



SHURA

TRADING & HOTEL SUPPLIES

Associate Services



The Coffee Training
Institute

LICENSED BY
UNIVERSITA DEL CAFFE

United Arab Emirates

 Liwa Cafe



WELCOME TO **SHURA TRADING & HOTEL SUPPLIES**

It's my great pleasure to introduce Shura Trading & Hotel Supplies. For over 25 years STHS has specialized in providing expert services and facilities to the Hotel, Retail, Catering & Hospitality industry in the UAE and Gulf Region, Our exclusive range of quality products are produced specifically to cater for the evolving needs of the elite. Its onestop shop for all your beverage solutions.

A part of Al Mazroui Group Company, STHS shall be committed to supply goods and services of the highest quality standards backed by efficient after sales service consistent with the requirements of the customers to ensure their total satisfaction, The quality standards of the Company's goods and services should at least meet the required national standards and the company should Endeavour to achieve international standards.

Our deep roots in local cultures and markets around the world give us our strong relationship with internationally mobile consumers and are the foundation for our future growth, We will bring our wealth of knowledge and international expertise to the service of consumers. STHS, thus can provide a turnkey facility to any sector of the HORECA in the beverage business & also in Retail.

Cordially,
Mr. Rashed Mohamed Al Mazroui
Chairman

SHURA TRADING ADVANTAGE

QUALITY, HEALTH, TIMELY, EDUCATION

Shura Trading & Hotel Supplies with a strong base under Al Mazroui Group umbrella based in Abu Dhabi. The company is dealing in high quality food, equipment products & services. The company has two different offices, Abu Dhabi and Dubai with the infrastructure of temperature control storage facilities and logistics facilities. STHS has its own technical team to service the machines, STHS has been in the field of HORECA for more than two decades, STHS has also its own training center and also conducts trainings at the center in Dubai & Abu Dhabi as well as the client premises, Training involves coffee preparation techniques as well as cleaning of coffee. We maintain both sticks of coffee & coffee machines and if required we provide replacement of machines. The services provide 24/7 for the equipments. Thus, providing a single window solution for coffee and coffee matters.

STHS also with its products from Necta & Unic has venture into office and vending sector. STHS can provide a complete vending solution for food & beverage.



Food Safety Policy of Shura Trading & Hotel Supplies

Shura Trading & Hotel Supplies shall ensure that all the food stuff received are stored and delivered to our customer will be safe for consumption for its intended use, also install and maintain the coffee machine as per the manufacture's instruction. Our company will take all the possible measures to prevent the possible contamination during receiving storage installation and service.

This will be achieved on a continuous basis by meeting the requirements of food safety management system based on ISO 22000:2005.

We commit ourselves:

- to plan, implement, operate, maintain and update a food safety management system based on ISO 2200:2005 and providing products that, according to their intended use, are safe for the consumer
- to support food safety by the measurable food safety objectives of the organization
- to comply with applicable local statutory and regulatory requirement of food safety
- to evaluate and assess customer requirements and demonstrate conformity with those mutually agreed customer requirements that relate to food safety, in order to enhance customer satisfaction,
- to effectively communicate food safety issues to our suppliers, customers and relevant interested parties in the food chain
- to ensuring the availability of resources and train the employees for the effective implementation of food safety management system.
- to evaluate periodically, and update when necessary, the food safety management system to ensure that the system reflects the organization's activities and incorporates the most recent information on the food safety hazards subject to control

CERTIFICATES



Certificate of Registration

This certificate has been awarded to

Shura Trading & Hotel Supplies

Warehouse #62, Industrial Area-Mina Zayed Port, PO Box 97, Abu Dhabi,
United Arab Emirates

In recognition of the organization's Food Safety Management System which complies with

ISO 22000:2005 HACCP

The scope of activities covered by this certificate is defined below

**Trading of Dry Food Stuff, Beverages, Mineral Water, Cleaning
Chemicals and Equipment – Food Category H**

Certificate Number:	Date of Issue: (Original)	Date of Issue:
60008/A/0002/DUE/n	11 August 2013	11 August 2016
Issue No:	Expiry Date:	
2	10 August 2019	

Issued by:  On behalf of the Schemes Manager



United Registrar of Systems (URS) Ltd. 20108, 10001, 10002, 10003, 10004, 10005, 10006, 10007, 10008, 10009, 10010, 10011, 10012, 10013, 10014, 10015, 10016, 10017, 10018, 10019, 10020, 10021, 10022, 10023, 10024, 10025, 10026, 10027, 10028, 10029, 10030, 10031, 10032, 10033, 10034, 10035, 10036, 10037, 10038, 10039, 10040, 10041, 10042, 10043, 10044, 10045, 10046, 10047, 10048, 10049, 10050, 10051, 10052, 10053, 10054, 10055, 10056, 10057, 10058, 10059, 10060, 10061, 10062, 10063, 10064, 10065, 10066, 10067, 10068, 10069, 10070, 10071, 10072, 10073, 10074, 10075, 10076, 10077, 10078, 10079, 10080, 10081, 10082, 10083, 10084, 10085, 10086, 10087, 10088, 10089, 10090, 10091, 10092, 10093, 10094, 10095, 10096, 10097, 10098, 10099, 10100, 10101, 10102, 10103, 10104, 10105, 10106, 10107, 10108, 10109, 10110, 10111, 10112, 10113, 10114, 10115, 10116, 10117, 10118, 10119, 10120, 10121, 10122, 10123, 10124, 10125, 10126, 10127, 10128, 10129, 10130, 10131, 10132, 10133, 10134, 10135, 10136, 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SHURA PRODUCT PORTFOLIO

Shura is a Company established since more than 30 years back in Abu Dhabi. It was established to cater the ever growing Hospitality and HORECA business channel. Shura is a member of Al Mazroui group of Cos. based in Abu Dhabi. The Chairman of Al Mazroui group is Mr. Rashid Al Mazroui and his brother Mr. Saeed M. Al Mazroui as partner of the organization. Shura has three offices, one being situated in the parent Company's headquarters in Abu Dhabi, Ras Al Khor Dubai and JLT-Jumeirah Lakes Tower, Dubai and in Oman. Technical service centre for complete coffee machine maintenance and backup of spare parts is located in Abu Dhabi, Dubai (Ras Al Khor) and in Oman. Distribution & Deliveries are made by our logistics team. All of our vehicles are temperature controlled and being certified by the Food Control Authorities both in Abu Dhabi & Dubai. The logistics team is also certified for food handling by the Authority of Abu Dhabi, Dubai and in Oman.

Food Products



Non Food Products



Associate Services



Coffee Equipment Maintenance

Shura Trading & Hotel Supplies provide complete technical service for all coffee machines and maintain with professional support.

For Any Enquiries, Please Contact Us:

Shura Trading & Hotel Supplies
Dubai Tel No.: +971-04-4516363, +971-04-3204481
Abu Dhabi Tel No.: +971-02-6730565
OMAN Tel No.: +96895211760



THE BLEND

100% ARABICA

illy produces a single blend composed of nine distinct highest-order Arabica coffees selected and directly purchased by illy from farms spanning four continents, to ensure day after day, year after year, and in any part of the world a coffee, with a unique taste, body and aroma.

INNOVATIONS

For 80 years illy caffè has been studying coffee focusing on the search of perfection through the best technologies such as the pressurization technique patented by Francesco Illy in 1934.

1934



Pressurization

1935



Illetta



Instant coffee



Decaffeinated coffee



Multi-ply packaging

1974



Single portion pods



Single portion capsules



Ready to drink



Coffee Beans

Coffee Powder - Normal, Espresso, Decaff Espresso & Filter Normal

Pods - Illy E.S.E. monodose works with E.S.E. System and also with

in-flight espresso machines (Lcibucci)

H.E.S. - assuring the highest possible extraction of coffee.

IPSO Professional

IPSO Home

Illy ceramic cups with logo both espresso & Cappuccino.

Illy disposable cups.

Illy Scoops & Temper

Illy recipe support.

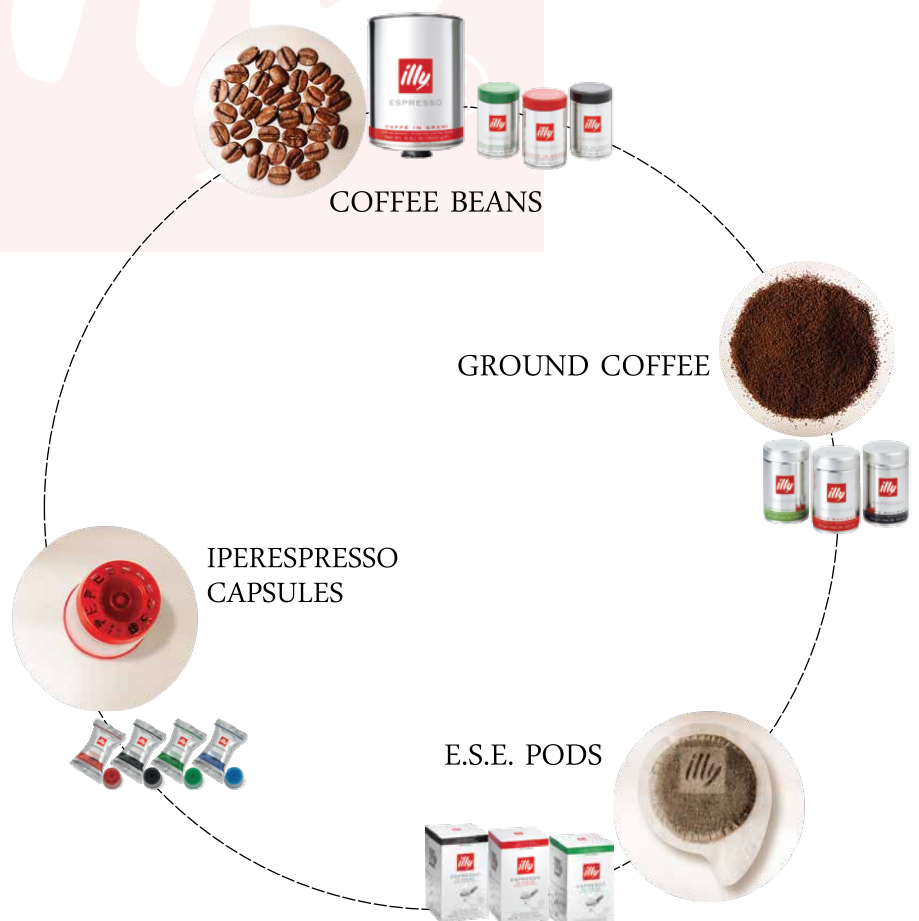
Illy coffee barista training.

Coffee machine training

Illy

ESPRESSO

Illy offers various ways to prepare the classic Illy espresso to be able to satisfy different taste and preferences.





140: countries where illy is available

50,000+: events in which illy is involved annually worldwide

800+: worldwide employees

373.9 million: 2013 gross revenue in euros

56%: share of illy coffee enjoyed outside of Italy

200+: espressamente illy coffee bar locations worldwide

1500+: Artisti del Gusto cafés worldwide

4: major certifications for quality and sustainability

4: company-founded research facilities

4 of 8: major worldwide coffee industry innovations

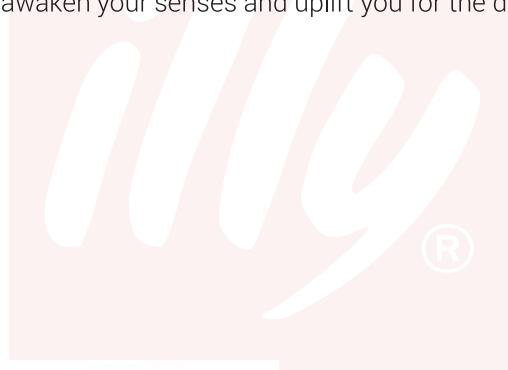
20+: University of Coffee locations worldwide





issimo™

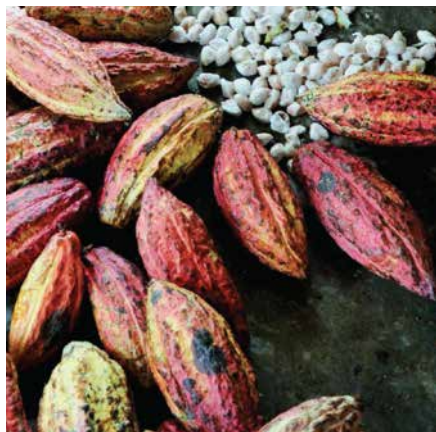
Proposes a full range of premium RTD coffee beverages in order to satisfy all different needs of tastes: caffè and caffè no sugar for uplift and mental renewal, milk variants for sensory pleasure, mochaccino for indulgence. All ILLY ISSIMO products are prepared with ILLY unique 100% ARABICA coffee blend, for an intense italian espresso experience. The finest ingredients with no artificial colors, aromas, flavors or preservatives added. A perfect high quality italian style product to awaken your senses and uplift you for the day.





COMPANY Awards:

Palme D'or You can't improvise goodness. Creating chocolate of superior quality is an art that requires passion and dedication, along with professionalism, knowledge and, naturally, an almost obsessive devotion to cacao. That's why Domori was awarded the Palme d'Or at the 2011 Salon du Chocolat in Bologna. Moreover, it is the only Italian company to have won the Best Chocolate Award in the single-origin dark chocolate category every year since 2003. The Best Chocolate Award Roll. The prize that Compagnia del Cioccolato awards to the finest Crus of Italian chocolate.





RETAIL PRODUCTS



PROFESSIONAL PRODUCTS



GIFT IDEAS





Established in 1972, Agrimontana quickly became a leader in the candied fruit industry, and in particular for chestnuts, by successfully marketing the quality of the genuine, Piedmont chestnut. Agrimontana offers not only to consumers but also confectioners and chefs, the tradition of a level of authenticity and quality which is hard to equal.





THE WATER THAT BREAKS THE STONE

This is what Michelangelo, a kidney stone sufferer, wrote in a letter dated 1549. It's one of the oldest and most renowned testimonies of the benefits derived from drinking Fiuggi water.

The story recounts how kings, noblemen, and ambassadors were benefited by drinking the miraculous water because it eased their pain. Pope Bonifacio VIII, who was born in Ciociaria and knew the Fiuggi source well, also used this healthy water.

Over 187 payment orders for transport of the water from Fiuggi to Rome are well documented in the Pope's accounting registries. In more recent times, other famous notable successfully treated themselves by drinking Fiuggi water. from Papa Pio X, to Giovanni Giolitti, to Benedetto Croce and Alcide De Gasperi.

The expression "the water that breaks the stone", used by Michelangelo on purely observational basis, today finds a sound scientific explanation.

This is why the water from Fiuggi is not an oligomineral water like many others, but presents unique characteristics that go beyond its considerable diuretic properties...it is highly depurative.





A modern, trendy, refreshing wellness beverage developed with pure green tea and super fruit juices produced in UK. A rare combination of the super juices does not only taste good, but works on the body itself. It has been defined as an ELIXIR drink. The natural product without any preservatives, colours and sugar free makes a real source of anti-oxidant.

The product is basically targeted for mini bars, spas, pool bars and retail chains etc.

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Look Good, feel great. Detoxing Iced Tea.





The secret of our success is to make just liquid fruit, from pure fruit: a fruit delicacy made in paradise. The PAGO success story begins with a great idea: a natural fruit juice.





Almaverde Bio Italia, a consortium that unites 11 Italian agroindustry companies with consolidated experience in the organic sector.

The function of Almaverde Bio Italia is to develop communication and promotional strategies for the brand name, investing the resources provided by its member companies, which are exclusive licensees for use of the brand name in their specific merchandise categories, marketing their products independently and operating synergistically to develop the market.

Founded in 2000, today Almaverde Bio is recognized as Italy's leading organic brand, and boasts an absolutely unique range of products in the organic sector, suitable for all sales channels.



UNIC



Unic is professional coffee machine brand that will last the test of time. It incorporates innovative technology that will endure for many years. Since 1919 UNIC has answered the challenge!

One of the most important elements in a cafe is the espresso coffee machine: it contributes to set the style of the place. The beauty of UNIC coffee machines is its design that well tailors modernity and refinement. That's why it is chosen in the best bars.

UNIC recognizes that coffee is something to be cherished, and provides the tools you'll need to make every cup special.

The UNIC range satisfies every professional demand our state of the art technology has won many international patents. We sell and service the 5 continents

UNIC

TANGO

(large customisable keyboards with independent keys), easy preparation of milk waste drinks from and integrated cappuccino device, high performance team and hot water production thanks to the boiler's exceptional capacity.

The new TANGO range of entirely automatic machines is the result of UNIC's years of expertise, since 1919, in espresso coffee machines and the answer to exacting market demands in terms of productivity, reliability and guaranteed perfect results cup after cup.

The TANGO range is made up of the models SOLO (1group) and DUO (2group) & UNO, and offers users maximum functionality: automatic adjustment and programming of the different parameters (temperature, grinder choice, extraction quality, cleaning cycle, multiple drinks choice



UNIC

TWIN MIRA

- 4 Programmable volumetric keys
- 30 Amp \ 220 Volts
- Automated back-flushing cycle for daily cleaning
- Integrated shot timer
- 2 Teflon or stainless steel steam arm
- Steam Glide Lever on left and right side
- 1 Hot water dispenser with flow regulator
- Group head mounted direct to boiler for shot temperature stability
- Cup warmer
- Stainless steel panels and steel frame
- Direct drain
- Auto refill • Twin pressure gauge for pump and steam
- Rotary pump
- Barista group head (pre-infusion)
- Standard height or Tall cup available (no additional charge for tall cup)



UNIC

STELLA di CAFE



UNIC Stella Di Caffee 3 group

General control LCD color Touch screen (automatic night/day mode, auto-cleaning, drinks counter, USB interface)
Capacitive independent touch keypad for each group control boxes
Evolutive lighting(color/intensity)with 5 to 9 high powered LED RGB per electronic box
Pre-infusion multi-programmable (option)
Large cup warmer
2 Manual control steam arm
1 programmable hot water outlet
3 independent boilers of 1.65 liter each
1 steam boiler 12 liters

UNIC Stella Di Caffee 2 group

General control LCD color Touch screen (automatic night/day mode, auto-cleaning, drinks counter, USB interface)
Capacitive independent touch keypad for each group control boxes
Evolutive lighting(color/intensity)with 5 to 9 high powered LED RGB per electronic box
Pre-infusion multi-programmable (option)
Upper tray positioned at 8 or 10.5 or 18 cm
Large cup warmer
2 Manual control steam arm
1 programmable hot water outlet
2 independent boilers of 1.65 liter each
1 steam boiler 12 liters

Also Available in 4 Groups



Coffee grinder is an important equipment to have the right espresso, And this can be achieved only if you have the right and reliable coffee grinder. Eureka is based in the land of Espresso "Italy", is a manufacturer of heavy duty coffee grinders .

Eureka is producing different models of the Grinders to suite the customers needs. The quality of the material used and the technology to manufacture this grinders builds the confidence in the product for us and our customers.

Shura has an exclusive supply agreement with Eureka for the U.A.E. Shura provides support and service for these equipments, with a service centre located in Abu Dhabi and Dubai in order to cover the entire U.A.E.





IN ROOM MACHINES

SENSITIVE TECHNOLOGY

X7.1
IPERESPRESSO



Y5 MILK
IPERESPRESSO



ILLY KISS



Y5
IPERESPRESSO



Y1.1 TOUCH
IPERESPRESSO



Y3
IPERESPRESSO



Y1.1
IPERESPRESSO



X9
IPERESPRESSO



FLAVOUR CARESSES THE SENSES, TIME BOILS DOWN TO A MOMENT,

What is the lightheartedness? It is the quality that makes every moment carefree and helps us enjoy life to the fullest. It is the pleasure illy gives us with Y1.1 Touch, An experience that involves all the senses, from sight to touch, where making espresso becomes a moment of immediate intuition and refinement, Timelike the flutter of wings or, Better yet, the touch of a finger. Let Y1.1 Touch do the work.

THE PLEASURE OF ILLY>S EXCELLENCE. ALWAYS.

The result is excellence you can see, a dense heart of crema in the shot of espresso, not on top of it, for a rich, evocative espresso, with a long-lasting, persistent aroma, from the first cup to the last.

Credit for this goes both to Y1.1 Touch and the Iperespressoilly capsule, protected by five innovative patents for maximum quality and featuring illy's exclusive 100% Arabica blend.



METODO IPERESPRESSO



Aromatic, intense espresso, with a dense, persistent crema that is inside, not on top of the coffee. Its all thanks to the capsule, a complete extraction chamber that works in two stages: hyperinfusion and emulsion. Protected by 5 patents, the capsules contain 100% Arabica illy blend coffee, ready closed and tamped.



N&W



N&W's continuing success is the result of a single-minded attitude to business, every decision taken by the group is designed to surpass the expectations of customers. Customer relations plays a pivotal role in the company's day to day business and its brief goes well beyond the traditional functions of technical and commercial support.

Equally important is the ability to predict customer requirement in a constantly evolving marketplace and to be ready to take advantage of the opportunities incumbent in change. N&W's success in this area is the cornerstone of its predominant presence in its chosen market sectors. Considerable resources are needed to be a true market leader – that's why customers, consumers and investors alike demand that R&D is given such a high priority throughout the organisation.



A cleaning product for the coffee machines. A product developed to clean the coffee machines and avoid constant breakdown.

Perfect product for our beverage business, our technical team providing training on the usage of the product.

It is targeted toward for both HORECA and Retail market.



OUR CLIENTS

Our Prestigious Hotel Clients

Atlantis The Palm
Four Seasons Hotels and Resorts
Palazzo Versace
Grosvenor House
The Ritz Carlton
JW Marriott
Marriott Group
Grand Hyatt Dubai
Six Senses Spa & Resort
Sheraton Abu Dhabi
Rotana Group of Hotels
Le Meridien UAE
Hyatt Capital Gate
Grand Millenium
Dhafra Hotel
Waldorf Astoria RAK
Liwa Hotel
Rixos

Meydan Beach
Le Royal Meridien
Anantara Resort
(Desert Island, Sir Baniyas Island, Abu Dhabi)
Danat Resort
JA Resort Ocean View
Radisson Blu Hotel & Resorts
Novotel Hotels
Marjan Island Resort & Spa
Intercontinental Hotels & Resorts
Address Dubai Mall
St. Regis Dubai
Al Ain Palace Hotel
Damac Hotel & Resorts
Park Hyatt Hotels & Resorts Ajman Saray;
The Westin Dubai Mina Seyahi Beach Resort & Marina
Saadiyat Island
Etc.



Our Prestigious Restaurant & Café & Food Services

Espressamente Illy;
Haagen Dazs Cafe;
Reel Cinemas
Cavalli Club;
Vapiano;
Eataly;
Bakemart
Urbano (Jumeirah Restaurants);
La Terrasse Cafe
VOX Cinema

Cravia Zaatar
Markaz
Cappuccino Grand Cafe;
Eat Greek Restaurant
The One Cafe;
Armani Cafe;
Ajman Cafe
Vivel Patisserie
Tribes

Almaz Restaurant;
Magnolia Bakery
Bentley;
Living Room Cafe
The Gramercy
Milas
Sharjah Ladies Club
Love Donuts
Etc.



OUR CLIENTS

Our Prestigious Retail Clients:

Abela
Abu Dhabi Co-operative Society
Adnoc
Al Maya Group
Avenue Supermarket
Carrefour
Choithram
Circle K
Fine Fare Supermarkets
Galleries Lafayette
Geant
Lulu
Souq Planet
Spinneys-Waitrose
Park N Shop
Safestway
Union Co-operative Society
Zoom Marts



Abu Dhabi Office – Main Branch

Shura Trading & Hotel Supplies

Mina Warehousing Complex, Street No.5, Warehouse No.62.
Opposite Thani Murshid
Tel. +971 2 6730565
Fax +971 2 6732791
P.O. Box 97, Abu Dhabi, U.A.E.

Inquiry Description: General Inquiry for Beverages & Coffee Machines

Email Address: shura@emirates.net.ae

Website Address: www.shuraemirates.com

Dubai Branch - Main Office

The Coffee Training Institute

Group of Shura Trading & Hotel Supplies,
Cluster G, Dubai Arch Tower, Jumeirah Lakes Towers
Dubai, U.A.E.
Tel. +971 4 4516363
Fax +971 4 4516262
P.O. Box 124219, Dubai

Inquiry Description: General Inquiry for Beverages & Coffee Machines

Email Address: enquiries@shuraemirates.com

Website Address: www.shuraemirates.com

Ras Al Khor Dubai Office - Branches

Shura Trading & Hotel Supplies

Ware House no. 7, Ras Al Khor, Industrial Area 2,
Besides Dubai Islamic Bank.
Dubai, U.A.E.
Tel. No. 04 3204481
Fax. No. 04 3204482
Po Box 124219, Dubai, U.A.E.

Inquiry Description: General Inquiry for Beverages & Coffee Machines

Email Address: enquiries@shuraemirates.com

Website Address: www.shuraemirates.com

JLT - Jumeirah Lakes Tower Dubai Office - Branches

Liwa Café JLT

Group of Shura Trading & Hotel Supplies,
Cluster G, Dubai Arch Tower, Jumeirah Lakes Towers
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Tel. +971 4 4508800
Fax +971 4 4516262
P.O. Box 124219, Dubai

Email Address: enquiries@shuraemirates.com

Website Address: www.shuraemirates.com

Oman Office - Muscat Branches

Al Shura Trading & Hotel Supplies

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Mob.: +96895211760
Tel: +96824592292
Fax: +96824591689
P.O. Box 2503, Postal Code: 130

Inquiry Description: General Inquiry for Beverages & Coffee Machines

Email Address: enquiries@shuraemirates.com

Website Address: www.shuraemirates.com