

Under the Patronage of His Excellency Dr. Jafar Hassan, the Prime Minister of Jordan



11th Edition

HORECA JORDAN 2026

The 11th International Trade Show for Hotels, Restaurants, Catering, Food & Hospitality Services

EXHIBITION CATALOGUE

11th - 13th October | 2:00 - 9:00 PM

Jordan International Exhibition Center - Mecca Mall - Gate 3

Meet the entire food service industry face to face at the region's annual hospitality and food event

Organizers



Lawrence
& Hussein
Consult

TheForum
Event Management
Dubai - Riyadh

HORECA JORDAN is organized by Lawrence & Hussein Consult - Modern for Conferences and Exhibitions Services & The Forum, based on a license agreement with Hospitality Services SAL "a Lebanese company organizer of HORECA long established international exhibition and event."



**His Majesty
King Abdullah II ibn Al-Hussein**

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PROGRAM

at a Glance

11th Edition

HORECA

JORDAN 2026

Sunday, 11 October, 2026

FROM - TO	EVENT	DESCRIPTION	LOCATION
13:00 - 14:00	Opening Ceremony	<u>Official Opening and Cutting the Ribbon Ceremony</u> Under the patronage of H.E. the Prime Minister of Jordan	Center Area
14:00 - 21:00	Hospitality Salon Culinaire	<u>Display Competition:</u> Be amazed by the creations: Best Macaron, Sugar & Chocolate Showpiece	Display Area
14:00 - 16:30	Hospitality Salon Culinaire	<u>Live Cooking Competition:</u> Watch the chefs in action at the Best Aussie Beef and Lamb Meat Competition!	Live Competition Kitchens
14:00 - 19:12	HORECA Barista Competition Jordan	<u>HORECA Barista Competition Jordan:</u> Savor the aroma of freshly brewed coffee as the baristas go for gold in the HORECA SCA Barista Competition Jordan!	Barista Competition Area
14:15 - 17:40	Art of Service Competition	<u>Art of Service Competition:</u> Put your hands together for the participants as they set up and clear a banquet table	Art of Service Area
16:00 - 17:35	Hospitality Salon Culinaire	<u>Sandwich Challenge (Cold):</u> Between the slices: the ultimate Senior Cold Sandwich Challenge is here!	Sandwich Kitchen
16:30 - 18:30	Hospitality Salon Culinaire	<u>Burger Challenge:</u> Sink your teeth into the ultimate gourmet experience with the Burger Challenge , showcasing the finest Aussie Beef creations!	Live Competition Kitchens
19:00 - 20:00	Hospitality Salon Culinaire	The judges will award the Participants and announce the winners	Award Ceremony Area

PROGRAM

at a Glance

11th Edition

HORECA

JORDAN 2026

Monday, 12 October, 2026

FROM - TO	EVENT	DESCRIPTION	LOCATION
14:00 - 21:00	Hospitality Salon Culinaire	Display Competition: Check out the Three-Course Set Dinner Menu, Best Baguette, and Cold Canapes and Tapas challenges, where artistry meets gastronomy in every meticulously crafted bite!	Display Area
13:30 - 16:00	Hospitality Salon Culinaire	Live Cooking Competition: Watch the talented chefs as they prepare a Contemporary Jordanian Cuisine	Live Competition Kitchens
16:00 - 18:30	Hospitality Salon Culinaire	Live Cooking Competition: Surprise! See what the participants will create from a basket of ingredients in the Mystery Basket Competition and Junior Chef Competition	Live Competition Kitchens
14:00 - 16:42	HORECA Barista Competition Jordan	HORECA Barista Competition Jordan: Don't miss a moment of the action at the first round of the HORECA SCA Barista Competition Jordan!	Barista Competition Area
14:15 - 16:15	Art of Service Competition	Art of Service Competition: Witness the art of tableside service as competitors demonstrate expert chicken carving techniques, combining precision, professionalism and exceptional guest interaction	Art of Service Area
16:00 - 18:55	Hospitality Salon Culinaire	Sushi Competition: Who will succeed in crafting the most exquisite sushi?	Live Competition Kitchens
14:50 - 16:50	Art of Service Competition	Art of Service Competition: Watch service professionals transform fresh fruit into elegant fruit platters, highlighting artistic presentation, knife skills and refined tableside service	Art of Service Area

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HORECA
JORDAN 2026

Monday, 12 October, 2026

FROM - TO	EVENT	DESCRIPTION	LOCATION
17:05 - 17:25	HORECA Barista Competition Jordan	<u>HORECA Barista Competition Jordan:</u> Support the top baristas in the final of the HORECA SCA Barista Competition Jordan	Barista Competition Area
17:50 - 19:18	Latte Art Competition	<u>Latte Art Competition Jordan:</u> Watch talented baristas display their creativity and precision in the first round of the SCA Latte Art Competition	Barista Competition Area
17:00 - 18:00	HORECA TALKS	<u>Table Talk: Leading from the Front: Female Restaurant Owners on Courage, Challenges & Structure</u> <i>Moderated by Eliana Janineh / Executive Director - Jordan Restaurant Association</i>	HORECA TALKS Area
19:35 - 19:50	Latte Art Competition	<u>Latte Art Competition Jordan:</u> Join us as we announce the names of the skilled participants who have earned their place as finalists in the SCA Latte Art Competition	Barista Competition Area
20:00 - 20:30	Hospitality Salon Culinaire	The judges will award the Participants and announce the winners	Award Ceremony Area

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HORECA

JORDAN 2026

Tuesday, 13 October, 2026

FROM - TO	EVENT	DESCRIPTION	LOCATION
14:00 - 21:00	Hospitality Salon Culinaire	Display Competition: Croissants, éclairs, elegant plated desserts are on the menu!"	Display Area
13:30 - 16:00	Hospitality Salon Culinaire	Live Cooking Competition: Take a look at what's cooking at the Seafood Dish Competition	Live Competition Kitchens
16:00 - 18:20	Hospitality Salon Culinaire	Live Cooking Competition: Mamma mia! The Fresh Pasta Competition will amaze you	Live Competition Kitchens
14:30 - 16:50	Art of Service Competition	Art of Service Competition: Get ready as competitors prepare and present the classic Crêpe Suzette tableside with precision, elegance and outstanding hospitality	Art of Service Area
14:00 - 16:37	Barista Competition	HORECA Barista Competition Jordan: Support the top baristas in the final of the HORECA SCA Barista Competition Jordan	Barista Competition Area
17:00 - 18:00	HORECA TALKS	Table Talk The Winning Edge: Top Chef Insight for Culinary Leaders <i>Moderated by Salma Zawaideh / Roya TV Reporter & Presenter</i>	HORECA TALKS Area
17:00 - 18:11	Latte Art Competition	Latte Art Competition Jordan: Cheer on the region's top latte artists as they compete in the final of the SCA Latte Art Competition	Barista Competition Area
18:00 - 18:30	Art of Service Competition	Join us as we celebrate the exceptional talents of our Art of Service Competition participants!	Award Ceremony Area
18:35 - 19:10	Barista and Latte Art Competitions	Celebrate the champions of the HORECA SCA Barista Competition Jordan and SCA Latte Art Competition as the winners are crowned and recognized for their outstanding talent!	Award Ceremony Area
19:10 - 20:10	Hospitality Salon Culinaire	Put your hands together for the gold medalists of HORECA Jordan's Hospitality Salon Culinaire	Award Ceremony Area

HORECA JORDAN SUPPORTERS



Organizers



MINISTRY OF TOURISM AND ANTIQUITIES

Address	Jabal Amman, 3rd Circle		
Tel	+962 6 4603360	Fax	+962 6 4615230
Website	www.tourism.jo		

Activating the role of the tourism industry to highlight Jordan's attractions and to distinguish Jordan as a unique tourism destination, and in appreciation of the role of tourism to national income by generating foreign exchange earnings, and, in recognition of the important role of the private sector in investment and development.



JORDAN TOURISM BOARD

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	visitjordan
	visitjordan

The Jordan Tourism Board (JTB) is the official organization responsible for marketing and promoting Jordan as a tourist destination worldwide. Established in 1998 as a public-private partnership, the JTB aims to position Jordan as a premier choice for cultural, natural, religious, adventure, leisure, and MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism.

JORDAN HOTELS ASSOCIATION

Contact Person Ms. Niveen

Email secretary@johotels.com

The Jordan Hotel Association (JHA), a non-profit organization, was founded in 1969 and is currently registered at the Ministry of Tourism and Antiquities of Jordan under article 14 of the tourism law No. (20) of year 1988, works with the Jordanian government and regulatory authorities to ensure a unified voice for the Hospitality sector and a positive operating environment for the hotel industry to thrive in, particularly during economically challenging times. JHA is a member of several national and global tourism associations and activities, such as the International Federation of Hotels & Restaurants and Arab federation of Hotels & Tourism. It is one of the official supporters of the Jordan Tourism Board and its programs and activities.

Our vision

To pioneer the development of the hotel sector, improve the service standards in order for the Jordan Hotel Association to be distinguished as a leader of creativity and innovation within the tourism community at national, regional, and international levels, in addition to achieving sustainable development of the sector.

Our mission

The JHA is dedicated to serving its members that represent a variety of hotel establishments, through effective communication and active participation in identifying their needs, while directing the hotel service towards greater creativity and passion through the generation of ideas that can be adapted to different tourism scenarios.

JORDAN RESTAURANT ASSOCIATION

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	jorestaurantassociation		
	JoRestaurants		

The Jordan Restaurant Association (JRA) is a mandatory not- for – profit membership association empowered by Law no (47) in 2002 and its amendments by law number 33 in 2018.

JRA represents over (1200) classified members including (restaurants, entertainment cities, coffee shops, fast food, discos, bars and cabaret of 1-5 stars). It is a member of the Jordan Tourism Board and an affiliate member of UN World Tourism Organization.

The association has an elected Board of Directors consisting of nine members representing the private sector, qualified staff, legal consultants, and an accounting consultant.

JRA Mission

JRA dedicated to serve, support, and promote Jordan's tourism restaurant and hospitality industry.

JRA Vision

To enhance professional standards and foster innovation, cultivate tourism awareness and knowledge among our members, and stimulate growth and development in partnership with the Ministry of Tourism and Antiquities.



THE JORDANIAN CHEFS ASSOCIATION (JCA)

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The Jordanian Chefs Association is a governmental entity dedicated to supporting and developing the culinary and hospitality sector in Jordan. It works to promote professional standards, develop culinary skills, and support chefs and professionals working in the hospitality industry.

The Association represents Jordan in local and international culinary competitions, championships, festivals, and hospitality events, showcasing Jordanian culinary talent and heritage on the international stage.

It also contributes to professional development, knowledge exchange, training, and cooperation with local and international culinary institutions, while supporting the advancement of culinary arts and hospitality standards in Jordan.



ROYAL ACADEMY OF CULINARY ARTS

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RACA at a Glance

The Royal Academy of Culinary Arts, an Associate member of the network of EHL-Certified Schools is a technical university college which provides Bachelor and Diploma programs, founded in 2008 to fulfill the vision of His Majesty King Abdullah II of having a culinary school in Jordan operating at the highest international standards, and to introduce the Swiss experience of merging practical and hands-on training with academic education.

Vision

The Royal Academy of Culinary Arts will be the market leader in the region for Culinary and Food & Beverage education. Through its commitment to quality, innovation and an industry-relevant educational program, coupled with the highest values of social integration, the Royal Academy of Culinary Arts ensures its graduates will become its finest ambassadors in this important economic sector.

Mission

The aim of the Royal Academy of Culinary Arts is to provide the industry with more than just culinary graduates and to give its students more than just culinary and F&B management qualifications. The ultimate goal of the Academy is to provide the industry with future leaders, trendsetters, entrepreneurs and innovators. Furthermore, the Academy will ensure that its graduating students possess valuable transferrable skills; such as the spirit to achieve, self-discipline, respect, integrity, adaptability and motivation for lifelong learning.

LUMINUS TECHNICAL UNIVERSITY COLLEGE

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Luminus Technical University College (LTUC) is a leading technical and vocational education institution in Jordan, committed to preparing learners for successful careers through industry-focused education and practical training. Its School of Hospitality offers accredited diploma and bachelor's programmes covering hotel operations, food and beverage, culinary arts and event management.

Through strong partnerships with hotels, resorts, and tourism organizations, the School provides students with practical training, internships, and employment pathways. In line with LTUC's "Education for Employment" mission, the School supports both local learners and vulnerable communities, including refugees, and contributes to strong graduate employability. With modern facilities and simulated workplace environments, it continues to develop skilled hospitality professionals for Jordan and the wider region.



AMMON APPLIED UNIVERSITY COLLEGE

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Established in 1980, **Ammon Applied University College (AAUC)** is a leading Jordanian institution specializing in hospitality and tourism education. Located in Jabal Amman, AAUC offers Bachelor's degrees in **Hotel Management and Hotel Management/Events Business Management**, as well as diplomas in **Hotel Management and Culinary Arts** and specialized training programs in hospitality, food & beverage, tourism, and related fields.

AAUC works closely with government entities, industry partners, and international institutions to provide students with practical training, internships, professional certifications, and career opportunities in Jordan and abroad.

The college is a member of **ICHRIE** and **EURHODIP** and has received several recognitions, including the **UN Women Gender Equity Seal, UNWTO TedQual Certification, and the Al-Hassan Bin Talal Award for Scientific Excellence.**

Through its international partnerships and practical learning opportunities, AAUC continues to contribute to the development of skilled professionals and the future of Jordan's hospitality and tourism industry.

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AL - KHAIR COMPANY FOR THE SLAUGHTER, PROCESSING AND MARKETING OF POULTRY

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	alkhair chicken		
	alkhair Chicken		

Company Profile

Integrated Production Chain with Global Quality Standards
Khairat Al Shamal for Poultry and Feed and Al Khair for Slaughtering, Processing, and Marketing Poultry are among the leading Jordanian companies in the poultry and food production sector, operating through an integrated system covering all stages of production and supply.

Our Mission

To be the leading and most trusted company in the poultry sector, while maintaining the highest standards of quality, innovation, and customer service.

Our Vision

To produce and provide safe, fresh, and consistent quality poultry products through an integrated system based on strict control, modern technology, and a specialized team.

AL AMEED COFFEE CO.

Contact Person	Tala Dafesh
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Website	www.alameedcoffee.com

Al Ameen Coffee Company is a family owned business established in 1973 based in Amman – Jordan that is specialized in a range of coffee products under the brand Al Ameen Coffee, which became a recognized and popular brand both locally and regionally.

Products include Turkish coffee in several blends, Espresso, Arabic Coffee, French coffee and American Coffee that are packed instantly after grinding in packaging that contains a one way valve to preserve the freshness and lock in the aroma; and most recently American Coffee the newest addition to our coffee family; this all takes place at our brand new state of the art 8300 m2 production facility.

We are proud to have been awarded the ISO 22000 for Food Safety Management System standards as well as ISO 9001 certification for our high standards of management and production. This drives us to always develop and improve our standards of production in order to keep delivering on the promise of offering the highest quality coffee to our customers.



ROYAL JORDANIAN

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Royal Jordanian: We Fly Together!

Being a leading carrier in the region, RJ's vision is to be the Airline of Choice connecting Jordan and the Levant with the world. Back in 1963, RJ was established as the national air carrier of the Hashemite Kingdom of Jordan, and has since been an ambassador of goodwill and friendship to other cultures, and a bridge that facilitates tourism and trade with the world. From its hub at Queen Alia International Airport, RJ runs its fleet of aircraft to reach various destinations providing a wide travel network for its guests via Amman to Europe, the US and Canada and North Africa. Through its 12 international airline partners in the one world alliance, RJ offers a network of over 9,00 airports in 170 countries with hundreds of airport lounges.

RJ customers can book their flights and manage their bookings at RJ sales offices located worldwide and through RJ's travel agents. The call center can be reached 24/7 at +962 6 5100000, and its website at www.rj.com, and RJ's mobile application.

MEAT & LIVESTOCK AUSTRALIA

Tel	+971 4 433 1355
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MLA's purpose is to foster the long-term prosperity of the Australian red meat and livestock industry by investing in research and marketing activities. Through our subsidiary companies, we also accelerate innovation across the value chain and deliver the industry's integrity and on-farm quality assurance programs. Visit us to explore how Australian red meat delivers on quality, sustainability, and global market readiness.



SPONSORS

INTERCONTINENTAL JORDAN

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InterContinental Jordan, is the Kingdom's most iconic 5-star hotel offering unmatched luxury and comfort for business and leisure travellers alike.

Its newly opened, spectacularly luxury Lounge at the Queen Alia International Airport is Located at the Arrivals Terminal near the luggage collection area, the Lounge offers assistance with reservations, luggage collection, express check-in, limousine transportation arrangements and extensive concierge services.

All 440 rooms and suites at InterContinental Jordan are chic and functional including a spacious lounge with sitting area, satellite TV channels and deluxe bathrooms with bathtub.

InterContinental Jordan delivers authentic memorable experiences and helps you get the most out of your trip.





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ROYA TV

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Roya TV Channel is a private channel that was launched on January 1, 2011. Roya Channel is a modern channel reflecting the needs and matching the expectations of the Jordanian and Arab Audience through providing a high quality, transparent and up to date media content. Roya TV Channel presents a holistic grid of news, cultural, entertainment shows along with its presence on all social media platforms.

By the year 2015 Roya Celebrated its 5th anniversary being the number one Jordanian TV station obtaining 25 % of the market share.



PIKASSO

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Founded in Beirut in 1986, Pikasso is the number one Out- of-Home advertising company across the Levant (Lebanon, Jordan, Iraq), leader in North Africa (Algeria, Tunisia, Morocco), West Africa (Ivory Coast, Senegal, Mali), and the Caucasus (Armenia).

With more than 13,000 advertising faces, 450 digital screens and 73 exclusive concessions in 434 cities and towns of 10 countries, Pikasso places quality and innovation at the heart of our development with a single aim: to constantly meet our clients' needs. In support of this, our team is composed of more than 400 highly qualified professionals.

Through the innovative use of a comprehensive range of products and formats including Billboards, Large Format, Digital Out-of-Home, Urban Furniture, Malls and Transport advertising, our focus is on ensuring audience engagement at prime locations; maintaining our status as a fully integrated Out-of-Home provider; delivering our advertisers creative opportunities and remaining at the forefront of technology.



HOSPITALITY NEWS ME MAGAZINE

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Hospitality News Middle East is the must-have regional bi-monthly trade magazine for the Middle East's hospitality and foodservice industries and is distributed nationally, regionally and internationally, as well as being available in bookshops across Lebanon. Discover the region's new projects, new restaurants, as well as industry solutions by the experts, in depth insights, and interviews with the industry' key players. There are country reports, expert interviews, regional news and much more. The buyers' guide section features the latest products and services on the market, including food, beverage, equipment, technology, and design, as well as the hospitality events happening across the region.
hospitalitynewsmag.com



AL RAYA MEDIA GROUP (HALA 102.1 AND BLISS 95.9)

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Website	www.alrayamedia.org		

The Jordan Armed Forces (JAF) - Arab Army Radio Station and TV announced recently the launch of Al Raya Media Group as the umbrella under which its various media platforms operate.

JAF - Arab Army Radio Station and TV also introduced Jeish FM's (Egal Al Watan) lineup of shows.

In choosing Al Raya as a name for itself, the group underscores its policy, which strives for modernisation and development on the media level, as well as to preserve the Jordanian identity and its cornerstones that were built on the values of the Great Arab Revolt.

Al Raya Media Group believes that purposeful, national media is not only vital to the country's stability, but it is also integral to the state's role to defend the homeland, protect its borders and safeguard the interests of its citizens.

Moreover, the group considers professional media, whose sole objective is the supreme national interest, a primary communication tool and an alternate weapon, serving Jordanians by providing them with the honest information that they seek.



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INTERCONTINENTAL JORDAN

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Royal Jordanian: We Fly Together!

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RITCO & IDEAL MARKETING COMPANY

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RITCO & IDEAL Marketing Company form a strategic alliance specializing in the import, storage, distribution, and marketing of **frozen, chilled, and dry food products**.

RITCO manages an integrated supply chain supported by modern warehouses, cold-chain facilities, and transportation, while IDEAL focuses on **brand management, marketing, and promotional solutions**.

Our Services

- Import of frozen, chilled, and dry food products
- Storage and cold-chain solutions
- Distribution through an extensive logistics network
- Marketing and brand management
- Promotional and advertising campaigns

Certifications & Standards

- ISO 9001 – Quality Management
- ISO 14001 – Environmental Management
- ISO 45001 – Occupational Health & Safety
- HACCP – Food Safety
- Jordan Customs Golden Trader

Driven by **quality, reliability, innovation, and sustainable partnerships**, RITCO & IDEAL are committed to delivering reliable food products and integrated solutions to customers across Jordan and the region.

JUNIA CLEANING & DISINFECTION SOLUTIONS

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Email	info@juniasolutions.com
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Integrated Solutions for Professional Cleaning & Disinfection At JUNIA, we provide specialized cleaning and disinfection solutions designed to meet the needs of various sectors and professional environments. Our portfolio includes a comprehensive range of solutions for Kitchen & Food Service, Laundry, Housekeeping, and Animal Health. This catalog presents our specialized solutions for professional kitchen and food service hygiene, featuring high-performance products designed to tackle the toughest cleaning challenges, in for selected grease and built-up alongside effective solutions for cleaning and disinfecting surfaces and equipment. For selected concentrated products JUNIA also provides dedicated dilution equipment, ensuring the correct product concentration, optimizing consumption, extending product usage, and reducing waste.

SOLID BASE APPAREL & CLOTHING

Contact Person	Ahmad Al Zaro		
Address	Bayader/Amman/Jordan		
Tel	+962792423733	Mob.	+962792423733
Email	ahmad@solidbasejo.com		
website	www.solidbasejo.com		

Solid Base Apparel and Clothing was officially founded in May 2015, leveraging nearly two decades of experience in textile import-export and the production Of uniforms, sportswear, and casual wear. With a deep understanding of the industry, we began crafting products that exceeded customer expectations through premium materials, exceptional service, and a skilled team mastering every aspect of fashion production, from pattern making to finishing. In 2023, Solid Base expanded its focus to specialize in bespoke uniforms for the hospitality sector, serving prestigious establishments like 5-star hotels and fine- dining restaurants across the region. To support this growth, we established an international design studio dedicated to creating innovative collections for this thriving market. Looking ahead, our goal is to develop sophisticated uniforms and apparel to meet the increasi demands of the regional and international market.

TAL WOOD RESTAURANT EQUIPMENT

Contact Person	Heyam Abu Khalifeh
Address	Tal Ruman – Jerash Road
Tel	+962 778005800
Email	info@tal-wood.net
website	www.tal-wood.net

The gifts of nature and wood are endless and just like that, “Wood” products offer everyone only warmth and care, ornamenting your lives with the tune of nature and beauty of today.

Every piece from “Wood” holds a unique and personalized nature making sure every spot stays different. Whether it be a part of your décor or even a serving tool for your loved ones, or maybe your own unique cutlery that gives your table that extra beauty or even that special drinkware you want to show off! “Wood” guarantees your every feeling and emotion will be translated to life in the language of beauty.

- **Restaurant equipment & Tableware** (Serving plates, bowls, Dishes, Trays, Drinkware and Cutlery)
- **Wooden furniture** (Dining tables, Meeting tables, chairs, coffee & corner tables)
- **Accessories** (hanging lights, decorations, table lamps, vases, candles and candle Holders, decoration boxes)
- **Customized wooden products**
- **Event preparations and decorations**

Our Products are not only smoothed to perfection but are also cover coated which means you will no longer need to sanitize them, We cover with an “Anti-Bacterial and Anti-Fungal” coating to protect your delicious food. We’ll always make sure you find something you’d love and we’ll always make sure you never run out of options. With our wide variety of choices, different collections and unique choices for every taste.

With wood, love and care, we bring what we make to make your business even more beautiful.

UNIVERSAL PROFESSIONAL FOR SERVICES & HOTEL SUPPLIES

Contact Person	Eng. Mohammad Qashou	
Tel	2 5348426	Mob. 65348427
Email	info@unipro.com.jo	
Website	www.unipro-jo.com	

UNIPRO was established since 2006 and specializes in the supply, installation and maintenance of: Industrial Kitchen equipment, Bakery equipment, laundry equipment, Refrigeration equipment & cold rooms, spare parts for kitchen & laundry equipment. UNIPRO has been working with big well known Labor camps, hotels and resorts, hospitals, universities, restaurants and airports all require the above equipment. We can provide you -in addition to the previously said- with profession layouts concerning the requested areas, kitchen designs & laundry designs. We have maintenance workshop & showroom placed at the company ground floor where you can easily find what you are looking for, with our guarantee of high quality, warranty, competitive prices, bestselling terms and suitable delivery time.



MOHAMMAD TAHSEEN AL BAALBAKI & PARTNERS CO.

Address	Al-Bayader Wadi Al-Seer, Al-Nahda Circle, Amman, Jordan.
Mob.	+962 7 9553 6910
Email	gm@baalbaki.net
Website	www.baalbaki.net

Mohammed Tahseen Baalbaki & Partners is a prominent Jordanian engineering and supply company established in 1966. Based in Amman, the company specializes in the supply, installation, operation, and maintenance of commercial, industrial, and retail equipment.

Core Offerings

- **Mobile Kitchens & Infrastructure:** They are a major local manufacturer of custom-designed food trucks, snack trailers, coffee kiosks, and modern caravans for purchase or rent. They also produce advanced, self-contained portable public restrooms (PWC26) equipped with solar-powered systems and integrated water tanks.
- **Commercial Food Equipment:** The company supplies heavy-duty machinery for hotels, restaurants, and bakeries, including industrial dough mixers (up to 75 kg capacity) and revolving gas-powered Arabic bread ovens.
- **Refrigeration & Storage:** They provide medical, pharmacy, and morgue refrigeration systems, water coolers, and industrial cold rooms for freezing and cooling applications.
- **Retail & Supermarket Outfits:** They offer wholesale and retail commercial layouts, including heavy-duty display shelving, hangers, racks, and carts for malls and supermarkets.

ROBINA

Address	7th Circle - RJ Terminal Building - P.O.Box: 919 Amman - 11821 Jordan		
Tel	+962 6 5853304 +962 6 5829138	Fax	+962 6 5821902
Email	khaled@robina.jo		
Website	www.robina.jo		

Studio Robina was founded in 1989 and possibilities simple, and the beginnings of the studio by Mr. Mubarak Al-Saqqa was the only person who works in the studio and was working to satisfy its customer through modern devices used through Hassan-treatment, since in 90 so far become studio Robina includes more than 55 workers in all divisions governors on the collective spirit one the main objective is to satisfy the customer.

With the progress the studio includes halls 4 camera equipped with modern equipment, which is one of the most important organs in the Middle East and in view of love and development continued to make permanent Robina of the most important studios in the Middle East through photography, cinema, digital video and through innovative recently in Jordan.

Robina restrictive only through the latest techniques of modern technology, cinema, video modern, innovation, modern devices through the latest technology cameras Wireless H. D Camera without the need for any wire disturbs the customer this advantage had helped to the development of the success to permanent Robina and give the client rest when the movement of photographers.

ARAMEX

Contact Person	Sevan Tchakmakian
Email	SevanT@aramex.com
website	www.aramex.com

With our limitless desire for finding innovative ideas, global network, customer focus and technology; we constantly strive to move your business forward. From international and domestic deliveries, freight forwarding, logistics and warehousing to e-commerce solutions and online.





MAJED ALSABAGH

Chairperson for the Middle East – Worldchefs
Chef Consultant, President of the
Syrian Culinary Guild
Vice President of the Emirates Culinary Guild
Syria

Among his many roles, chef Majed Al Sabagh is a Worldchefs-certified Master Chef and holds the title of grand officier maître rôtiisseur with Chaîne des Rôtisseurs. Serving as honorary advisor to the International Culinary Institute in Hong Kong and as an international judge for Worldchefs, he is a recognized and respected figure in the world of culinary arts.





MOUNIR EL AREM

Special Ambassador for Gastronomy
Tourism to UN Tourism
President of the Delegation of l'Academie
Nationale de Cuisine for Tunisia
Tunisia

Born in Tunis in 1964, Mounir is a renowned Tunisian chef and internationally recognized ambassador of gastronomy. He did his training with some of France's finest chefs, including several Meilleurs Ouvriers de France.

Deeply committed to passing on his expertise, he has trained and mentored numerous young chefs who have gone on to win international titles.

He is the co-founder of the La Fourchette d'Or culinary competition and the founder of Tunisia's first National Cooking and Pastry Trophy, organized by the Tunisian Vocational Training Agency.

He has also played an active role in promoting Tunisian terroir products and supported the inscription of Couscous and Harissa on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity.

Having represented Tunisia at major gastronomic events across Europe, Africa, the Middle East, Asia, and the Americas, Chef Mounir EL AREM was appointed Gastronomic Tourism Ambassador to UN Tourism in July 2024.

Chef Mounir EL AREM continues to promote Tunisian culinary excellence and gastronomic tourism on the global stage.





JOSEPH ASFOUR

Certified Master Chef
Restaurant Opening Expert & Consultant
Palestine

Chef Joseph Asfour is a Certified Master Chef born raised and educated in Jerusalem. He is the founder of Darna Restaurant cuisine in Ramallah and did a lot of work at Angelos & Rossini Restaurants in Jerusalem. He is a health food expert, he has taught at Notre Dame in Jerusalem for more than two decades.

Chef Joseph has prepared meals for notable guests including Pope Benedict XVI, Pope John Paul II, President Yasser Arafat, President Mahmoud Abbas, President Vladimir Putin, Condoleeza Rice, Koffi Anan, Javier Solana and Richard Gere among others.

His philosophy can be summarized in ten words, "Through good food and drink one can impress almost everyone"





SYLVAIN ARTHUS

Deputy CEO
Executive Chef and F&B Manager
Gourmania International
France

A French chef with more than 25 years of international culinary experience, Sylvain has built a distinguished career across France and the Middle East.

His journey began at the age of 16 in a two-Michelin-starred restaurant in La Rochelle, France, before moving to Paris, where he worked in prestigious establishments including Alain Ducasse, the Ritz Paris, Joël Robuchon, and Le Divellec. He also had the privilege of working for former French President Jacques Chirac at the Élysée Palace.

He then spent 18 years in Lebanon, leading three iconic restaurants in Beirut while training and mentoring a new generation of Lebanese chefs in French gastronomy.

For the past eight years, he has been based in Kuwait, leading culinary operations for Gourmania International Company across several concepts, including Fauchon, Sakura, Shabestan, and others.

Today, he combines his expertise in French gastronomy with his extensive Middle Eastern experience, with a strong focus on culinary excellence, concept development, team leadership, and chef training.





CHARLES AZAR

Knight of the Order of Agricultural Merit (France)
President of the Delegation of l'Academie
Nationale
de Cuisine Middle East and Gulf Countries
Lebanon

At a young age his encounters with Meilleurs Ouvriers de France helped him perfect his skills as a chocolate-maker, showed him a different vision of Pâtisserie and gave him a taste for competitions.

From holding three-time distinction at The World Pastry Cup- Lyon to an acknowledged national pastry Champion, a Master Chocolatier and a Master Consultant; the accomplishments of The Azar are nothing but inspiring!

A desire to spread his knowledge without reserve brought Charles Azar to teaching at St. Joseph University IGE Lebanon since 2005 where he is the Head of Pastry and at "L'Atelier des Arts de la Pâtisserie Charles Azar".

In 2014 Charles fulfilled a personal vision, creating his "Charles Azar Consultancy Services®" where he works as an "Independent" Master Consultant for many prestigious 5 Stars Hotels and clients in Beirut and worldwide.





NASSIM BOULKOUR

Executive Head Chef &
Official Lambassador for
Meat & Livestock Australia (MLA)
Jordan

Nassim Boulkour is an Executive Head Chef with over 20 years of international culinary experience across luxury hospitality, fine dining, and high-volume operations. He began his culinary career in Paris in 2003 and has since worked across France, Italy, Belgium, the UK, and Jordan. He spent over 11 years at Harrods Food Hall in London, working across prestigious concepts including Bentley's Sea Grill and The Harrods Steakhouse, while leading the development and launch of Gordon Ramsay Burger Bar. Throughout his career, Nassim has worked alongside renowned chefs including Richard Corrigan, Yann Couvreur, Andy Cook, Antonio Garlando, Gordon Ramsay, and Marco Pierre White. He is also an official Lambassador for Meat & Livestock Australia (MLA).





LAURENT GARRONE

Private Chef and Culinary Consultant
Winner of the Toque d'Or 2026
France

Laurent Garrone is a French chef with more than 30 years of experience in prestigious Michelin-starred kitchens, including Marc Veyrat, Pierre Gagnaire and Gordon Ramsay in London. Winner of the Toque d'Or 2026, he has built an international career across fine dining, private hospitality, yachts and luxury catering.

Today, he works as a private chef and culinary consultant, combining gastronomy, creativity and well-being. He also supports his wife in developing Kawaiï, a hybrid tea room and gourmet workshop focused on healthy, balanced and wellness-oriented food, with workshops promoting nutrition, local sourcing and well-being.





YASSER JAD

Advisor - Culinary Arts
and Hospitality Development
KSA

Over 30 years of managerial experience at Saudi Airlines in catering in flight kitchen and quality control and total quality performance.

President and founder of Saudi Arabian Chefs associations (SARCA) as an official membership and representing Saudi Arabia at the World Association of Chefs' Societies (WACS) (2009 - Present).

Acclaimed certified Chefs judge at WACS and judge on several episodes of Top Chef program in LBC Chanel and Master Chefs program in SA Chanel in Saudi Arabia (Arabic version).





RUBA KHOURY

Restaurateur & Top Chef
Arabia Winner 2026
Palestine

Chef Ruba Khoury is a Paris-based Palestinian chef, restaurateur, and winner of Season 9 of Top Chef Arabia (2026). As the founder and owner of Dirty Lemon, her acclaimed restaurant and cocktail bar in Paris's 11th arrondissement, Khoury has built an internationally recognized culinary identity that bridges classical French technique with the flavors, traditions, and stories of Palestine."





PANAGIOTIS SAMARAS

Senior Technical Advisor of the
Callebaut Chocolate Academy
Greece

Panagiotis Samaras from Greece, started his first steps in his family Patisserie business assisting his talented father from whom he picked up the skills of pastry and confectionery. Enjoying this experience in pastry it became his goal and passion, and in 2005 he joined the Organization of Technical Education for Bakery and Pastry in Greece.

After graduation in 2007 he focused on his business and created French and Greek pastry. During these years he affirmed his passion in this field strongly. Eight successful years later he moved to the Middle East, with the ambition to expand his own culinary journey in Pastry & Confectionery.

Having worked in the hotel industry in Dubai, in 2015 he worked as Pastry Chef for the award-winning French Bistro and Boulangerie - La Serre. He joined as a Chef at the Callebaut Chocolate Academy in beginning 2017. Ever since his is supporting the MENA region.





TAREQ TAHA

Chef Consultant and Co-Owner
of Franji Bakery in Jerusalem
Palestine

Chef Tareq Taha, a Palestinian chef and culinary artist, has masterfully combined traditional flavors with contemporary techniques.

Throughout his career he had the opportunity to work alongside some renowned Palestinian and international chefs. At the age of 28, Taha got his first job as a head chef. His passion for cooking mixed with my pastry skills; Taha has developed a style of cooking that combines tradition and modernity, highlighting vegetarian and vegan Palestinian dishes.

IN 2021 his work was acclaimed after his participation in MENA'S TOP CHEF where he achieved third place and subsequently triumphed as the winner in 2024 MENA'S Top Chef AIISTARS. His professional aspirations extend beyond the boundaries of the kitchen, as he strives to establish modern Palestinian cuisine within the international culinary scene.





ABDULLAH ABU OBAIDAH

Executive Chef at Farah International
Catering Services LLC
and Former President of JCA
Jordan

With over 38 years of industry experience, Chef Abdullah has developed a distinct experience in the culinary world, holding a Master Chef Diploma from the MCA in the United Kingdom. Shortly after graduating from a food production program, he began his career in leading Five-Star hotels spanning from Jordan to the Gulf region, holding various executive roles, additionally serving for 10 years at the King Hussein Cancer Center.

At his current capacity, Chef Abdulla leads one of Jordan's prominent Industrial and Corporate catering institutions, Farah International Catering Services LLC, an ISO:2200 Food safety certified establishment, producing over 1 million meals annually with a team of skilled industry professionals.

Chef Abdallah joined the Jordanian Chefs Association in February 2016 as a Board Member, as a result of his notable contributions, he was thereafter elected President of the association in June 2018.

Chef Abdallah is a certified judge in the competitions of the International Chefs Association since 2019 and has an HACCP level 4 award certificate in managing food safety in catering (QCF) from High Field World Master Chefs Society (UK) 2017.



ALI IBRAHIM

Executive Chef & Owner Culinary
and Hospitality Consultancy
Jordan

SUCRE SALE Catering and consultant for the Jordan River
Foundation - Karma Kitchen

Experience in the field of restaurants and hotels for more than 27
years





AYMAN ALNOBANI

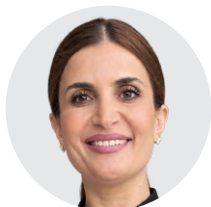
Board Member in the JCA
Chef Specializing in Arabic Sweets
Jordan

A Jordanian executive chef, Experience in oriental sweets for more than 30 years.

Owner of Halina Sweets.

My ambition is for oriental sweets to remain the best in the world of sweets through the development of many recipes.





BAYAN DARWISH

Creative Chef
Jordan

Has proven herself to be a highly creative chef over the past few years, delighting her audience with recipes that transform simple, fresh ingredients into sumptuous dishes. Through her frequent appearances on live TV morning shows, most recently as a guest chef on MBC's renowned program Sabah Alkhair Ya Arab, as well as through her engaging social media presence, she skillfully brings international culinary inspiration to authentically local recipes, creating a unique signature style of her own. An avid learner, Chef Bayan continuously seeks opportunities to enhance her expertise by taking specialized courses at professional institutions and attending masterclasses with Jordan's top chefs.



FARAJ ALKHATEEB

Executive Chef - InterContinental Amman
President - Jordanian Chefs Association (JCA)
Jordan

Chef Faraj Al Khateeb is a distinguished Jordanian chef with over 27 years of experience in the hospitality and culinary industry. He has held Head Chef and Executive Chef positions at numerous leading 5-star hotels and restaurants, with extensive expertise in culinary operations and team leadership.

He is also highly experienced in organizing and executing large-scale events, embassy functions, VIP occasions, and high-profile culinary events.





GHADA ALHAJ

Freelancer
Jordan

An Italian-trained chef and recipe developer, bringing authentic flavors from Italian homes to Jordan. Cooking trainer in governmental & private sectors, with expertise in Italian & Arabic cheesemaking, food content creator, and TV guest chef inspiring people through the art of food.



KHAMEES QWAIDER

Executive Chef
Jordan

Chef Khamees Qwaider is a Jordanian Executive Chef and culinary professional with over 23 years of experience, having started his career in 2003.

He has worked in five-star hotels and prestigious fine-dining restaurants, gaining extensive experience in professional culinary operations and hospitality.

He currently serves as Secretary of the Jordanian Chefs Association and is a TV Chef on Amman TV. He is also a prominent social media influencer, creating engaging culinary content and promoting food culture to a wide audience.

Chef Khamees has represented Jordan in numerous international culinary competitions and events and has served as a culinary judge at regional and international competitions.





MOHAMMAD FAROUQ

Gastronomy Expert
& Culinary Operations Educator
Jordan

Mohammad brings over 30 years of expertise in the tourism and hospitality industry, having served as an Advisory Chef and leader across prestigious international chains, including InterContinental, Six Senses, Kempinski, Sheraton, and Via Nova Group.

Throughout his career, Mohammad has been a strong advocate for sustainable hospitality. While working at nature reserves, he trained local Bedouin communities in professional cooking techniques and food hygiene standards. In 2013, Six Senses Resorts honored him with the "Champion of Sustainability" award for his pioneering work in food waste reduction.

Currently, Mohammad leverages his extensive background as a Gastronomy Expert and Culinary Operations Educator. He conducts specialized training programs for F&B professionals, focusing on:

Cost Control & Financial Management, Menu Engineering,

Food Solutions and F&B Leadership & Management.

He remains deeply passionate about evolving Middle Eastern cuisine and empowering the next generation of hospitality leaders.





MOHAMMAD ALHOUT

Head Chef and Consultant
Jordan

Head Chef at The B Boutique Hotel and restaurants.

Beit Al Mukhtar Restaurant - Sangria Garden—Ludus Gastropub Pub.
Bar & Restaurant.

Worked in hotels and restaurants in Iraq and Kuwait & Saudi Arabia.

22 Years of Professional Experience.

Senior Member of the Jordanian Chefs Association.

JUDGE & Competition manager.

The U.S Meat Export Federation.

The perfect steak competition U.S Beef Young Chefs Challenge.

Organizer and manager of Culinary Competitions.

Horeca Jordan.

Jordan Cup for Culinary Competitions.



MOHAMMAD SWALMA

Board Member in the JCA
Executive Chef - Movenpick Hotel Amman
Jordan

(Member of the Administrative Board of the Jordanian Chefs Association for the year 2023).

Former Head Chef at Holiday Inn Amman.

International judge (Winner of the Global International Jury Award) from the World Chefs Association.

Under his supervision, one of the largest university academies for culinary arts was established and the first university in the Middle East specializing in culinary arts.

(Preparing, designing, purchasing and distributing equipment, developing ancillary curricula, and hiring and training current trainers).

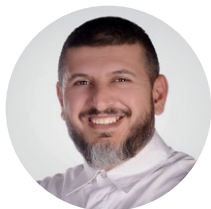


MURAD ABU SBITAN

Board Member in the JCA
Executive Chef of IKEA Restaurant
Jordan

I have over 24 years of experience in the hotel and restaurant industry, specializing in kitchen operations, food safety, team leadership, and restaurant openings.

I currently work as a Head Chef at IKEA Restaurant, leading kitchen operations and ensuring high standards of quality, safety, and service. I have also represented IKEA internationally, supporting new restaurant openings and sharing my expertise with teams.



SHADI ABU KHADIJA

Vice President of JCA
Jordan

Passionate Executive Chef with a journey spanning over three decades since 1994, from Castelo Restaurant to Planet Hollywood and Cznburak Gurme. Serving as Vice President of JCA and an international culinary judge, my passion for the culinary arts and continuous growth remains limitless.



KHALID SWAITI

Executive Chef
Culinary Arts Instructor
& Consulting Specialist
Jordan

Professional Affiliations & Credentials.

Senior Member.

Jordanian Chefs Association.

Global Chefs Association.

International Culinary Judge.

World Master of Chefs Societies.



SULEIMAN HAMAD

Executive Chef
Jordan

Senior Member in the Jordanian Chefs Association.

Global Chefs Association Ambassador World Master Chefs Society in Jordan.

Certified Judge of the World Association Chefs Society.

HORECA JORDAN SUPPORTING HOTELS



Organizers



Lawrence
& Husseini
Consult

TheForum
Event Management
Dubai • Riyadh

INTERCONTINENTAL JORDAN

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Tel	+962 6 4641361 Ext: 2401 Fax +962 6 4619695
Email	Ousama.obeidat@ihg.com
Website	www.intercontinental.com/amman

InterContinental Jordan, is the Kingdom's most iconic 5-star hotel offering unmatched luxury and comfort for business and leisure travellers alike.

Its newly opened, spectacularly luxury Lounge at the Queen Alia International Airport is Located at the Arrivals Terminal near the luggage collection area, the Lounge offers assistance with reservations, luggage collection, express check-in, limousine transportation arrangements and extensive concierge services.

All 440 rooms and suites at InterContinental Jordan are chic and functional including a spacious lounge with sitting area, satellite TV channels and deluxe bathrooms with bathtub.

InterContinental Jordan delivers authentic memorable experiences and helps you get the most out of your trip.



GRAND HYATT

Address	Jabal Amman, Hussein Bin Ali Street P.O. Box 831159, Amman 11183, Jordan		
Tel	+962 6 4651234	Fax	+962 6 4614451
Email	reservations.ammgh@hyatt.com		
Website	www.amman.grand.hyatt.com		

Celebrating Twenty two years since it welcomed it first in January 1999, Grand Hyatt Amman has been the place for visiting dignitaries, global statesmen, CEOs and travellers from diverse cultural backgrounds. The hotel has positioned itself as the preeminent venue for events, hosting many special occasions, conferences, seminars, workshops and internationally recognized exhibitions.

Grand Hyatt Amman is considered to be a hotel of choice by both business and leisure travellers when visiting Amman. The hotel is located in the heart of the city's business and diplomatic district, and a five minute walk from the city centre offering easy access to Amman's exclusive shopping areas.

During their stay, guests can enjoy a full range of facilities including the spa and health centre, enticing dining options, the hotel lobby lounge and the terrace, in addition to multiple meeting and conference venues.

Grand Hyatt Amman offers a total of 311 elegant guestrooms, including 16 suites and Grand Club. The newly redesigned guest rooms combine all the modern comforts, local touches providing discerning travellers with a quintessential Jordanian living experience.



BARISTA COMPETITION

HORECA
Barista
COMPETITION JORDAN



L a t t e
A r t
C O M P E T I T I O N



BARISTA & LATTE ART COMPETITIONS MAIN SPONSOR



Organizers



Lawrence
& Husseini
Consult

TheForum
Event Management
Dubai • Riyadh



AL AMEED COFFEE CO.

Contact Person Tala Dafesh

Email tdafesh@alameedcoffee.com

Website www.alameedcoffee.com

Al Ameen Coffee Company is a family owned business established in 1973 based in Amman – Jordan that is specialized in a range of coffee products under the brand Al Ameen Coffee, which became a recognized and popular brand both locally and regionally.

Products include Turkish coffee in several blends, Espresso, Arabic Coffee, French coffee and American Coffee that are packed instantly after grinding in packaging that contains a one way valve to preserve the freshness and lock in the aroma; and most recently American Coffee the newest addition to our coffee family; this all takes place at our brand new state of the art 8300 m2 production facility.

We are proud to have been awarded the ISO 22000 for Food Safety Management System standards as well as ISO 9001 certification for our high standards of management and production. This drives us to always develop and improve our standards of production in order to keep delivering on the promise of offering the highest quality coffee to our customers.



BARISTA COMPETITION JUDGES

11th Edition

HORECA
JORDAN 2026



LAURO FIORETTI

World Coffee
Competitions Representative
Italy

Has been involved in coffee for many years.

He started his career in coffee doing training all over the world visiting over 80 countries across the World.

He is now World Coffee Events Representative and he has judged at the world barista championship in the last 10 years.

He is an Authorized SCA trainer for barista skills, brewing, sensory modules, CtechP and Q instructor.

He has a lot of friends in the coffee community and you can find him in the most important coffee events around the World.



BARISTA COMPETITION JUDGES

11th Edition

HORECA JORDAN 2026



ANTONIO ORRIA

Coffee & Beverages
Community Expert
UAE

Is the Coffee & Beverages Community Expert at Simonelli Group Middle East. During his coffee career, he's been a café manager, Head of Coffee, consultant and an accredited SCA trainer, with experience in multiple site operations, business development and events managing. He's an international Judge for the Horeca Middle East competitions, and a SCA national judge for the UAE chapter, with experience in different categories.



BARISTA COMPETITION JUDGES

11th Edition

HORECA JORDAN 2026



RAYA MANAA

Cafe Owner / Beesh Cafe
Palestine

Is the founder and owner of Beesh Coffeehouse — the first specialty coffeehouse

established within the Palestinian community in the 48' area, and the first Palestinian coffeehouse to

expand into Jordan.

Since 2022, Beesh has grown to 5 branches across Palestine (48' area and West Bank) and Amman,

built on a mission to discover and develop specialty coffee culture in communities encountering it

for the first time. Through her work importing Kurasu beans and matcha from Kyoto, she bridges

Japan's refined coffee culture with the emerging specialty scene across Palestine and Jordan.



BARISTA COMPETITION JUDGES

11th Edition

HORECA JORDAN 2026



FAHAD ALTHUBAYANI

F&B Business Consultant
KSA

DBA Business consultation, Licensed Q Grader, Authorized SCA Trainer, and WCE Certified Judge.



BARISTA COMPETITION JUDGES

11th Edition

HORECA
JORDAN 2026



JAMES LYNES

Co-Founder, Bunni Coffee
Jordan

James an Arabist with a long history in the specialty coffee industry, has spent the past years on humanitarian missions in Syria, Gaza, Jordan, Kuwait and Bahrain.

In 2019, he founded Bunni Coffee Roastery + Academy in Amman, Jordan, where he is the head roaster and oversees operations. He enjoys experimenting with varying taste profiles and adopts a more provocative style to roasting.

In his role as an Authorised Specialty Coffee Association Trainer (AST), he is keen to raise awareness of specialty coffee in Jordan. On the social side, he runs non-profit vocational training aimed to empower vulnerable groups with specialised skills to work in the hospitality industry. He also consults for and supports several coffee concepts in Jordan and the region.



BARISTA COMPETITION JUDGES

11th Edition

HORECA JORDAN 2026



NADER MUSTAFA

Founder of Nader's CoffeeHub
Jordan

Is a specialty coffee specialist with multiple SCA certifications and an SCA Authorized Trainer (AST). Founder of Nader's Coffee Hub in Jordan, he has judged local Jordan barista competitions and consulted on 15+ coffee projects nationwide. His work spans coffee education, menu development, workflow, and quality improvement.



BARISTA COMPETITION JUDGES

11th Edition

HORECA JORDAN 2026



ALI AQRABAWY

Owner & Co-Founder
Evoke Café & Roastery (Jordan)
Social Café & Roastery (Saudi Arabia)

With over 11 years of experience in the specialty coffee industry, Ali Aqrabawy is a respected entrepreneur, educator, and coffee expert. He led his team to 1st place at HoReCa Saudi Arabia 2023 and 1st place in the Latte Art competition in Jordan 2023.

He has delivered numerous cupping workshops, training professionals and enthusiasts in sensory evaluation and coffee appreciation. Ali is an expert in roasting specialty coffee, with a deep understanding of flavor development and quality control. He also offers consulting services for the food & beverage industry, with a focus on specialty coffee operations and concept development.



BARISTA COMPETITION JUDGES

11th Edition

HORECA JORDAN 2026



HAMZAH JULANI

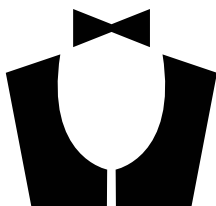
Al Ameen Coffee
Jordan

Has been an Al Ameen Coffee team member for six years. He received training from the renowned Italian barista Marco Poidomani, an AST SCA trainer. Hamza now serves as a lead barista; he has also participated in various competitions as a judge and exhibited his skills in regional and international events, representing Al Ameen Coffee.





ART OF SERVICE COMPETITION



Art OF
SERVICE
COMPETITION

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JUNIA
CLEANING &
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الأكاديمية الملكية لفنون الطهي

ROYAL ACADEMY
OF CULINARY ARTS

TECHNICAL UNIVERSITY COLLEGE

A Member of the EHL Network of Certified Schools

Organizers



Lawrence
& Hussein
Consult

TheForum
Event Management
Dubai • Riyadh



JUNIA CLEANING & DISINFECTION SOLUTIONS

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Integrated Solutions for Professional Cleaning & Disinfection At JUNIA, we provide specialized cleaning and disinfection solutions designed to meet the needs of various sectors and professional environments. Our portfolio includes a comprehensive range of solutions for Kitchen & Food Service, Laundry, Housekeeping, and Animal Health. This catalog presents our specialized solutions for professional kitchen and food service hygiene, featuring high-performance products designed to tackle the toughest cleaning challenges, in for selected grease and built-up alongside effective solutions for cleaning and disinfecting surfaces and equipment. For selected concentrated products JUNIA also provides dedicated dilution equipment, ensuring the correct product concentration, optimizing consumption, extending product usage, and reducing waste.

ROYAL ACADEMY OF CULINARY ARTS

Contact Person	Hala Shqair
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RACA at a Glance

The Royal Academy of Culinary Arts, an Associate member of the network of EHL-Certified Schools is a technical university college which provides Bachelor and Diploma programs, founded in 2008 to fulfill the vision of His Majesty King Abdullah II of having a culinary school in Jordan operating at the highest international standards, and to introduce the Swiss experience of merging practical and hands-on training with academic education.

Vision

The Royal Academy of Culinary Arts will be the market leader in the region for Culinary and Food & Beverage education. Through its commitment to quality, innovation and an industry-relevant educational program, coupled with the highest values of social integration, the Royal Academy of Culinary Arts ensures its graduates will become its finest ambassadors in this important economic sector.

Mission

The aim of the Royal Academy of Culinary Arts is to provide the industry with more than just culinary graduates and to give its students more than just culinary and F&B management qualifications. The ultimate goal of the Academy is to provide the industry with future leaders, trendsetters, entrepreneurs and innovators. Furthermore, the Academy will ensure that its graduating students possess valuable transferrable skills; such as the spirit to achieve, self-discipline, respect, integrity, adaptability and motivation for lifelong learning.

ART OF SERVICE COMPETITION JUDGES

11th Edition

HORECA
JORDAN 2026



JACQUES ROSSEL

Campus Director
Royal Academy of Culinary Arts (RACA)
Switzerland

Chef Jacques Rossel is a Swiss-trained professional chef with almost 50 years of international experience in the culinary and hospitality industry. Throughout his distinguished career, he has worked with prestigious restaurants and internationally renowned five-star hotels across Switzerland, the Middle East, and Africa, gaining extensive expertise in culinary operations, food and beverage management, quality assurance, and hospitality leadership.

Since 2016, he has served as Campus Director of the Royal Academy of Culinary Arts (RACA) in Amman, Jordan. In this role, he has been instrumental in shaping academic programs, strengthening industry partnerships, and mentoring future chefs and hospitality professionals. Under his leadership, RACA has reinforced its position as one of the region's leading hospitality education institutions and a proud member of the network of EHL-certified schools.

Established in 2008, RACA is an applied university specializing in culinary arts and food and beverage management, offering industry-focused education that combines academic excellence with extensive practical training to prepare graduates for successful careers in the global hospitality industry.



ART OF SERVICE COMPETITION JUDGES

11th Edition

HORECA JORDAN 2026



DEEMA HAJJAWI

Celebrity Chef
Jordan

Chef Deema Hajjawi is a celebrity Jordanian TV chef and author of three bestselling cookbooks. She stars in live cooking segments on Roya TV and appears on shows earning widespread acclaim. Her warm, accessible recipes and vibrant social media presence have made her a beloved culinary influencer. She collaborates with leading regional brands and her online store (deemahajjawi.com) is the go-to destination for signature spice blends, gelato, frozen meals, and more, bringing her culinary brand directly into fans' kitchens.



ART OF SERVICE COMPETITION JUDGES

11th Edition

HORECA JORDAN 2026



ALI FRAITEKH

TV Presenter Chef
Former Head Chef &
House Manager (RHC)
Jordan

Chef Ali Fraitekh is a distinguished Jordanian chef, known for his extensive culinary experience spanning over 30 years. He graduated from The International Butler Academy The True Art Of Service in Netherlands, where he received specialized education in culinary arts and hospitality. He has worked in several upscale hotels and restaurants across the Kingdom, including the InterContinental Hotel in Aqaba and the Beijing Restaurant in Amman. Additionally, he has taught culinary arts at the Royal Academy of Culinary Arts, contributing to the transfer of his knowledge and expertise to new generations of chefs.

Chef Ali Fraitekh is one of the most prominent chefs in the Arab world and Jordan, bringing his innovative approach to traditional presentation with a touch of aging, which has earned him a license from the judiciary in the region.

Culinary Instructor Royal Academy

ART Of Service Diploma / Netherlands

Culinary Consultant

Menu & Recipes Developer



EXHIBITORS PROFILES



ABDEEN GRAND STORES

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Abdeen Grand Stores is a renowned retail company with a rich history of success and expansion. Established in 1960, the company has achieved significant milestones throughout its journey. With a commitment to quality and customer satisfaction, Abdeen Grand Stores has become a trusted name in the retail industry.

AL AMEED COFFEE CO.

Contact Person	Tala Dafesh
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Al Ameen Coffee Company is a family owned business established in 1973 based in Amman – Jordan that is specialized in a range of coffee products under the brand Al Ameen Coffee, which became a recognized and popular brand both locally and regionally.

Products include Turkish coffee in several blends, Espresso, Arabic Coffee, French coffee and American Coffee that are packed instantly after grinding in packaging that contains a one way valve to preserve the freshness and lock in the aroma; and most recently American Coffee the newest addition to our coffee family; this all takes place at our brand new state of the art 8300 m2 production facility.

We are proud to have been awarded the ISO 22000 for Food Safety Management System standards as well as ISO 9001 certification for our high standards of management and production. This drives us to always develop and improve our standards of production in order to keep delivering on the promise of offering the highest quality coffee to our customers.

STILL FRESH FOOD IND. LLC

Contact Person	Osama Salameh
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Still Fresh Food Ind. LLC is a professionally managed manufacturer of frozen snack food products, based United Arab Emirates. With a market presence dating back to 2003, the company has built a reputation for consistency, quality, and reliability among some of the region's leading retail names.

We specialise in custom-made frozen snack products, developed and produced to each customer's specification. Our facility is equipped with sophisticated, modern production lines, and every recipe we develop is designed with balanced nutritional value in mind — without compromising on taste. Guided by a highly experienced management team, we combine technical expertise with an uncompromising focus on food safety and product consistency.

AL-MAHMOUDIA FOR BAKERIES AND PATISSERIES REQUIREMENTS

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Website	www.al-mahmoudia.com		

Al-Mahmoudia is a trading company located in Amman – Jordan, one of the biggest distribution company supplying premium quality ingredients and high-end machinery for Pastries, Bakeries, Ice cream producers, Chocolate factories and Cafes.

We representing and agent for more the 20 prestigious companies in this field from Italy, France, Spain, Turkey and US. You can visit our show room in Mecca St. to have more ideas and experience of Al-Mahmoudia world beside providing professional training with our well trained chefs and Baristas in Pastry, Ice cream and Coffee.

شركة الباجس لإنتاج الأعشاب الطبيعية والعسل

Contact Person	باجس السرور		
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العطار المؤسس الأول للصناعات الدوائية العشبية في الوطن العربي، تأسست عام 1990، بالتعاون العلمي مع مؤسسات ومراكز ومختبرات أبحاث متخصصة في مجال تطوير الأعشاب والنباتات الطبية. تقوم الشركة على تطوير وصناعة منتجاتها من خلال الأبحاث العلمية للنباتات الطبية من خلال كادر طبي وصيدلاني مختص في مجال أبحاث الأعشاب والنباتات الطبية تماشياً مع الاتجاه العالمي نحو العلاج الطبيعي الآمن بشكل علمي ودستوري وتقوم بإنتاج مستحضرات نباتية غنية بالمواد الفعالة عالية النقاء والجودة مع التقيد بتنفيذ شروط منظمة الصحة العالمية.

AL THURAYA CO. FOR SUPPLY AND MARKETING POULTRY PRODUCTS

Contact Person	Mohammed Abu Shehab
Sector	Poultry Products (Fresh & Frozen)
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Website	www.aljazeeraagri.com

It is a wholly-owned subsidiary of Al Jazeera Agricultural Company, Al Thuraya slaughterhouse founded in 2008 located in Mafraq, 70 km from Amman.

The project stands out as the largest of its kind in the Hashemite Kingdom of Jordan, in the field of poultry production and its derivatives. The project spans an area of over 211 dunams, making it a fully integrated village with its production departments. This exemplary village is managed by distinguished scientific staff with trained productivity efficiency. Moreover, the project has been equipped with the latest global technologies in poultry production, with the company importing machinery, equipment, and laboratory devices from leading companies specialized in this field.

The project established by Al Thuraya Company is a fully integrated slaughterhouse with very high technical and processing specifications, employing the latest methods, techniques, and modern technology to produce the highest quality products that meet the highest international standards.

AL - KHAIR COMPANY FOR THE SLAUGHTER, PROCESSING AND MARKETING OF POULTRY

Contact Person	Abed AL Mo'een Abu Zaid		
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	alkhair chicken		
	alkhair Chicken		

Company Profile

Integrated Production Chain with Global Quality Standards
Khairat Al Shamal for Poultry and Feed and Al Khair for Slaughtering, Processing, and Marketing Poultry are among the leading Jordanian companies in the poultry and food production sector, operating through an integrated system covering all stages of production and supply.

Our Mission

To be the leading and most trusted company in the poultry sector, while maintaining the highest standards of quality, innovation, and customer service.

Our Vision

To produce and provide safe, fresh, and consistent quality poultry products through an integrated system based on strict control, modern technology, and a specialized team.

ALNUAH FOR FOOD MANUFACTURING AND TRADING

Contact Person	Saeed Rasas / Eng. Aya Tarawneh		
Sector	Food and beverage		
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Food manufacturing company specialized in producing high-quality frozen food products, including shawarma skewers, strips, sauces, customized customer products and ready to use frozen shawarma sandwiches.

We are committed to delivering safe, consistent and high-quality products through controlled manufacturing process, carefully selected raw materials and strict quality and food safety practices.

With a focus on quality, innovation, consistency and customer satisfaction.

Alnuah continuously develop its products and processes to meet the evolving needs of the food service and restaurants.

Alnuah, Easy cook Easy life, quality you can trust, taste you can count on.

AMMON APPLIED UNIVERSITY COLLEGE

Contact Person	Sanaa Shawabkeh		
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Established in 1980, **Ammon Applied University College (AAUC)** is a leading Jordanian institution specializing in hospitality and tourism education. Located in Jabal Amman, AAUC offers Bachelor's degrees in **Hotel Management and Hotel Management/Events Business Management**, as well as diplomas in **Hotel Management and Culinary Arts** and specialized training programs in hospitality, food & beverage, tourism, and related fields.

AAUC works closely with government entities, industry partners, and international institutions to provide students with practical training, internships, professional certifications, and career opportunities in Jordan and abroad.

The college is a member of **ICHRIE** and **EURHODIP** and has received several recognitions, including the **UN Women Gender Equity Seal, UNWTO TedQual Certification, and the Al-Hassan Bin Talal Award for Scientific Excellence.**

Through its international partnerships and practical learning opportunities, AAUC continues to contribute to the development of skilled professionals and the future of Jordan's hospitality and tourism industry.

ARABIAN TRADE AND FOOD INDUSTRIES (AL WADI)

Contact Person	Mohammad Hamdan
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Website	www.alwadifoold.com

Al-Wadi Food was Established in 1978 as a family business, Al-Wadi has been committed to producing the finest meat and bakery products with exceptional care and attention.

Our expertise goes into every step of making our products – right up until they're added to your shopping cart. That's how we make the delicious food that so many people love and enjoy today.

Al Wadi is one of the leading frozen food brands in Jordan, and more recently across the Middle East. Known for its tender, delicious, and trusted range of products, AlWadi provides high-quality and innovative products for all occasions.

ARAMEX

Contact Person	Sevan Tchakmakian
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Email	SevanT@aramex.com
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Website	www.aramex.com
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With our limitless desire for finding innovative ideas, global network, customer focus and technology; we constantly strive to move your business forward. From international and domestic deliveries, freight forwarding, logistics and warehousing to e-commerce solutions and online.

الشركة الاولى للوقاية الصحية

Contact Person Dana Al Nasser

Email accounting@bregajo.com

Brega Public Health Consultancy has emerged as a leader in pest management and sterilization services across Jordan. With a mission rooted in scientific research and environmental care, Brega delivers tailored pest control programs and cutting-edge sterilization solutions using hypochlorous acid (HOCL). Our Integrated Pest Management (IPM) approach combines inspection, identification, and treatment with a strong commitment to safety and international compliance. Backed by a team of trained professionals and a client-centric philosophy, Brega ensures rapid response, ongoing support, and effective results—making them a trusted partner in maintaining healthy and safe environments.

NADA TECH

Contact Person	Hisham Eftaiha		
Sector	IT Company		
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Website	www.nada-tech.com		

Edraj For Information Technology (Nada Tech)

Established in 1994, the company has built over 28 years of experience in the labeling industry.

We provide a complete labeling and tracking solution for catering companies, hotels, sweets and bakeries, and any food business. Nada Tech is a pioneer company in RFID solution (Assets Tracking, Warehouse management, inventory management, anti-thefts solution...)

Our partnership with big international companies, and our qualified team help us to give the best quality and service.

We are proud to get the trust of big companies and business leaders in Jordan and our area in MEA, and happy to achieve great success stories with them.

EMILIA'S GELATERIA

Contact Person	Monia Hammad		
Sector	Food & Beverage (F&B)		
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	emiliasangelateria		

Emilia's Gelateria is a premium artisanal gelato destination based in Amman, offering a modern take on Italian-style gelato.

Freshly made using premium ingredients, our menu ranges from classic flavours and sorbets to high-protein and zero-added-sugar options, giving customers more choice to fit their lifestyle without compromising on taste or indulgence.

With a focus on quality, product innovation, and a distinctive brand experience, Emilia's is built for the evolving tastes of today's F&B market.

FANG INTER FOODS CO.,LTD.

Contact Person	Panarat Satheantiyanggoor
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Email	info@fanginterfoods.com
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Website	www.fanginterfoods.com
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We are the leading of Manufacturer and Exporter of Canned/ Retortable Pouch Fruits and Vegetables. Our factory is located at Fang city, Chiangmai province a center of raw materials. We are able to select all fresh, quality and first grade of raw materials available to process.

MEAT & LIVESTOCK AUSTRALIA

Tel	+971 4 433 1355
Email	mena@mla.com.au
Website	aussiebeefandlamb.com.au
	aussiebeeflambme

MLA's purpose is to foster the long-term prosperity of the Australian red meat and livestock industry by investing in research and marketing activities. Through our subsidiary companies, we also accelerate innovation across the value chain and deliver the industry's integrity and on-farm quality assurance programs. Visit us to explore how Australian red meat delivers on quality, sustainability, and global market readiness.

F&BEYOND

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F&Beyond is a specialized hospitality and franchise consultancy based in Amman, working with businesses across the MENA region and the USA. Our work spans the full hospitality business lifecycle; from concept creation, feasibility and market entry to culinary development, financial performance, operations, governance and talent. As businesses mature, we build on these foundations to develop franchise-ready systems, support structured replication and guide established franchise networks into new territories through the right frameworks, market intelligence, partnerships and ongoing operational support.

GOLDEN BIRD FOOD INDUSTRIES

Contact Person	Mohi Samhour		
Sector	Food Manufacturing		
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Website	goldenbird.jo		

Golden Bird Food Industries is a Jordanian food manufacturer delivering high quality products to local and international markets since 2004.

Certified in ISO and HACCP, the company invests continuously in advanced production systems and food processing equipment, ensuring the highest standards of quality, food safety, and hygiene across its operations.

Backed by an experienced and dedicated team, Golden Bird combines technical expertise with a commitment to innovation, earning the trust of customers in Jordan and supporting its growing presence in regional and international markets.

GULF FOOD PRODUCTS CO.

Contact Person	Munif Khater		
Sector	Condiment Manufacturing		
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Website	hello-food.com		

We are Hello Food, a condiment manufacturer established in Amman, Jordan, in 1993. Our flagship brand, "HELLO," is built on the promise of uncompromising quality, encapsulated in our slogan: "Say HELLO to Quality." Our facilities are ISO 9001-2000, HACCP, gluten-free, and halal-certified, and we are registered with the USFDA, ensuring the highest standards of production.

Our products are crafted with a strong emphasis on health-conscious choices, including:

- **Gluten-Free Certified** – Improved digestion, reduced inflammation, increased energy levels, and potentially weight management
- **Non-GMO Ingredients** – Mostly imported from Europe
- **Sunflower Oil** – Healthier alternative than palm & soy bean oil
- **Natural Sugar Cane** – Healthier alternative than artificial sweeteners such (E.g., Aspartame, Sucralose & Saccharin)

We have **3 Specialty Sauces** that we only make such as (Texas Burger Sauce – served with mini burgers, Dutch Fries Sauce – served with fries & German Sauce – served with chicken tenders or zingers). Moreover, we have **30+ SKUs** with new items being developed on yearly basis (we recently launched 1000 Island dressing, Honey Mustard, Mayonnaise with Thyme, Cheddar Cheese Sauce & Rizo sauce).

Current Markets: Our products are already established in Jordan, Iraq, Palestine, Libya, Kuwait, KSA, UAE, Qatar, Syria and the USA.

شركة ذروة الابداع لأنشطة التقييم المتخصصة

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SAAS is a specialized B2B sales partner that helps service-based businesses build and scale their sales operations.

We act as an extension of our clients' commercial teams, providing targeted market engagement, business development, pipeline management, and sales support. Our approach combines strategic planning with hands-on execution to create meaningful business conversations, qualified opportunities, and sustainable growth.

Our services include sales strategy and sourcing, targeted outreach and engagement, qualified appointment setting, opportunity management, closing support, and account growth.

We work with businesses across sectors including Technology & IT, Telecommunications, Professional Consulting, Digital & Marketing, Corporate Training, and Managed Services.

At SAAS, we believe that businesses should focus on delivering what they do best, while we help build the sales engine that connects their services with the right decision-makers.

Your Business. Our Sales. Shared Growth.

IRFAN TRADING STORES

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Irfan Trading Stores, founded in 1978, has charted this course for over 30 years, buying from around the world and offering every product category available with the widest selection...

Irfan Trading Stores was introduced as a specialty retailer of household, giftware, bath ware, kitchen countertop appliances, accessories and related merchandise.

With extensive international contacts, Irfan Trading Stores has established, and continues to sustain, interaction with reputable, well-known, manufacturers and distributors located in different countries around the world.

Our Source Products have been selected from proven, reliable European and North American factories, such as **WMF, Leonardo, Brabantia, Alfi, Libbey and others more.**, capable of delivering quality products on time and at the best price possible.

Irfan Trading Stores is continuously evolving to meet the dynamic challenges of a rapidly advancing fashionable market environment, incorporating a wide variety of products and a service excellence to best serve a broad and diverse clientele listing. Our Customer listing includes great hotels such as the Crowne Plaza, Intercontinental, Kempinski, Marriott, Mövenpick, Sheraton and in addition to many high-class restaurants through out the Kingdom of Jordan.

Recently, Irfan Trading Stores has introduced the addition of contract division for Hotel supplies, office and garden furniture. Following is a brief of the major company we exclusively represent in the scope of contract division.

Our Mission:

Our mission is to exceed member expectations by providing high quality, cost-effective and timely solutions through a diverse portfolio of competitive contracts and value-added services. This will be accomplished by members, employees, suppliers and business associates working together in an ethical, professional and respectful manner.

ITHMAR

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	ithmar.jo		

Ithmar general trade co. is an import company specialized in food supply of premium brands to the Jordanian retail, HORECA & food service sectors. our exclusive brands are: Rubicon Premium Juices, Casillo Flour, Casillo Peeled Tomatoes, Antonio Amato Pasta, Di Martino Pasta, Denigris Premium Balsamic Vinegars, Greci Canned Vegetables & Tomatoes And Maize & Grapo Pop Corn.

JORDAN CATERING SUPPLIES

Contact Person	Khalid Masad		
Sector	HORECA Equipment And Supplies		
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jordan Catering Supplies, established in 1988, has a leading position in Jordan's industrial kitchen and laundry equipment sector. Our company is specialized in supplying hospitals, hotels and restaurants with kitchen and laundry equipment and supplies.

JORDAN HOTELS ASSOCIATION

Contact Person Ms. Niveen

Email secretary@johotels.com

The Jordan Hotel Association (JHA), a non-profit organization, was founded in 1969 and is currently registered at the Ministry of Tourism and Antiquities of Jordan under article 14 of the tourism law No. (20) of year 1988, works with the Jordanian government and regulatory authorities to ensure a unified voice for the Hospitality sector and a positive operating environment for the hotel industry to thrive in, particularly during economically challenging times. JHA is a member of several national and global tourism associations and activities, such as the International Federation of Hotels & Restaurants and Arab federation of Hotels & Tourism. It is one of the official supporters of the Jordan Tourism Board and its programs and activities.

Our vision

To pioneer the development of the hotel sector, improve the service standards in order for the Jordan Hotel Association to be distinguished as a leader of creativity and innovation within the tourism community at national, regional, and international levels, in addition to achieving sustainable development of the sector.

Our mission

The JHA is dedicated to serving its members that represent a variety of hotel establishments, through effective communication and active participation in identifying their needs, while directing the hotel service towards greater creativity and passion through the generation of ideas that can be adapted to different tourism scenarios.

JORDAN RESTAURANT ASSOCIATION

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	jorestaurantassociation		
	JoRestaurants		

The Jordan Restaurant Association (JRA) is a mandatory not- for – profit membership association empowered by Law no (47) in 2002 and its amendments by law number 33 in 2018.

JRA represents over (1200) classified members including (restaurants, entertainment cities, coffee shops, fast food, discos, bars and cabaret of 1-5 stars). It is a member of the Jordan Tourism Board and an affiliate member of UN World Tourism Organization.

The association has an elected Board of Directors consisting of nine members representing the private sector, qualified staff, legal consultants, and an accounting consultant.

JRA Mission

JRA dedicated to serve, support, and promote Jordan's tourism restaurant and hospitality industry.

JRA Vision

To enhance professional standards and foster innovation, cultivate tourism awareness and knowledge among our members, and stimulate growth and development in partnership with the Ministry of Tourism and Antiquities.

JORDAN TOURISM BOARD

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	visitjordan
	visitjordan

The Jordan Tourism Board (JTB) is the official organization responsible for marketing and promoting Jordan as a tourist destination worldwide. Established in 1998 as a public-private partnership, the JTB aims to position Jordan as a premier choice for cultural, natural, religious, adventure, leisure, and MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism.

LESAFFRE JORDAN

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Website	Astricojo.com

Lesaffre Jordan “Astrico” has been established in 1974 in Zarqa, Jordan, as leading company specialized in fermentation and baking solutions. Depending on the expertise and approach of Lesaffre Group and with the enhanced service and logistics capabilities, we work to provide innovative solutions and services to our partners in Jordan, targeting to strengthen the relationship with our partners and contributing to develop the baking industry through diverse solutions that meet bakers need. We believe in our shared mission to "work together for better norish and to protect the planet" for more sustainable future. This mission drives us to continuously develop our capabilities and innovative solutions while keep prioritizing human capital. Through our total quality management system and our expert team in Baking Center network, we are always committed to provide our partners with products and solutions that meet the highest standards of quality.

JORDANIAN HOSPITALITY FOR GENERAL SUPPLIES LLC

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Email	CustomerService.CFSE@jh.com.jo		
Website	www.jh.com.jo		
	jordanian_hospitality		
	Jordanian Hospitality for General Supplies L.L.C		

Jordanian Hospitality for General Supplies LLC. is a Jordanian hospitality company that aims to bring to the market an unmatched collection of the highest caliber Commercial Foodservice Equipment, hotel-ware and homeware, serving a base of Jordan's largest and most renowned hotels, restaurants, and hypermarkets.

Starting as a humble Irbid-based homeware business by Mr. Saied Ismail Urabi in 1973, today our homeware, kitchenware and tableware are available at hypermarkets nationwide, and Jordanian Hospitality is a dominating name in the market of bulk sales, pivoting our focus to two main directions: large-scale catering-ware for Horeca businesses and supplying homeware through chain department stores.

DELTA UNITED FOOD & BEVERAGE

Contact Person	Ibrahim Urabi		
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Website	www.duc.com.jo		

Delta United is a proud member of the Saied Urabi Group, a leading distributor in Jordan, providing premium food and beverage products to the hospitality sector. We proudly represent top international brands such as DaVinci Gourmet and JING Tea and AlKanater, with a focus on quality, reliability, and exceptional service. Delta United is committed to providing products that elevate flavor, presentation, and customer experience.

JSW FRANCHISE & CONSULTANCY

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JSW Franchise & Consultancy is an experienced consulting firm, with over 70 completed projects across 12 Countries, JSW operates through its main office in Amman, with offices in KSA, Egypt & London.

JUNIA CLEANING & DISINFECTION SOLUTIONS

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Integrated Solutions for Professional Cleaning & Disinfection At JUNIA, we provide specialized cleaning and disinfection solutions designed to meet the needs of various sectors and professional environments. Our portfolio includes a comprehensive range of solutions for Kitchen & Food Service, Laundry, Housekeeping, and Animal Health. This catalog presents our specialized solutions for professional kitchen and food service hygiene, featuring high-performance products designed to tackle the toughest cleaning challenges, in for selected grease and built-up alongside effective solutions for cleaning and disinfecting surfaces and equipment. For selected concentrated products JUNIA also provides dedicated dilution equipment, ensuring the correct product concentration, optimizing consumption, extending product usage, and reducing waste.

KAYLANI FOOD CENTER

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	+962 79 8160 573		
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Website	www.kaylnifood.com		

Kaylani Food Center established in Amman, Jordan on May 1991, imports and distributes high quality frozen, chilled and frozen foods from around the world to the HORECA and Retail sectors. The 2020 COVID Pandemic has taught us to adapt, evolve and shift our way of thinking and getting out of the proverbial box in order to meet market needs.

Please contact for any enquiries you may have.

LUMINUS TECHNICAL UNIVERSITY COLLEGE

Contact Person	Dr. Sahira Al-Kilani		
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Luminus Technical University College (LTUC) is a leading technical and vocational education institution in Jordan, committed to preparing learners for successful careers through industry-focused education and practical training. Its School of Hospitality offers accredited diploma and bachelor's programmes covering hotel operations, food and beverage, culinary arts and event management.

Through strong partnerships with hotels, resorts, and tourism organizations, the School provides students with practical training, internships, and employment pathways. In line with LTUC's "Education for Employment" mission, the School supports both local learners and vulnerable communities, including refugees, and contributes to strong graduate employability. With modern facilities and simulated workplace environments, it continues to develop skilled hospitality professionals for Jordan and the wider region.

NEFERTARI IMPORT AND EXPORT

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Connecting Product Sourcing with Cross-Border Delivery

Nefertari is connection product sourcing with cross Import & Export is a privately owned South African company established in 2021 and a division of Baher Al-Damasy Group.

Our focus is the commercial product order: bringing sourcing, preparation, documentation and delivery coordination together around what the business needs to buy.

Company Overview

The range spans meat and poultry, sugar and edible oils, animal feed, fertilizer, livestock, fruit and vegetables, and wood and charcoal. This brings several product families into one business while keeping their individual requirements distinct.

Sourcing draws on supplier and manufacturer relationships, with the product and delivery requirements addressed together. This connects the range with preparation, documentation and transport, while keeping the responsibilities for an individual order clear.

Shipment and Handling

Nefertari brings shipment planning into the product supply process from the outset. Preparation, packing and handling are coordinated with the documentation, permissions and delivery arrangements relevant to the goods and destination.

Air, sea or road transport is considered within the agreed scope, alongside relevant risks and insurance options.

Bringing these requirements together helps your business understand what is included, who is responsible and what needs to happen next.

Agreed progress updates and clear communication support the process through to delivery, reducing the need to coordinate separate arrangements at each stage.

Our Offices

Our headquarters are, South Africa. The company also has offices in Cairo, Egypt, and Kenya.

NESTLÉ PROFESSIONAL

Contact Person	Noor Saudi / Commercial Development, Nestlé Professional Levant
Sector	Food & Beverage – Professional Foodservice / Out-of-Home (B2B)

Nestlé Professional is Nestlé's dedicated Business-to-Business (B2B) and Out-of-Home food and beverage division, providing tailored solutions to foodservice operators across a wide range of channels, including hotels, restaurants, cafés, workplaces, education, convenience and on-the-go outlets.

Leveraging Nestlé's global expertise, trusted brands, consumer insights and strong R&D capabilities, Nestlé Professional delivers high-quality products, professional equipment and food service know-how to meet the changing needs of customers and consumers.

Our portfolio covers two key areas:

Beverage Solutions

Professional coffee and beverage products are supported by reliable machine solutions, designed to deliver quality, consistency and convenience in every cup.

Food Solutions

A broad range of culinary, dairy and confectionery solutions developed to help chefs and foodservice operators deliver great taste, consistency and operational efficiency.

Through trusted brands such as NESCAFÉ, MAGGI, KITKAT and other Nestlé brands, Nestlé Professional works closely with its customers to create solutions that enhance consumer experiences and support sustainable, profitable business growth.

Nestlé Professional – Making More Possible.

AL RASHAQA & TANHEEF

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Al-Khafif began in Lebanon in 1999 with a simple conviction: that bread, the one food on every table every day, deserved to be made better. Over the years that conviction carried us across the region, and in 2019 it brought us to Jordan. For a century, bread-making has advanced — in equipment, in machinery, in production technology. The bread itself has not. That is the gap we set out to close. We make healthy bread from natural ingredients — without preservatives, without artificial colours, and without sugar — in barley, bran, oat and whole-grain varieties, easy to digest, rich in fibre, and satisfying enough to keep you full, delivered fresh from our bakery. We have never asked anyone to give up bread. A healthier life does not have to begin with sacrifice; it can begin with one better choice, made once, and then simply repeated every morning. Our objective is to advance bread itself, worldwide — not only how it is made, but what it is. Change your bread — change your life.

ROYAL ACADEMY OF CULINARY ARTS

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RACA at a Glance

The Royal Academy of Culinary Arts, an Associate member of the network of EHL-Certified Schools is a technical university college which provides Bachelor and Diploma programs, founded in 2008 to fulfill the vision of His Majesty King Abdullah II of having a culinary school in Jordan operating at the highest international standards, and to introduce the Swiss experience of merging practical and hands-on training with academic education.

Vision

The Royal Academy of Culinary Arts will be the market leader in the region for Culinary and Food & Beverage education. Through its commitment to quality, innovation and an industry-relevant educational program, coupled with the highest values of social integration, the Royal Academy of Culinary Arts ensures its graduates will become its finest ambassadors in this important economic sector.

Mission

The aim of the Royal Academy of Culinary Arts is to provide the industry with more than just culinary graduates and to give its students more than just culinary and F&B management qualifications. The ultimate goal of the Academy is to provide the industry with future leaders, trendsetters, entrepreneurs and innovators. Furthermore, the Academy will ensure that its graduating students possess valuable transferrable skills; such as the spirit to achieve, self-discipline, respect, integrity, adaptability and motivation for lifelong learning.

SOLID BASE APPAREL & CLOTHING

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Solid Base Apparel and Clothing was officially founded in May 2015, leveraging nearly two decades of experience in textile import-export and the production Of uniforms, sportswear, and casual wear. With a deep understanding of the industry, we began crafting products that exceeded customer expectations through premium materials, exceptional service, and a skilled team mastering every aspect of fashion production, from pattern making to finishing. In 2023, Solid Base expanded its focus to specialize in bespoke uniforms for the hospitality sector, serving prestigious establishments like 5-star hotels and fine- dining restaurants across the region. To support this growth, we established an international design studio dedicated to creating innovative collections for this thriving market. Looking ahead, our goal is to develop sophisticated uniforms and apparel to meet the increasi demands of the regional and international market.

TAL WOOD RESTAURANT EQUIPMENT

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The gifts of nature and wood are endless and just like that, “Wood” products offer everyone only warmth and care, ornamenting your lives with the tune of nature and beauty of today.

Every piece from “Wood” holds a unique and personalized nature making sure every spot stays different. Whether it be a part of your décor or even a serving tool for your loved ones, or maybe your own unique cutlery that gives your table that extra beauty or even that special drinkware you want to show off! “Wood” guarantees your every feeling and emotion will be translated to life in the language of beauty.

- **Restaurant equipment & Tableware** (Serving plates, bowls, Dishes, Trays, Drinkware and Cutlery)
- **Wooden furniture** (Dining tables, Meeting tables, chairs, coffee & corner tables)
- **Accessories** (hanging lights, decorations, table lamps, vases, candles and candle Holders, decoration boxes)
- **Customized wooden products**
- **Event preparations and decorations**

Our Products are not only smoothed to perfection but are also cover coated which means you will no longer need to sanitize them, We cover with an “Anti-Bacterial and Anti-Fungal” coating to protect your delicious food. We’ll always make sure you find something you’d love and we’ll always make sure you never run out of options. With our wide variety of choices, different collections and unique choices for every taste.

With wood, love and care, we bring what we make to make your business even more beautiful.

TAMAM FOODS

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Website	www.tamamfoods.com		

Tamam – Leading the Poultry Industry in Jordan

Tamam is the leading brand in Jordan's poultry sector, offering a full range of premium-quality chicken products, including fresh and frozen whole chickens, as well as a variety of chicken cuts.

We chose the name "Tamam" to reflect our commitment to providing the finest poultry in Jordan — tender, flavorful, and consistently delicious, as our customers tell us. Our chickens are raised on a strictly 100% vegetarian diet — with no animal by-products — to ensure leaner, protein-rich, and healthier meat for you.

Certified Humane Care

At Tamam, we are committed to the highest standards of humane poultry care, ensuring a clean and comfortable environment that respects the natural needs of the birds. This commitment has been recognized with our Certified Humane certification since 2019 — the only company in the Arab world to hold this certification.

Organic Production – Organic Line

Continuing its pioneering journey in the poultry sector, Tamam achieved organic production certification in 2020 from both the Jordanian Ministry of Agriculture and the European body CCPB. This makes Tamam the first and only company in Jordan to offer certified organic poultry products.

Quality standards

TECHNICAL CHEMICAL LABORATORIES

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T.C.L is specialized in producing environmentally friendly biodegradable industrial detergent and sanitizers, offering stewarding, housekeeping, laundry and swimming pools products in hotels, hospitals, and food service institutions.

T.C.L raw materials, formulations and know how are all from Hoechst, Clariant, and BASF, Germany.

We at T.C.L are proud to serve our partners the best quality while keeping in mind the environmental dimension as well as the safety and health of the staff dealing with our products, that's the reason why T.C.L is certified with ISO 9001, ISO 14001 and ISO 45001.

T.C.L has different High – Tec production facilities and regional offices around the world including Egypt, United Arab Emirates, and Russia, as well as offices in Jordan, Saudi Arabia, Lebanon, Bahrain, Kuwait, Oman, Azerbaijan, Serbia, Sri Lanka and India.

T.C.L is backed by a team of more than 5,000 professional and skillful engineers, doctors and workers in different countries working closely with our clients on improving their sanitation and hygiene standards. T.C.L did not stop there; however, it continued to develop more innovative and high-quality products to provide its values clients the best available range of sanitation and hygiene chemicals.

T.C.L has established a quality control department as well as research and development department in Germany to maintain and keep its products quality and safety as the company is focusing on providing best solutions to more markets around the world.

T.C.L has been recognized for its commitment to quality, leadership, technology and innovation on the 26th of March, 2015, in Frankfurt, Germany as T.C.L was presented the AIE international Arch of Europe Award in the Gold category to knowledge strong commitment to quality and excellence.

T.C.L makes quality a core focus for continuous improvement of management to maintain leadership in the sector and community.

THE FARM DAIRY

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Established in Jordan, The Farm Dairy Company specializes in the manufacturing of dairy and food products.

Our portfolio includes a wide range of traditional and innovative dairy products, as well as selected food products.

We combine local food expertise with modern manufacturing practices to deliver products for diverse consumer and market needs.

With a growing focus on export markets, we welcome opportunities to connect with international buyers, distributors, and business partners. The Farm Dairy Company is a Jordanian dairy and food manufacturing company committed to producing high-quality products that combine quality, authenticity, and innovation. The company offers a diverse portfolio of dairy and food products, serving both local and international markets. With a strong focus on quality, food safety, continuous product development, and customer satisfaction, the company continuously expands its product portfolio to meet evolving market needs. Its manufacturing and quality teams work to ensure consistent product standards across its operations. The Farm Dairy Company is also focused on expanding its export presence and establishing long-term partnerships with distributors, importers, retailers, and international organizations. Through participation in regional and international exhibitions, the company continues to explore new markets, strengthen business relationships, and promote the quality and competitiveness of Jordanian food products globally.

THE JORDANIAN CHEFS ASSOCIATION (JCA)

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The Jordanian Chefs Association is a governmental entity dedicated to supporting and developing the culinary and hospitality sector in Jordan. It works to promote professional standards, develop culinary skills, and support chefs and professionals working in the hospitality industry.

The Association represents Jordan in local and international culinary competitions, championships, festivals, and hospitality events, showcasing Jordanian culinary talent and heritage on the international stage.

It also contributes to professional development, knowledge exchange, training, and cooperation with local and international culinary institutions, while supporting the advancement of culinary arts and hospitality standards in Jordan.

THE SAUDI ICE CREAM FACTORY

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Founded in 1980 in Jeddah, Saudi Ice Cream Factory is one of the leading ice cream manufacturers in the Kingdom of Saudi Arabia. For more than four decades, the company has been committed to delivering high-quality products, bringing joy to customers, and becoming the preferred choice for families and friends. Kwality was the company's first brand and remains the foundation of its success. In 2013, the company further expanded its portfolio with the launch of Fregento and Frioly, strengthening its market presence and offering a wider variety of products to meet the evolving needs of consumers. As part of its continued growth and expansion, the company has increased its retail presence to more than 21 branches across the Kingdom, enhancing accessibility and serving a broader customer base. In late 2024, the company expanded its product portfolio with the launch of a new dairy line, featuring long-life (UHT) milk, flavored milk, barista milk, and cream products. This strategic expansion reflects the company's commitment to innovation, diversification, and meeting the changing demands of the market while maintaining the highest standards of quality. The company utilizes advanced manufacturing technologies and state-of-the-art production equipment to ensure that all its products are produced in accordance with international quality standards, delivering exceptional taste and consistency. Saudi Ice Cream Factory is also proud of its multicultural team of highly skilled professionals whose dedication, expertise, and commitment to excellence continue to drive customer satisfaction and support the company's ongoing growth and success.

THEMAR ALRABIE FOR FOOD TECHNOLOGY

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Themar Al-Rabie For Food Technology Establishment is a company specialized in the development and manufacturing of confectionery and bakery ingredients. Established in 2012, the company aims to provide innovative products that meet the highest standards of quality and efficiency in both local and regional markets.

Our Mission: To provide high-quality food products that meet our customers' needs while adhering to the highest standards of manufacturing and food safety, and supporting our partners with innovative solutions that contribute to the success of their businesses.

Our Vision: To become the first choice in the confectionery and bakery ingredients industry across local and regional markets through continuous innovation and outstanding quality.

What makes our products so special?

- Long shelf life
- Versatile applications
- Competitive prices
- Excellent flavours
- Healthy food is one of our top priorities
- Consistent texture
- Consistent quality with continuous improvement

UNIVERSAL PROFESSIONAL FOR SERVICES & HOTEL SUPPLIES

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UNIPRO was established since 2006 and specializes in the supply, installation and maintenance of: Industrial Kitchen equipment, Bakery equipment, laundry equipment, Refrigeration equipment & cold rooms, spare parts for kitchen & laundry equipment. UNIPRO has been working with big well known Labor camps, hotels and resorts, hospitals, universities, restaurants and airports all require the above equipment. We can provide you -in addition to the previously said- with professional layouts concerning the requested areas, kitchen designs & laundry designs. We have maintenance workshop & showroom placed at the company ground floor where you can easily find what you are looking for, with our guarantee of high quality, warranty, competitive prices, bestselling terms and suitable delivery time.

ZAMZAM BROTHERS TRADING COMPANY

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Zamzam Brothers Company for Industry and Trade was established in 1965 and is officially registered with the Ministry of Industry and Commerce under Registration Number 22676.

Our company is dedicated to import and export activities, with a strong specialization in the food industry. Over the decades, we have built a solid reputation based on our extensive experience in trade, industry, and contribution to the national economy.

As a family-owned business, we have developed a professional management structure supported by highly qualified specialists with extensive expertise in commerce and industry.

In 2010, we expanded our operations into the manufacturing sector while maintaining our strong presence in trade. This expansion led to the establishment of our modern vegetable oil, ghee, and shortening manufacturing facility. Our product portfolio has since grown to include rice, sugar, and a variety of pulses, enabling us to better serve local and international markets.

ZEIDAN TRADING AGENCY

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Zeidan Trading Agency, is a Jordanian local company specializing in the import, supply, and distribution of HORECA products in the local market.

Our product portfolio includes:

- Sushi products and disposable accessories
- Frozen seafood
- Culinary product
- Condiments
- Sauces and dressings
- Oil, shortening and Butter

SIMONELLI MIDDLE EAST TRADING LLC

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Simonelli Group is an Italian company that produces coffee machines since 1936. The vast experience, the innovative approach, the incredible creativity, the unique design, and the high performant products, led to the international success of the company, bringing the business in 121 countries worldwide.

Simonelli Group, known as the cultural core of excellent espresso coffee, has established on the market two prestigious brands, Nuova Simonelli and Victoria Arduino. Together they express the genetic heritage of the company. The brand Nuova Simonelli represents functionality combined with design, efficiency in terms of performance and energy, and allows everyone to make a good cup of coffee. It empowers the user to flaunt their skills. The brand Victoria Arduino, sponsor of the World Barista Championship, represents sophistication, embodied in machines with great history and classy design.

The advanced technology used makes it more accessible for any barista to make an excellent cup of coffee and express their personality.

To spread the coffee culture, Simonelli Group launched Coffee Knowledge Hub: a global platform for professional coffee education, certification and career development. The platform www.coffeeknowledgehub.com is opened to anyone with a passion for coffee, seeking to improve their knowledge and skills. Education unites us. It allows us to talk the same language, improve our livelihoods, enrich our communities, and develop ourselves professionally and personally. Over the last 20 years we have seen that people working in the coffee industry have a thirst for knowledge and continuous improvement. The Coffee Knowledge Hub is a platform to support coffee education in this evolution.

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The Prime Ministry of Jordan
Ministry of Tourism & Antiquities
Jordan Tourism Board
Jordan Hotels Association
Jordan Restaurant Association
Royal Jordanian Airlines
Royal Academy of Culinary Arts
Luminous Technical University College
Al Ameen Coffee
Al-Khair Company for Slaughtering, Processing and Marketing Poultry
– Al Khair Chicken
Meat & Livestock Australia
McCain MENA
Stanbroke
Intercontinental Hotel
Bristol Hotel
Grand Hyatt Hotel
Regency Palace Hotel
Landmark Amman Hotel
Movenpick Amman Hotel
Talwood
Junia Cleaning & Disinfection Solutions
Miles
Universal Professional for Services & Hotel Supplies
Mohammad Tahseen
Al Baalbaki & Partners Co.
Roya TV
Al Raya Group (Hala FM & Bliss)
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Aramex
Lombardia Group
Abu Shakra Trading
Time Center
Istatiyah Group
Irfan Store Amman
ZAIN Jordan
Pikasso
Solid Base
Victoria Arduino
Al Beirut
Beit Elia
The Living Room
Kebab Express
Qaysar Pizza
Aldayaa
Junior's

MEET US AT

12th Edition

HORECA JORDAN 2027

The 12th International Trade Show for Hotels, Restaurants, Catering, Food & Hospitality Services

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