة والعمل الجاد في عالم المحامص على المستوى المحلي والعالمي، كما تخطط لتوفير خدماتنا ومنتجاتنا على مدى أوسع.

الرسالة :

أن نطبق مبدأ الأمانة والإخلاص والمسؤولية في كل مرحلة من عملنا، وأن نعرف بالمنتجات والخدمات المثلى في السوق.

هدفنا :

هدفنا الرئيسي الذي نسعى إليه بكامل قدرتنا هو إرضاء زبائننا بحيث يقومون بترويج منتجاتنا بأنفسهم.

Vision

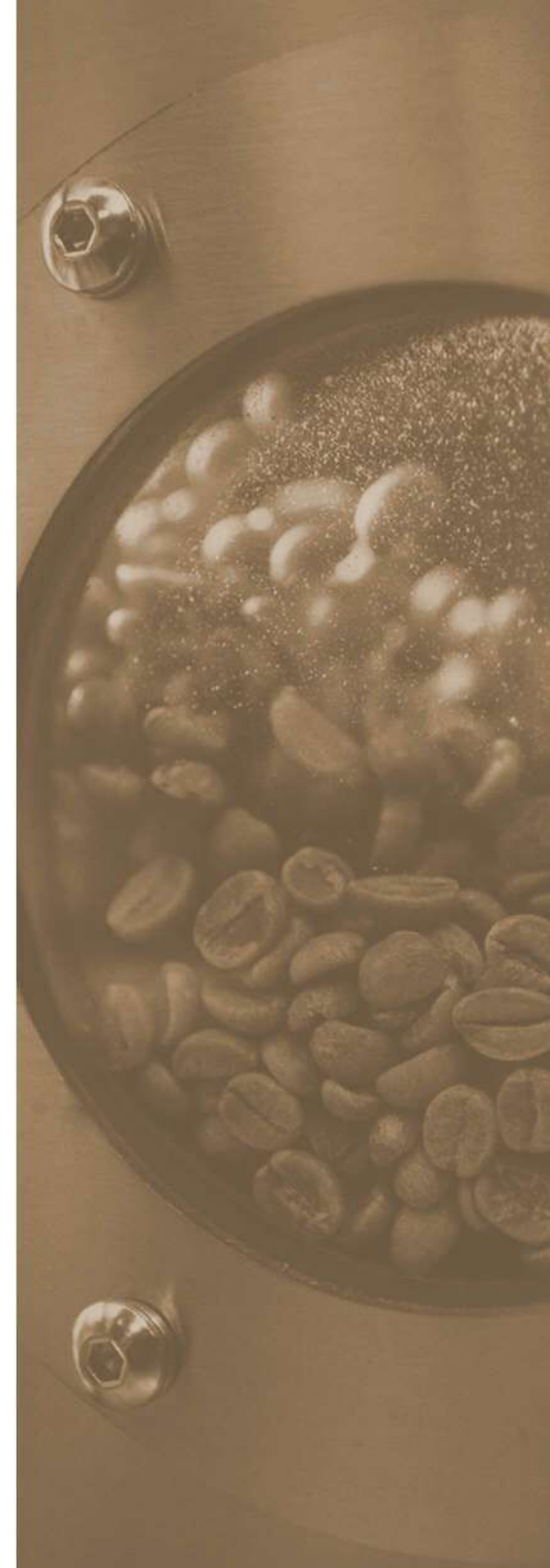
To be an example of creativity, quality, and sincerity among other roaster's regionally and internationally. also we are planning to broaden the reach of our services and satisfy more customers.

Mission:

To display competency and responsibility in every aspect of our work, also to be known for premium-level products and service.

Goal :

Our main goal is satisfying our costumers, enough to be promoted by the customers themselves.



ALQAISSI®



القيسي®

القهوة

تحتوي قهوة القيسي على حبوب القهوة الغنية المختارة بعناية ومحმصة بدقة، آخذين بعين الاعتبار درجات حرارة معينة للحصول على قهوة بمذاق مختلف لتعكس خبرتنا المتوارثة.

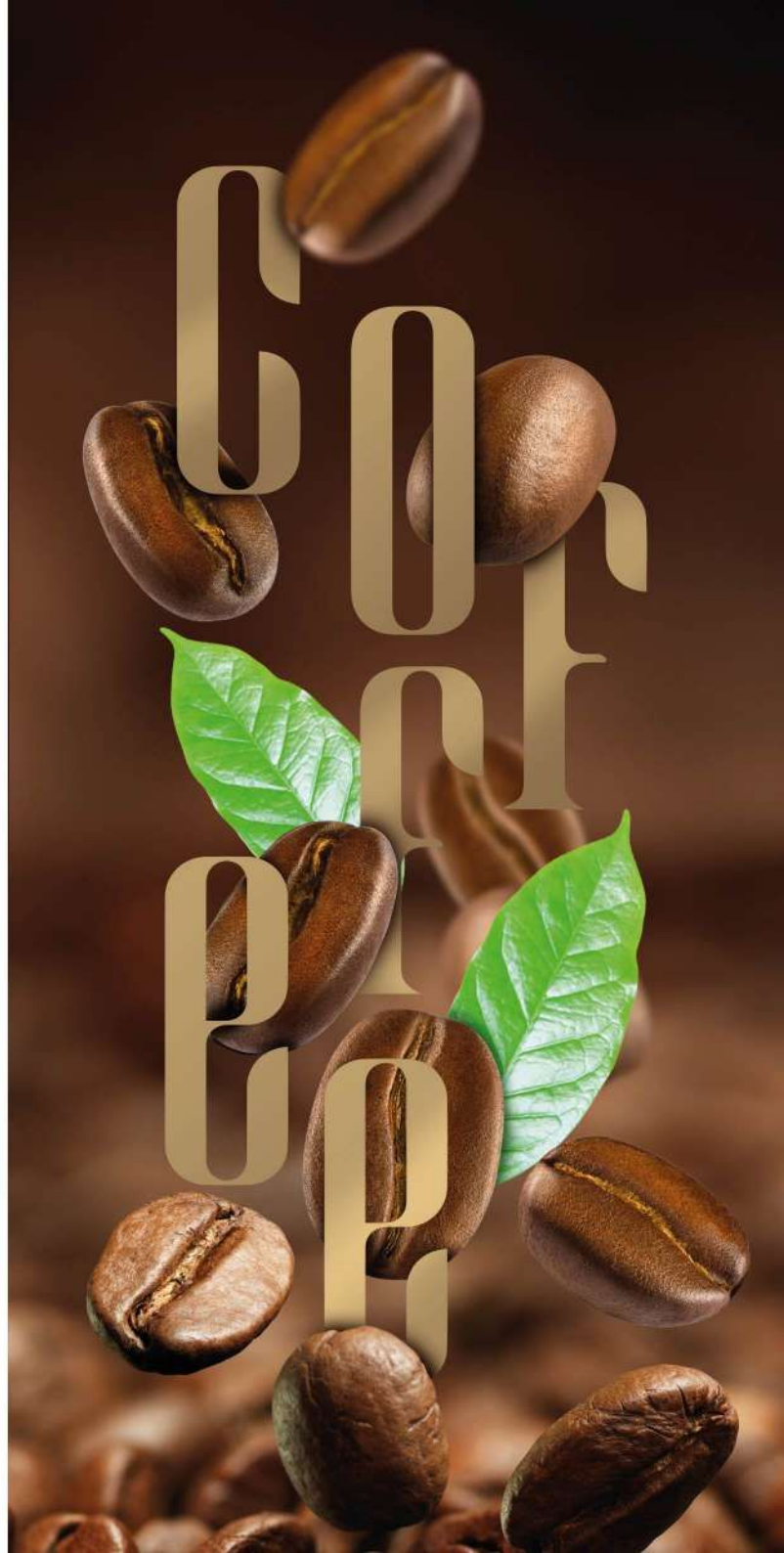
COFFEE

Al-Qaissi coffee contains carefully selected coffee beans, which is roasted in Considered temperatures to obtain coffee with a different taste to reflect our inherited experience.



قهوة تركية
TURKISH COFFEE

WIGHT





Rich tasting from 100% Brazilian coffee.

خلطة خاصة بمحمص القيسي مكونة من القهوة البرازيلية.



TURKISH COFFEE
EXTRA
DARK WITH CARDAMOM

WIGHT



قهوة تركية
اكسترا
فاتح مع هيل

TURKISH COFFEE
EXTRA
MEDIUM WITH CARDAMOM

WIGHT



قهوة تركية
اكسترا
وسط مع هيل

TURKISH COFFEE
EXTRA
LIGHT WITH CARDAMOM

WIGHT



قهوة تركية
اكسترا
غامق مع هيل

Rich tasting from 100% Colombian coffee.

خلطة خاصة بمحمص القيسي مكونة من القهوة الكولومبية.



TURKISH COFFEE
DARK WITH CARDAMOM
PREMIUM COFFEE BLEND

WIGHT



قهوة تركية
فاتح مع هيل
بريميوم

TURKISH COFFEE
MEDIUM WITH CARDAMOM
PREMIUM COFFEE BLEND

WIGHT



قهوة تركية
وسط مع هيل
بريميوم

TURKISH COFFEE
LIGHT WITH CARDAMOM
PREMIUM COFFEE BLEND

WIGHT



قهوة تركية
غامق مع هيل
بريميوم



FRENCH COFFEE قهوة فرنسية
WITH CREAM مع الكريمة

WIGHT



AMERICAN COFFEE قهوة أمريكية

WIGHT





VANILLA COFFEE قهوة الفانيليا

WIGHT



CARAMEL COFFEE قهوة الكراميل

WIGHT



HAZELNUT COFFEE قهوة البندق

WIGHT



CHOCOLATE COFFEE قهوة الشوكولاته

WIGHT





MASTIC
FLAVORED COFFEE

قهوة بنكهة
المسكة

WIGHT

250
GRAM

5KG

X12



BARLEY COFFEE
EASY TO PREPARE

قهوة الشعير
سرعة التحضير

WIGHT

250
GRAM

5KG

X12



ALQAISSI®



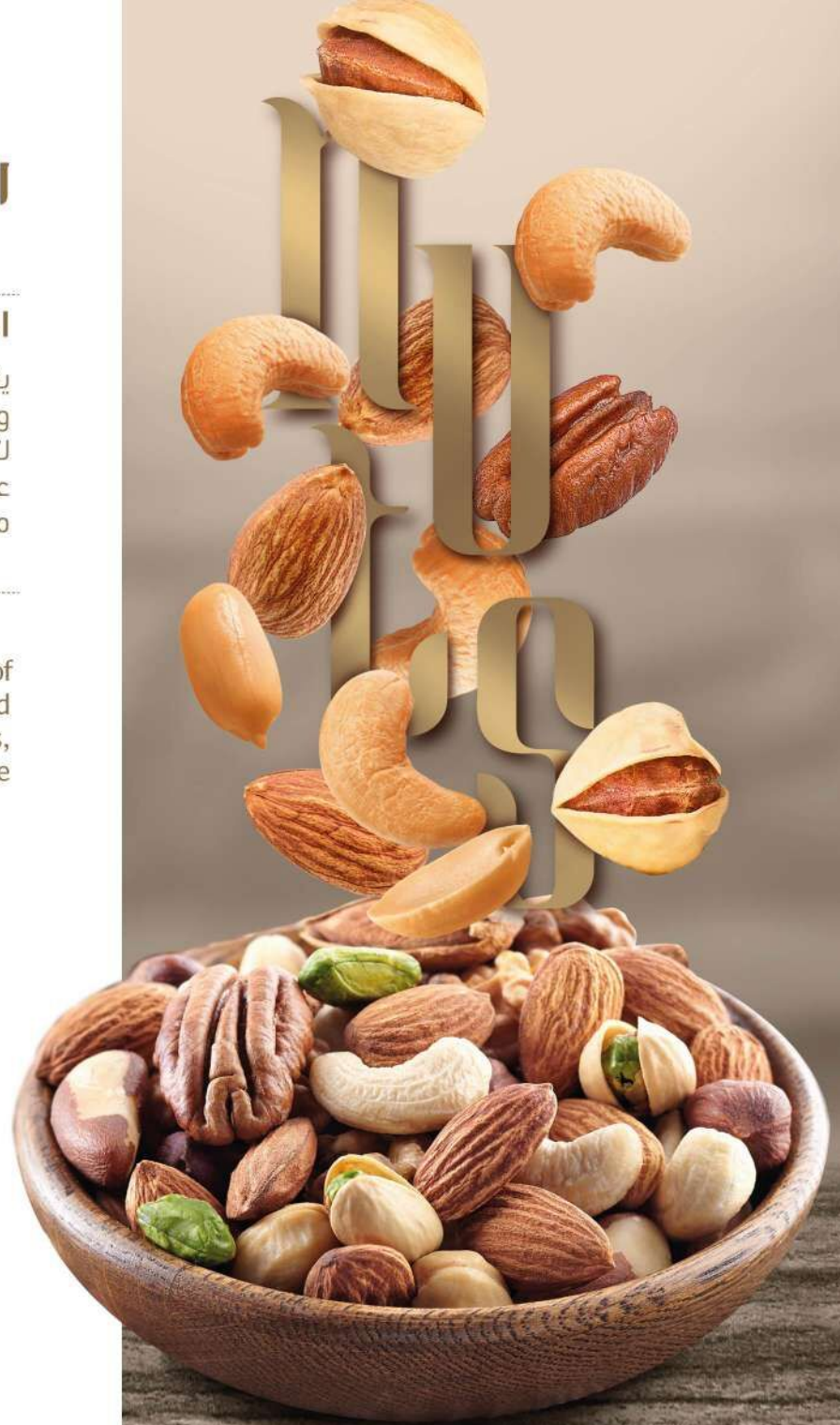
القيسي®

المكسرات والبزروات

يقدم القيسي يوميا أكثر من 150 نوع مكسرات وبزورات منها: النيء، المحمص والمدخن لتناسب جميع الأذواق والرغبات ليحصل الزبائن على المذاق الرائع في كل مرة يتناول فيها مكسرات القيسي.

NUTS & SEEDS

Al-Qaissi Provides more than 150 types of nuts and seeds, including: raw, roasted and smoked, to suit all tastes and desires, so that customers get the wonderful taste every time they eat Al-Qaissi nuts.





SEEDS & PEANUTS

SALTED CASHEW/240
PEELED ALMONDS
PEANUTS
SALTED PUMPKIN SEEDS
EGYPTION SALTED SEEDS
SUNFLOWER SEEDS
EXTRA MIXED
SUPER MIXED

WIGHT

40
GRAM

200
GRAM

5KG

بزر و فستق

كاشو مملح/٢٤٠
لوز مقشر
فستق سوداني
بزر أبيض يقطين مالح
بزر مصري مملح
بزر دوار شمس
مخلوطة اكسترا
مخلوطة سوبر



Premium
Quality





مكسرات مشكلة مملحة
SALTED MIXED NUTS

WIGHT



قلوبات مشكلة مدخنة
SMOKED MIXED KERENELS

WIGHT



قلوبات مشكلة مملحة
SALTED MIXED KERENELS

WIGHT



مكسرات مشكلة اكسترا
EXTRA MIXED NUTS

WIGHT



مكسرات مشكلة مملحة
SALTED MIXED NUTS

WIGHT



قلوبات مشكلة مدخنة
SMOKED MIXED KERENELS

WIGHT



قلوبات مشكلة مملحة
SALTED MIXED KERENELS

WIGHT



مكسرات مشكلة اكسترا
EXTRA MIXED NUTS

WIGHT





CASHWE
PREMIUM

كاجو
بريميوم

WIGHT



PISTACHIO
PREMIUM

فستق حليبي
بريميوم

WIGHT



ALMOND
PREMIUM

لوز
بريميوم

WIGHT



Ultra Mix





الترا فيت مكس
ULTRA FIT MIX

WIGHT



الترا جو مكس
ULTRA GO MIX

WIGHT



الترا فايب مكس
ULTRA FIBE MIX

WIGHT



الترا باور مكس
ULTRA POWER MIX

WIGHT



الترا فيت مكس
ULTRA FIT MIX

WIGHT



الترا جو مكس
ULTRA GO MIX

WIGHT



الترا فايب مكس
ULTRA FIBE MIX

WIGHT



الترا باور مكس
ULTRA POWER MIX

WIGHT





ULTRA GO
MIX

الٹرا فٹ
مکس

WIGHT



ULTRA FIT
MIX

الٹرا فٹ
مکس

WIGHT



ULTRA POWER باور
مکس

WIGHT



ULTRA FIBE الٹرا فایب
مکس

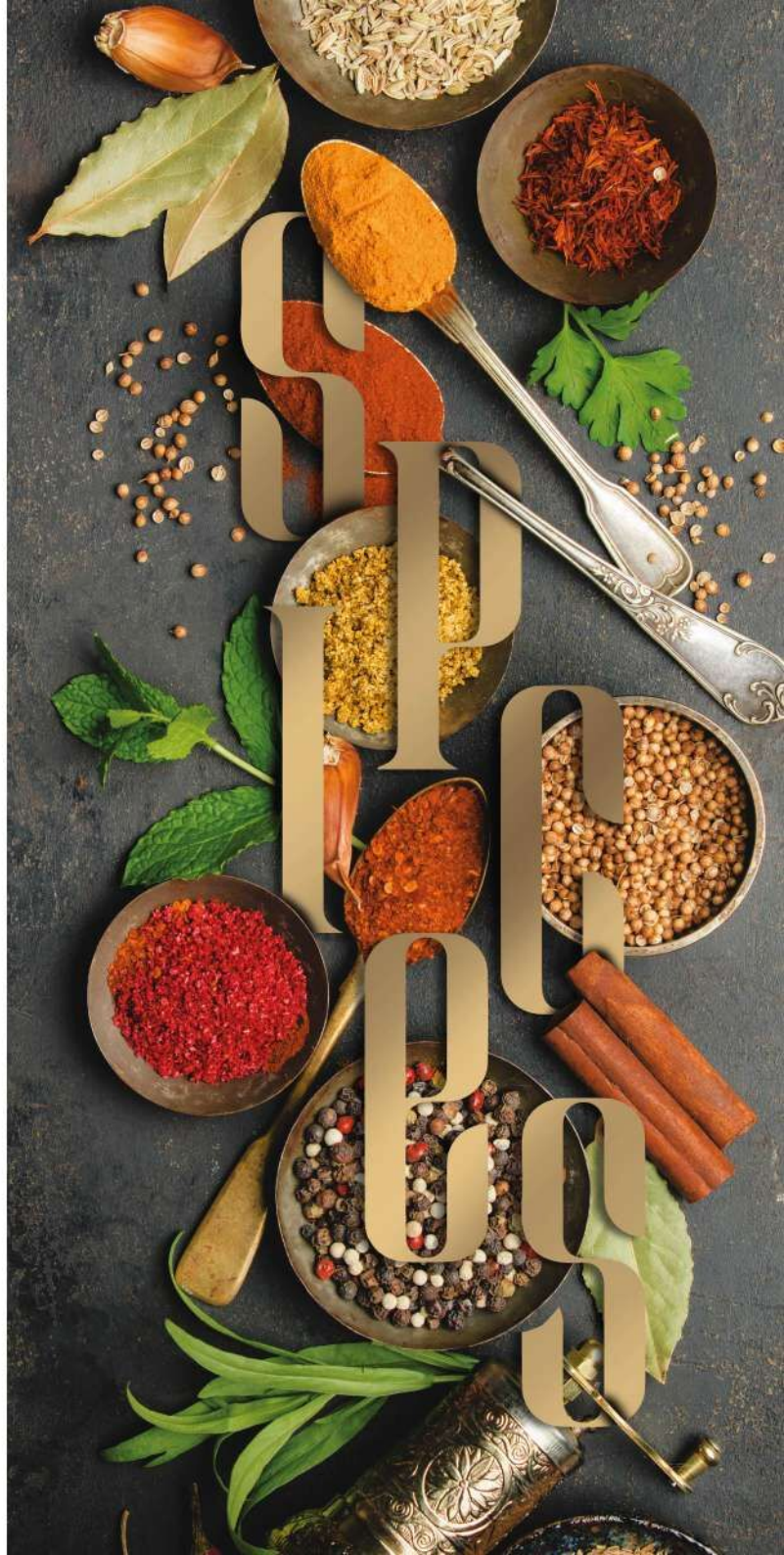
WIGHT



القيسي®

تتميز القيسي بتحضيره خلطات بهارات عديدة للاستخدام اليومي لتناسب كل الاطباق وجميع الثقافات، التي تم طحنها بعناية بأفضل الماكينات بإشراف طواقم مدربة وبخبرة عالية مراعيين معايير الجودة العالمية.

Al-Qaissi is distinguished by preparing many spices mixtures for daily use to suit all dishes and all cultures, which have been carefully ground with the best machines under the supervision of highly trained and experienced crews, observing international quality standards.







SPICES

بهارات

WEIGHT

90 GRAM
90 GRAM
90 GRAM
70 GRAM
90 GRAM
90 GRAM
90 GRAM
90 GRAM
70 GRAM
70 GRAM
30 GRAM
70 GRAM

TURMERIC
BLACK PAPPER
WHITE PEPPER
CURRY
PAPRIKA
GROUND GARLIC
GROUND ONION
GROUNG CUMIN
GROUND CINNAMON
CRUSHED HOT CHILI
WHOLE CORIANDER
ROSEMARY
GROUND GINGER

كركم
فلفل اسود
فلفل ابيض
كاري
بابريكا
ثوم مطحون
بصل مطحون
كمون مطحون
قرفه مطحونه
شطة مجروشة
كزبرة ناعمة
اكليل الجبل
زنجبيل مطحون







MIXED SPICES

خلطات بهارات

WEIGHT

70 GRAM
70 GRAM
70 GRAM
70 GRAM
70 GRAM
70 GRAM
75 GRAM
75 GRAM
75 GRAM
70 GRAM
70 GRAM
70 GRAM
90 GRAM
70 GRAM
70 GRAM
70 GRAM

MIX SPICES
GRILLED SPICES
FISH SPICES
BIRYANI SPICES
SEVEN SPICES
MANDI SPICES
CHICKENS SPICES
EXTRA KAPSEH SPICES
MEAT SPICES
CHICHEN SHAWERMA SPICES
MEAT SHAWERMA SPICES
MAQLUBA SPICES
MIXICAN SPICE
KEDRAH SPICES
MEAT SPICES
OUZIE SPICES

بهار مشكل
بهار مشاوي
بهار سمك
بهار برياني
البهارات السبعة
بهار مندي
بهار دجاج
بهار كبسة اكسترا
بهار لحمه
بهار شاورما دجاج
بهار شاورما لحمه
بهار مقلوبة
بهار مكسيكي
بهار قدرة
بهار لحمه
بهار اوزي



ALQAISSI®



القيسي®

الزعر

اوراق الزعر الأخضر الطبيعي الطازج من أفضل المزارع الأردنية والفلسطينية ، يتم طحنه وتقديمه بأنواع مختلفة بإشراف إيد ماهرة مفعمة بالخبرة المتوارثة .

زعر القيسي

مفروك بزيت الزيتون البلدي / نسبة الزعر 90%

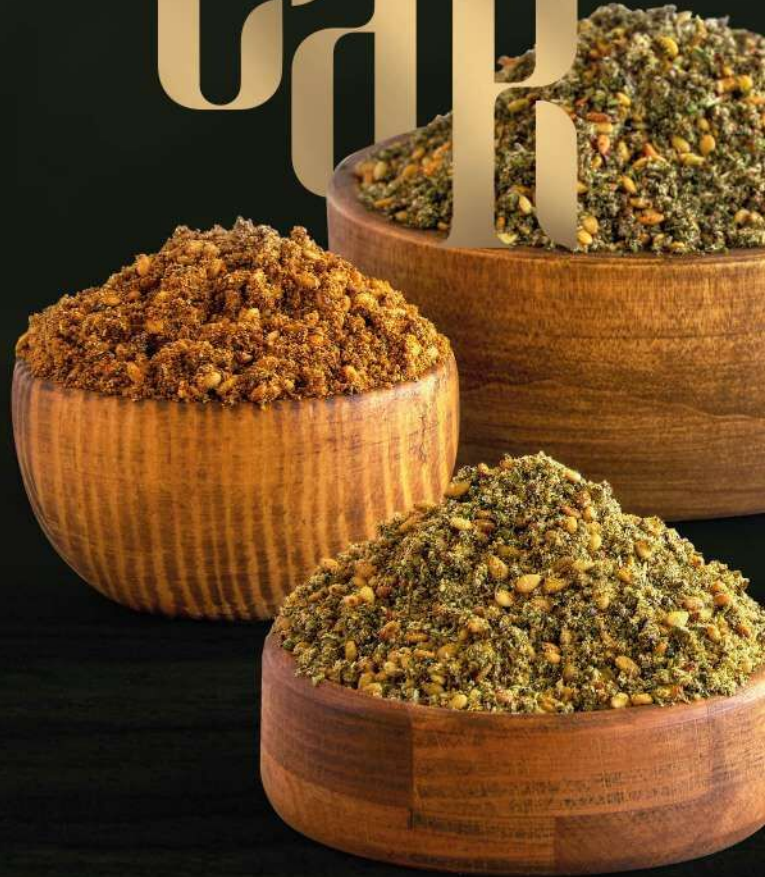
زعر الضفة

مفروك بزيت الزيتون البلدي / نسبة الزعر 90%

دقة القيسي

تحتوي دقة القيسي على انقى أنواع القمح المختار بعناية مضاف اليه البابريكا.

Zaad





زَعْتَر
منتج طبيعي

ZAATAR
ORIGINAL GREEN

WIGHT



Thyme

Fresh green thyme from the best Jordanian and Palestinian farms, they are ground and presented in different types under the supervision of highly Skilled crews that have the inherited experience

AL- Qaissi Thyme

Rubbed with olive oil / Thyme percentage : 90% .

Palestine Thyme

Rubbed with olive oil / Thyme percentage : 90% .



دُقَّة
نوع ممتاز

DOQQA
PREMIUM CLASS

WIGHT



Al-Qaissi Daqqa

Contains the purest types of carefully selected wheat, in addition to paprika.



دُقَّة حارة
منتج طبيعي

SPICY DOQQA
ORIGINAL PRODUCT

WIGHT





خلطة الفلافل
منتج طبيعي

MIX FALAFEL
PREMIUM CLASS

WIGHT



سماق
منتج طبيعي

SUMAC
PREMIUM CLASS

WIGHT



فريكة
ناعمة

FREEKEH
FINE COARSE

WIGHT



فريكة
خشنة

FREEKEH
EXTRA COARSE GRIND

WIGHT



ميرمية مجففة
منتج طبيعي

DRIED SAGE
NATURAL PRODCUT

WIGHT



سحلب
منتج طبيعي

SAHLAB
ORIGINAL PRODUCT

WIGHT



ALQAISSI®



القيسي®

الأعشاب

أعشاب طبيعية مختارة بدقة للحفاظ على
خصائصها العلاجية العديدة والمتنوعة وايضاً
يتم استخدامها في الطبخ .

HERBS

Carefully selected natural herbs to preserve
their numerous and diverse therapeutic
properties, and they are also used in cooking

WIGHT

70	GRAM	BAY LEAVES	ورق غار
100	GRAM	MALISA	مليسة
100	GRAM	CHAMOMILE	بابونج
50	GRAM	OREGANO	زعتر اورجانو
50	GRAM	THYME LEAVES	زعتر ورق
300	GRAM	GINGER TEA	شاي الزنجبيل
70	GRAM	SENNA LEAVES	سنمكة
60	GRAM	OSHROQ	عشرق
300	GRAM	DRIED MIXED HERBS	زهورات شامية
250	GRAM	CINNAMON STICK	قرفة عيدان
125	GRAM	DRIED BASIL	ريحان
125	GRAM	DRIED MINT	نعنع ناشف





Certificate JO20/85120

The management system of

Hisham alQaissi & Sons L.L.C.

Ibrahim Al Shabani Street, Building (B), Amman 11110, Jordan

has been assessed and certified as meeting the requirements of

ISO 22000:2018

For the following activities:

Roasting Nuts, Grinding and Filling Coffee, Grinding and Packing Spices and Preparing Thyme of All Kinds, and Packing of Legumes

SGS

Food Category -CII - Processing of perishable plant products, CIV - Processing of ambient stable products

This certificate is valid from 06 August 2023 until 06 August 2026 and remains valid subject to satisfactory surveillance audits.

Issue 2. Certified since 06 August 2020

Jonathan H. Hall

Authorised by
Jonathan Hall
Global Head - Certification Services

SGS United Kingdom Ltd
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Certificate JO23/00000143

The management system of

Hisham alQaissi & Sons L.L.C.

Ibrahim Al Shabani Street, Building (B), Amman 11110, Jordan

has been assessed and certified as meeting the requirements of

ISO 9001:2015

For the following activities:

Roasting Nuts, Grinding and Filling Coffee, Grinding and Packing Spices and Preparing Thyme of All Kinds, and Packing of Legumes

SGS

This certificate is valid from 16 July 2023 until 15 July 2026 and remains valid subject to satisfactory surveillance audits.
Issue 1. Certified since 16 July 2023

D. Willemijn van Leeuwen

Authorised by
Daniel Willemijn

Authorised by
Jan Meemken

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ALQAISSI®



القيسي®

شركة هشام القيسي وأولاده ذ.م.م

HISHAM AL QAISSI & SONS L.L.C

الدارة: المقابلين، شارع إبراهيم الشيباني

MANAGEMENT: ALMUQABLIN IBRAHIM AL SHIBANI ST.

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ALQAISSI.ROASTERY

Our Investments

