

COMPANY PROFILE



EXCEL KITCHEN L.L.C

P.O.BOX. 35459
AL QUSAIS
INDUSTRIAL AREA # 3
DUBAI, UNITED ARAB EMIRATES
TEL: +97142679180
FAX: +97142679182
E-mail: exequip@emirates.net.ae

INTRODUCTION

Allow us to present a short history.....

Since it first started operation in 1998, Excel Kitchens has grown into a leading supplier of industrial kitchen equipment in the region.

Starting with just two employees, Excel Kitchens expanded the business to become a multi-regional company with a workforce of over 50 staff under its wing. With time and effort, Excel gained capability to meet the increasing needs and demands of the food service industry, supply innovative solutions and reach new levels of growth each year, thus keeping up with the constantly evolving nature of this business.

At Excel we pride ourselves in supplying state-of-the-art designed kitchens and food service equipment to a wide client base. So whether yours is a major fast food outlet or fine restaurants, hospital or hotel, coffee shop or cafeteria, at Excel we have the equipment, know-how and personnel committed to designing and delivering a kitchen solution that works for you.

Excel is recognized throughout the hospitality industry for supplying powerful, durable food preparation equipments that are built to perform e even in the most demanding environments which offers customers consistency, precision and efficiency....

OUR SERVICES

Our Expertise includes in the below mentioned areas:

- Turnkey solution: Survey, Design, Supply, Installation & Commissioning
- Industrial Kitchen & Food service Equipment
- Walk-in Cold rooms, Blast chiller & Freezer
- Manufacturer of Stainless steel utility Equipment
- Ventilation hoods, Mobile tandoor ovens
- Maintenance & Supply of Spare parts (kitchen equipment)
- Water-jet cutting

Installation begins with a site visit to ensure that the electromechanical work meets the exact design requirements. Only then is the equipment delivered, installed and commissioned. However, our sales service doesn't end with installation. Excel provides complete training for its clients and their staff on all the equipment used. In addition we perform routine inspection and maintenance calls as and when required.

Excel's warranties range from one to five years –although we have been known to provide operational solutions for up to ten years. Ultimately, however, we offer you peace of mind, hassle-free repairs and on call services from technical site officials in the relatively rare occurrence of any difficulties.

MARKET SEGMENTS

1. Quick Service Restaurant



The typical customer of a Quick Service Restaurant (QSR) has changed from the younger crowd in search of snacks or easy meals to the family set which is considering the improved nutritional value of their children's or their own food.

With the increased demand of quality on the QSR operation, our clients are in search of more efficient uses for the equipment that takes up their limited kitchen space. Efficiency implies reliability and savings of energy, space and food costs.

Advances in the technology of food preparation that are being introduced are helping our clients to meet these demands. Excel Kitchens is well positioned to provide solutions for our customers and partners.

In conjunction with traditional technology, Excel's solutions will help make our clients efficient and cost-effective once again.

2. Coffee and Pastry

Competition between Cafés is creating a need for them to differentiate themselves by speed and excellence in service as well as consistency of the quality of their products.

Each operator must be able to rely on the equipment they use to secure their position as a quality provider. Excel has proven, time and again, how important reliability in service and quality of product are.



As the technology of today's equipment has developed, so has the interest in creating new menu items and service techniques. From the automated methods of preparing Espresso to the new sandwiches being served in these cafés the role of evolving technology is allowing our clients to grow in their own field.

All this efficiency gives the operator a chance to focus on the finer details of the operation, and the customer a better sense of the quality they are being offered.

3. Government

Governmental Institutions are becoming increasingly higher operational standards and they demand more from their vendors and suppliers as these standards become elevated and universal. Excel has been serving institutions throughout the UAE, public and private, including Ruler's Palaces, airports, hospitals and the military.



Our goal is to find the best solutions for each demand and exceed our clients; expectations then secure on-going relationships that will benefit our clients and the nation. We have achieved these goals through our excellent after-sales service provisions and our own high standards in delivering our products and maintaining them to our clients' satisfaction.

4. Hotel, Resorts and Lodging

Hotels come in all shapes and sizes with facilities and amenities for all kinds of travellers and luxury seekers. They all have one thing in common; their aim is to please the client. At

Excel, our aim is the same. While we recognize the differences in our customers, we appreciate that they all demand smooth operational flow and cost saving efficiency.



With Excel, our clients' needs are met. Our Design Division and our Culinary Advisors are ready to assist the Sales Team in preparing the most appropriate proposal to satisfy the most exacting customer. This is always done with the end customer's comfort in mind.

5. Residential

Although our main flow of business has been the commercial food service organization, we have been known to furnish a home kitchen here and there. As Excel grows it will not forget how it got its start.



We are committed to serving all our customers, big and small. Whether you want a small coffee brewer, or you want a fully automated espresso machine which stores and grinds its coffee beans on order; whether you're looking for a waffle machine to make you breakfast or you want to press a hundred Panini sandwiches in an hour, we have the equipment for you.

If you have small kitchen and want to equip it with the most up to date equipment, or you want to have a working kitchen in your home, we can help. Our goal is to equip the best kitchens in the UAE. We have the knowledge, ability and equipment to meet your needs.

6. Supermarkets

Food Retailers are major customers of refrigeration and storage units in all markets. Our market is no different, but their demand for maintenance is even higher. Excel has the people and resources to serve these needs.



Downtime is unacceptable in high volume storage/retail operations such as supermarkets and cold stores and our short lead time makes us one of the best suppliers of pre-and post- sales service providers in U.A.E. With Excel, our clients satisfaction is always a priority and with our service division supplying round the clock attention, we gain their confidence too.

7. Businesses

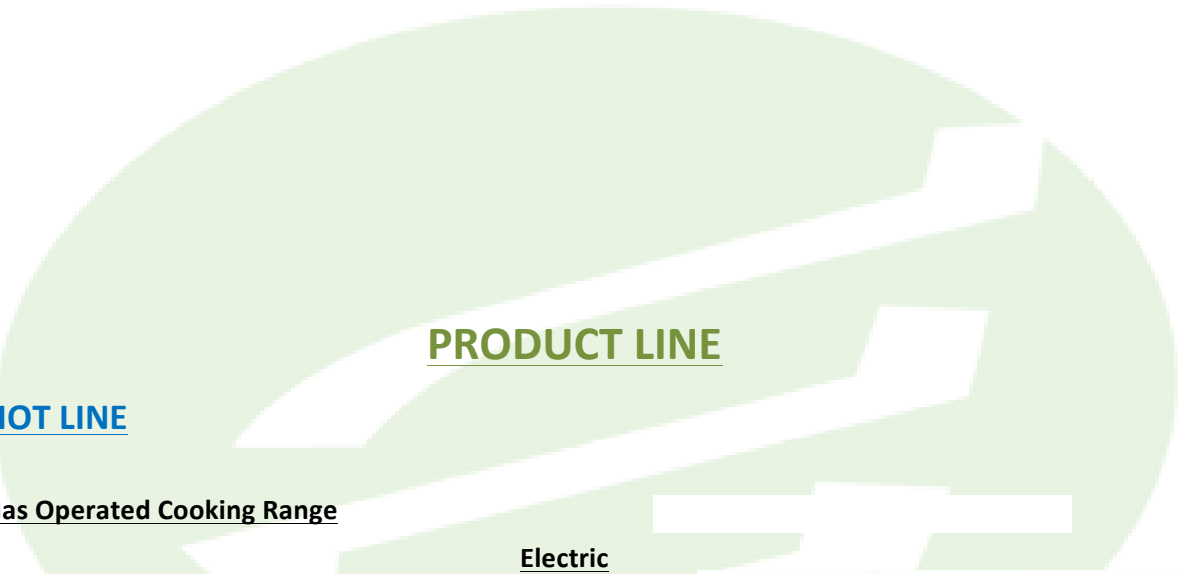
In today's business environment, efficiency is the name of the game. Large scale companies require on site facilities to satisfy their catering needs and reduce their employees' downtime away from work.



At Excel, we understand those needs.



By supplying our clients' state of the art solutions with design and equipment for these facilities, we are finding them better, more efficient ways of serving their staff and themselves while reducing waste and extra cost of operations.



➤ **HOT LINE**

Gas Operated Cooking Range

Range



Deep Fat Fryers

Electric Operated Cooking Range



Pasta Boilers



Fry Top Grill



Lavastone Grill



Boiling Pans

Tilting Pans



Combi-Ovens



Micro-Wave Ovens



Salamanders

Contact Grills



Shawarma Machine

Rotisserie



Conveyor Toasters

Crepe Machine



Hot Display



Hot Dog Machine



Giddle Plate



Hot Cupboards



➤ **BAKERY LINE**

Electric Pizza Oven



Gas Pizza Oven



Convection Oven

Conveyor Pizza Oven



Dough Sheeter



Planetary Mixer



➤ HOT BEVERAGES / COFFEE LINE

Water Boiler

Espresso Machine



Coffee Brewer



Coffee Grinder



Bulk Brewers

Hot Plate



➤ **COLD LINE**

Upright Refrigerator / Freezer



Under Counter Refrigerator / Freezer



Pizza Preparation Counter



Refrigerated Counter Top Display



Chilled Display Cabinets

Saletette Units



Upright Bottle Cooler



Back Bar Bottle Chiller



Ice Cream Display



Buffet / Service Trolley



Confectionary Display Cabinet



Wine Display Cabinet



Chest Freezer



Chest Bottle Cooler



Cold / Freezer Room



Blast Chiller / Freezer



Ice Cube / Flaker Machine



Ice Cream Machine



➤ **DISHWASHING LINE**

Under counter Dish washing Machine



Under counter Glass Washer Machine

Rack Type Dishwashing Machine



Hood Dishwashing Machine



Pot Washing Machine



➤ **FOOD PROCESSING LINE**

❖ **VEGETABLES**

Combination Processors



Vegetable Preparation Machine



Bowl Cutter/Mixer



Vertical Cutter/Mixer



Potato Peeler



Power Mixer



❖ **FRUITS**

Blender Mixer



Juice Extractor



❖ **MEAT**

Meat Slicer



Meat Mincer



Bone Saw Machine



Burger Press



➤ **FABRICATION LINE**



Stainless Steel Working Table



S/S Work Table With Splash Back



Stainless Steel Wall Shelf



Commercial Range Hood



Hanging Cupboard



S/S Food Cupboard



Stainless Steel Trolley



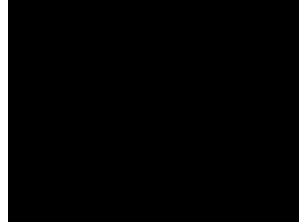
S/S Service Cart



S/S Double Sink Table



S/S Double Sink Table with
Splash Back



Dish-Warming Work Table

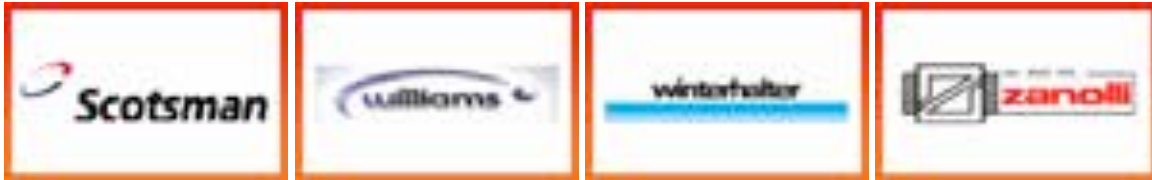


S/S Shelf

* The above displayed are just a preview of a few items from our Fabrication Line. We specialise in customised fabrication of wide range of stainless steel products to serve the Food Servicing Industry.

OUR PARTNERS





LIST OF OUR CLIENTS/PROJECT

- 1) ABU DHABI AIRPORT CATERING & DUTY FREE
- 2) AL FUTTAIM – AF STAFF ACCOMMODATION
- 3) AL FUTTAIM – DUBAI SILICON OASIS
- 4) AIRPORT HOTEL
- 5) H.H RULER OF AJMAN
- 6) AL BUSTAN ROTANA
- 7) AL AIN ROTANA
- 8) AL HAMRA FORT HOTEL
- 9) ARCHIRODON GULF
- 10) ARABIAN RANCHES GOLF CLUB

- 11) BATEAUX DUBAI – FLOATING RESTAURANT
- 12) BARAKAT VEGETABLES & FRUITS
- 13) B.K. GULF L.L.C.
- 14) BEACH ROTANA ABU DHABI
- 15) BEACH PALACE
- 16) BURJ AL ARAB
- 17) COFFEE CONVENTION
- 18) CONVENTION CENTRE, DUBAI
- 19) CANADIAN AIR BASE KITCHEN, DUBAI
- 20) CONCOURSE 3 DUBAI INTERNATIONAL AIRPORT
- 21) DEPARTMENT OF PRESIDENTIAL AFFAIRS ABU DHABI
- 22) DUBAI CREEK GOLF & YATCH CLUB
- 23) DUBAI POLO CLUB
- 24) DUBAI MALL (THE LARGEST MALL IN THE WORLD)
- 25) DRY DOCKS
- 26) DUBAI REAL ESTATE
- 27) DUBAI WORLD TRAD CENTRE
- 28) DUTCO BALFOUR BEATTY- MAA VILLA AT ZAABEEL
- 29) DANAT RESORT – L'ATTITUDE KITCHEN
- 30) ENGINEER'S OFFICE – SAFA VILLA -2
- 31) ENGINEER'S OFFICE – BARBEQUE KITCHEN AT AL ARYAM VILLA
- 32) EMAAR HOSPITALITY GROUP
- 33) EMAAR PROPERTIES
- 34) EMIRATES GOLF CLUB – DUBAI
- 35) EMIRATES GOLF CLUB – LE CLASSIC KITCHEN
- 36) EMIRATES GOLF CLUB – SPIKE BAR
- 37) EMIRATES FLIGHT CATERING
- 38) EMIRATES TOWER'S HOTEL
- 39) EMIRATES TOWER' HOTEL – SUSHI BAR KITCHEN

- 40) EMIRATES PALACE HOTEL – ABU DHABI
- 41) ETA CATERING.
- 42) EMIRATES FLIGHT CATERING – DUBAI AIRPORT, FOOD POINT INVESTMENT PARK
- 43) GOVERNMENT OF DUBAI - DEPT. OF HEALTH AND MEDICAL SERVICES.
- 44) GOVT. OF DUBAI - H.H.RULER’S COURT.
- 45) GMMOS
- 46) GROSVENOR RETREAT BAR
- 47) GROSVENOR SIDHARTHA BAR
- 48) GROSVENOR GARRY RHODES RESTAURANT
- 49) GROSVENOR HOUSE – RHODES WI KITCHEN AND BARS.
- 50) GLOBAL PHARMA
- 51) GULF BEGAL FACTORY DUBAI.
- 52) GRAND HYATT, MUSCAT
- 53) GENETCO – MUSCAT
- 54) HILTON ALAIN
- 55) HILTON DUBAI CREEK
- 56) JEBEL ALI HOTEL & GOLF RESORT.
- 57) JUMEIRAH HOSPITALITY - JUMEIRAH BEACH HOTEL
- 58) JUMEIRAH HOSPITALITY – JUMEIRAH BEACH CLUB
- 59) JUMEIRAH GROUP
- 60) KHALIDIA HOTEL APPARTMENTS
- 61) KEMPINSKI HOTEL
- 62) LE MERIDIEN DUBAI
- 63) LA MARQUISE L.L.C.
- 64) LE MARTIN FRANCOIS SA
- 65) LE ROYAL MERIDIEN JUMERIA BEACH
- 66) LE ROYAL MERIDIEN BEACH RESORT & SPA – GEALES KITCHEN & BARS

- 67) LE ROYAL MERIDIEN BEACH RESORT & SPA – ZENGO KITCHEN AND BARS
- 68) LE ROYAL MERIDIEN BEACH RESORT & SPA – LATTITUDE COFFEE BAR AT LOBBY HUB
- 69) LE ROYAL MERIDIEN BEACH RESORT & SPA – PREPARATION AND COLD ROOM STORAGE AREA AT BASE MEN FLOOR
- 70) LE ROYAL MERIDIEN BEACH RESORT & SPA – POOL BAR KITCHEN
- 71) LE MERIDIEN MINA SEYAH
- 72) LE MERIDIEN ABU DHABI
- 73) MONTGAMARI GOLF CLUB
- 74) MARGAM DUBAI ESTABLISHMENT
- 75) MUGG & BEAN
- 76) NAD AL SHEBA CLUB
- 77) NITCO INTERNATIONAL
- 78) NAD AL SHEBA CLUB – GRILL KITCHEN
- 79) NAD AL SHEBA CLUB – EXTENSION OF CLUB KITCHEN
- 80) NEO PHARMA
- 81) ONE AND ONLY ROYAL MIRAGE
- 82) PARK ROTANA & PARK ARJAAN
- 83) PLANET HOLLYWOOD
- 84) PYRAMIDS
- 85) RAINBOW STEAK HOUSE
- 86) RAFFLES DUBAI
- 87) RITZ CARLTON HOTEL
- 88) RYDZES PLAZA
- 89) ROTANA GROUP
- 90) SUPREME GROUP
- 91) SUPREME FOOD SERVICE GmbH
- 92) SUPREME SUPPORT SERVICES LLC

- 93) SH. KHALED BIN ZAYED AL NEHAYAN- PALACE ALAIN
- 94) SHANGRILL BARR AL JISSAH RESORT - MUSCAT
- 95) SEVEN SEAS SERVICES L.L.C.
- 96) SHERATON ABU DHABI
- 97) SHERATON DUBAI CREEK
- 98) SHERATON JUMEIRAH BEACH RESORT & TOWERS
- 99) SHERATON (FOUR POINT) HOTEL
- 100) TOWERS ROTANA
- 101) TEMASEK L.L.C – DOME CAFE
- 102) THE METROPOLITIAN HOTEL
- 103) VILLA PROJECT FOR Mr. ZIAD AHMED BAKER.
- 104) VILLA PROJECT FOR Mr. YOUSUF G. AHLI, DUBAI
- 105) WESGREEN INTERNATIONAL SCHOOL
- 106) YAS ISLAND ROTANA
- 107) BANQUET KITCHEN FOR 5000 COVERS FOR ZAABEEL HOSPITALITY
- 108) JUMEIRAH GOLF ESTATE
- 109) ALDIYafa PALACE DUBAI
- 110) GROSVENOR HOUSE DUBAI - SLOANE'S KITCHEN
- 111) LE ROYAL MERIDIEN BEACH RESORT & SPA ROOM
SERVICE AND POOL BAR KITCHEN RENOVATION
- 112) LE ROYAL MERIDIEN BEACH RESORT & SPA POOL BAR
- 113) GROSVENOR HOUSE DUBAI- OTTO MANS- DISH WASHING AREA
- 114) GROSVENOR HOUSE DUBAI-INDIGO -DISH WASHING AND BAR AREA
- 115) GROSVENOR HOUSE DUBAI- RETREAT KITCHEN
- 116) H H RULER'S COURT - PASTRY KITCHEN
- 117) H H RULER'S COURT - NEW KITCHEN AT JEREL AL PALACE
- 118) BLACK IRIS - BAY RESTAURANT
- 119) MARKA HOLDING - TASTE OF ITALY, GALLARIA MALL
- 120) NEKHEEL - PALM VIEW RESTAURANT EAST & WEST
- A) NAKHEEL – BARRELL 12

B) NAKHEEL – SUN &

- 121) KITCHEN & STORAGE FACILITY - EMIRATES ENGINE MAINTANANCE
- 122) LE ROYAL MERIDIEN BEACH RESORT & SPA - POOL BAR
- 123) LE ROYAL MERIDIEN BEACH RESORT & SPA - CABANA KITCHEN & BBQ AREA
- 124) DUBAI CIVIL AVIATION - KITCHEN & BARS AT HOTEL AREAS (LEVEL US & U6) IN CONCOURSE – 3

RECENTLY COMPLETED PROJECTS

- 1) NEKHEEL- CLUB VISTA MARE
- 2) BRASSERIE 2.0 – LE ROYAL MERIDIEN
- 3) TECOM - HOTEL AT AL BARSHA
- 4) BEACH PALACE, NURSE VILLA
- 5) AL QUAFFAI ISLAND - PALACE KITCHEN
- 6) TECOM – DUSIT – 2
- 7) MERAAS – QASR AL SULTAN
- 8) BIG FERNAND – OUTLET VILLAGE
- 9) GRAN CAFFE SITE @CITY WALK
- 10) BIG FERNAND – CITY WALK
- 11) DXB ENTERTAINMENTS
- 12) GULF BAGEL FACTORY
- 13) BIG FERNAND – DFC
- 14) BIG FERNAND – CITY WALK
- 15) BIG FERNAND – OUTLET VILLAGE
- 16) SIDDHARDHA KITCHEN & BAR – GROSVENOR HOUSE
- 17) INFINITY CABAN & MAYA LOUNGE BAR – LE ROYAL MERIDIEN
- 18) BUSSOLA PIZZERIA – WESTIN MINA SEYAH

CURRENT PROJECT

- 1) H H RULER’S COURT – NURSERY FOR WOMAN ASSOCIATION & AL

BASTEEN NURSERY AT PLOT NO:2827437, AL KHAWANEEJ

- 2) BAKE MART – CENTRAL PRODUCTION KITCHEN**
- 3) GODIVA AL AIN STADIUM**
- 4) GODIVA YAS MALL**
- 5) THE POINT – NAKHEEL**
- 6) THE COFFEE CLUB- BLUE WATERS – LIWAMINOR**
- 7) THE COFFEE CLUB- ONYX – LIWAMINOR**
- 8) CAPITAL HOSPITALITY ALAIN & ABU DHABI BY ADNEC**
- 9) FISH RESTAURENT & COLD STORAGE – LE MERIDIEN MINA SEYAH**
- 10) SLOANC’S ALL DAY DINING – GROSVENOR HOUSE**



Thank You