

The Sweet Edition



FRENCH BAKERY LLC

BAKERY PRODUCTION
COFFEE SHOP | FRANCHISE

French Bakery is the brand that became established in the UAE with the philosophy: “merging the best of traditional techniques whilst embracing what modern technology and thinking has to offer. As a company, we are focused, well trained and passionate about our products.

French Bakery was set up in 1997 as a part of the renowned Bu Haleeba Group. For the first time the city experienced the unique concept of a Bakery plus Cafe plus Production facility.

Today, French Bakery has already two production facility located at: 1st Interchange Sheikh Zayed Road and in Al Quoz Dubai, UAE. The new Central Production Unit at Al Quoz is the state of the Art Facility: Both are HACCP & ISO 22000:2005 certified.

ARE YOU FRENCH BAKERY IN
READY? MUSCAT
SEE PAGE 9

LAUNCHING NEW FRESH FROZEN PRODUCTS

Exciting new assortment of “ready to serve” frozen products French Bakery launches this Gulfood Exhibition! Explore our wide array of minis ranging from Tarts, Macarons, Migniardise, Petit Fours, Canapes, Donuts, Muffins, Bread, Pizza and a whole lot more. A unique collection of bakery products specially designed to meet any customer’s needs. These exciting new items are particularly suitable for customers who wants Muffins, Bread, Pizza and a whole lot more. A unique collection of bakery products specially designed to meet any customer’s needs. These exciting ..CONTINUE TO NEXT PAGE

Welcome to the warmth of French Bakery

    /FrenchBakeryDXB

FROM PAGE 1- new items are particularly suitable for customers who wants to save time and money while serving a delectable trays of desserts and or savories that would truly impress any clients.

Our chefs carefully curate each recipe we manufacture. It goes through a long process of product development & research and selection of quality ingredients. Serving only close to perfect final creation

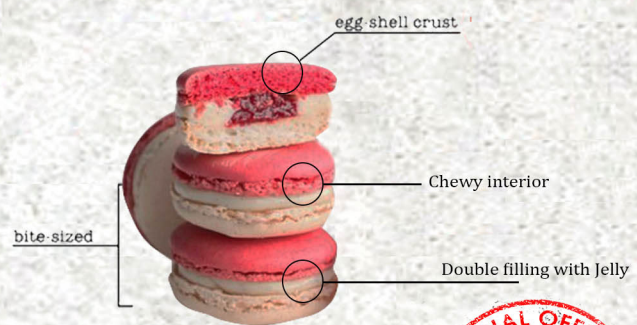
The production of our fresh frozen baked goods takes place in a state-of-the-art operation facility. It is blast-frozen so that the structure of the products is maintained and at the same time the flavor and nutritional values are retained. After buying and heating them in your shops, you get freshly baked goods that tastes and smell as luxurious on the day it was made.

We are an industrial, semi-automated, wholesale bakery with immense flexibility on production. Our passion is rooted in making the highest quality bakery products and to deliver solutions that would satisfy every customer.

At French Bakery, customers' needs is our priority, we just don't simply create, we innovate.

For inquiries on our frozen bakery product division, send inquiry to: sales@frenchbakery.ae

Avail our SPECIAL PROMO!
Offered only here at Gulfood Exhibition



Carefully packed in a high quality packaging to maintain the quality

HIGH QUALITY DESIGN PACKAGING FOR CAKES & MACARONS

French Bakery has launched new high quality blister pack for cakes and macarons. A clear plastic blister pack can be used to keep the product in full view for the customer to examine. The blister is perfect for transportation and protection and retail. It shows off a beautiful quality while keeping it safe. Blister packaging help protect them from breaking while in transit. It will make sure your products will be delivered to you in a perfect condition.

The blister holds 16 pcs of your favorite treats. You may separate the box and the Lid and use it as tray. It can be tucked up and use a box. Quality is sealed in.



In blister packaging for delivery

THE COLORFUL FRENCH CONFECTIONS

Macaron is a sweet, meringue-based confectionary made with almond powder, egg whites, icing sugar, and granulated sugar. At French Bakery, we continually innovate flavors of our macarons and offering new taste. Our Macarons are made from scratch by our pastry Chefs using only the freshest quality ingredients available in the market. , those glorious little cookies that look like an OCD pastry chef's re-envisioning of the hamburger as tiny French patisserie experiment, have become trendy. And unlike the rise of the cupcake, the macaron is something we greeted with great happiness and a kind of relief. Our Macarons are placed in blister packaging.

**IN BLISTER
PACKAGING FOR
DELIVERY!
FRESHNESS
GUARANTEED!**



الغريير
Al Ghurair





NEW CUPCAKES

Explore our new cupcake flavors tastily thought of by our Chefs. Topped with a rich swirl of delicious frosting and decorate by hand. French Bakery has a cupcake for every occasion. Guaranteed to put a smile on any face. Try it now!



MUFFINS' SIZE REDEFINED

Find new breakfast and snack muffins at French Bakery that you will surely come to love. Our Muffins are so tender, moist and bursting with flavor. Try our new variety.

Our new flavors are Almond, Apple crumble, Banana Walnut, Blueberry, Chocolate and plain Muffins!

Pellini



THE NEW WAVE OF DOUGHNUTS

It's easy to wax poetic about doughnuts. Whether they're light as air and melt in your mouth or caky and sugarcoated, ready to dunk, who can pass up a fresh one? The best are made by hand with wholesome ingredients. Soft and pillowy doughnuts made fresh every day! Covered with decadent chocolate glaze and sprinkles are just a few addition to the flavors in our doughnut list. More NEW flavors added. Intentionally designed to elevate customers overall taste and flavor experience. French bakery is here to answer the call of your sweet, or savory tooth. Every day we pour the perfect mixture of fresh ideas and ingredients into each batch of our doughnuts and pastries.

DOUGH BASE SUPPLY PIZZA & MANAKISH

French Bakery also supply dough base for Manakish and Pizza! Our dough come in a range of sizes and can be used to make thin crust or deep pan pizzas.

Send inquiry to
sales@frenchbakery.ae


evian





FROM FROZEN TO FRESHLY BAKED COOKIES!

Made with real butter and high quality ingredients, these delicious treats are perfect for whether small or large volume needs. Our oven ready cookie doughs are packed and ready for delivery or shipment. It is most convenient way to serve freshly baked cookies every time.

Tempting goodies in each box with more than twenty variety of flavors to choose from. Specially designed packaged for quality protection.



DELECTIBLE DANISH & FLAKY BUTTER CROISSANT

We offer wide range of Frozen raw, frozen baked and retail ready croissants and viennoiseries. We have the following: Pistachio twist, Chocolate Twist, Mango Danish, Raspberry Danish, Pistachio Roll, HAZelnut Roll, Raisin Roll, Custard Danish, Plain Croissant, Cheese Croissant, Chocolate Croissant, Almond Croissant and Zaatar Croissant. Available in variety of flavors.



AVAILABLE SIZE		
Mini	30 gms	30 gms
Midi	50 gms	50 gms
Regular	80 gms	

Send inquiry to sales@frenchbakery.ae





1789

DESSERTS BY FRENCH BAKERY

1789 is a brand developed, conceptualized and produced by French Bakery. The date signifies the revolution in France, a period far-reaching social and political upheaval in France that brought about historic change.

Just as the name suggest, the products developed are revolutionary adhering to its brand aesthetic and it's approach t o bakery products. Going back to the basics, authentic and genuine methodology.

Example is production of sorbet using real fruit, absolutely no substitution of powder essence.

NEW PACKAGING FOR ICE CREAM

Effortlessly scoop ice cream in our new tub container. The new tub containers Provides excellent preservation of product both during transportation and in the freezer. Tub is available in 2 sizes - 2.5 and 5 liters. Disposable & perfect aesthetically & functionality. Imported directly from Italy. We guarantee you the best quality of ice cream

ICE CREAM AND SORBET



Taste the difference of our ice Cream and sorbet, 1789 Revolution Glacee by French Bakery. These favorite frosty treats are made same as how they originally made it from olden times. It's creamy and not overbearingly sweet, and you can taste the luscious richness of the combined ingredients Available in a variety of carefully selected flavors. Packed in pints and single portion in charming containers. We are proud to carefully hand-craft our delicious ice cream. Sorbet is the home of good feelings

BOCAUX- CAKE IN A JAR



Indulge in the latest trend in dessert, delicious cakes in a jar! Adorable jar filled with your favorite dessert. Available in five flavors- Baba, Lemon Tart, Tiramisu, Banoffee and Tarte So Choco. A conveniently indulgentdessert!

BISCUITS, COOKIES & BREAD STICKS

1789 has other sweets offered Variety of desserts in a jar The Ultimate Taste machine





Exciting latest addition to our **BREAD RANGE**

From its just-baked aroma to its satisfying, chewy texture, bread is a true treat for the senses. But while all loaves are baked from dough, different kinds of breads are popular across the globe.

We've got exciting news to share today, as we continue to grow, we added new varieties to our bread range. Handcrafted freshly baked daily breads by our bakers who work hard each and every day, hand shaping and scoring fresh dough to bring you the most delicious, freshly baked artisan bread possible.

Our bread is baked with skill and care using single origin grain grown specifically for us. We put our hearts and souls into our breads! We give our doughs the time they need to develop their full flavor and character.

SUPERB PACKAGING FOR FROZEN BAKERY PRODUCTS

Exceptional packaging to sealed superb quality! Fully secured during delivery and storage. French Bakery introduces new packaging materials and concepts. Packaging is available for frozen viennoiseries and some breads. Readily available or delivery and shipping.

Styro
Products
Plastic



Send inquiry to
sales@frenchbakery.ae





NEW FRESH SANDWICHES

Is your meal time getting a little stale?

Turn to our fresh and tasty sandwiches for a handheld meal that won't leave you bored or hungry. Freshly baked breads with your favorite sandwich filling that would leave you wanting more. Truly a satisfying meal every time.

In a good sandwich, each component- be it the starring meat or the spicy condiment or the housemade bread can stand on its own. But in the best sandwich, all of these outstanding components fuse together to become a thing greater than themselves. That's the case for our most memorable sandwiches.

HEALTHY SALADS & SNACKS

Delicious healthy food featuring distinctive flavors

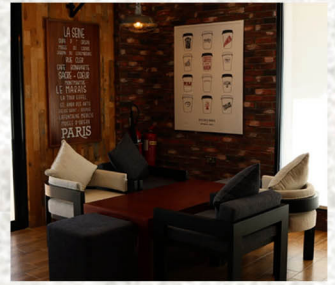
Fresh and delicious menu options with lower calories and signature rich taste. Any combination of ingredients you put between can be life changing. This is true with our salads, now in new compact packaging. Perfectly tailored to prolong refrigerated shelf life. Impressive packaging that looks good as just as the salad is going to taste!



MORE PACKAGING OPTION AVAILABLE

Packaging options are available for every client needs. Proper packaging protects your food product from physical damage and chemical and microbiological contamination.





FRENCH BAKERY IS NOW IN MUSCAT OMAN

Email us to for information:
darryl@frenchbakery-uae.com
Phone No.: +968 9712 0936

The long wait is over! French Bakery is very happy to announce that we are finally in Muscat, Oman! So when you need a caffeine and pastries, head to French Bakery Muscat. Located at Al Ufuq Building, Ground Floor, Shati Al-Qurm next to Grand Hyatt. A cafe that will give you a pure French experience of French Cafe. Offering variety of breads and pastries and all bakery supply that you need French Bakery also offers catering trays for your meetings, groups and special events. Let us take care of the food for your next event. We offer a wide selection of trays for you to choose from. If you're looking to satisfy a sweet tooth with one of our delicious dessert trays or specialty items, we have catering trays for every occasion.

NEW PACKAGING THAT EXTENDS FOOD'S SHELF LIFE!

Yes! Possible through MAP (Modified Atmosphere Packaging) is a process that involves replacing the atmosphere that surrounds the inside of the package with another gas mixture that is specific for the product

and extends the life with the advantage of not having to use additives or any preservatives. Products are kept fresh for 7-10 days! This packaging is available only on: Cakes, Dry Cakes, Salad and Sandwiches.

Flow wrapping is a horizontal packaging process in which product enters the machinery and is wrapped in clear or printed film. The result is a tightly fitted flexible package with a horizontal back seal and top/bottom vertical seal. In perishable items, application of the product Flow wrapped packs fit the trend of protecting product from food safety issues at the consumer level. Fresh food packing with or without tray



This type of packaging guarantees the integrity of the product, particularly perishable items, such as food. The hermetic sealing, which insulates the product from external agents, guarantees the maximum adherence to the packaged item and maintains its qualitative characteristics. Perfect water steam and oxygen permeability allowing the products' shelf life extension by reducing weight losses due to dehydration.

Our Production Center in Al Quoz & Al Satwa is HACCP & ISO 22000:2005 Certified



State of the art facility. This is our commitment to providing quality products and services to all our current and future customers!

We are expanding our bakery range. We have the capacity, the technical knowhow, manpower and equipment. Our Production facility is fully equipped to any product development needs.

In the Middle East, French Bakery occupies a unique place in the traditional bakery market.

Our sales executive will assist you from the first contact to the delivery of your products.

WHERE ARE YOU BUYING YOUR BAKERY SUPPLY

CORPORATE PRODUCTION SERVICES!

PRODUCT SUPPLY

French Bakery has always been the quality solution for demanding professionals. Supplying coffee shop chains, restaurants, catering and fast food business with over extensive range of bakery products.

CUSTOMIZATION

Want a different product from our extensive list? Our Chefs can create customized product depending on your requirement and volume order.

RESEARCH AND DEVELOPMENT

Your business have a different need than those what we have? Change of product range whether seasonal or business essential, our research and development team can develop it for you.

MANUFACTURING

Have a product but requires a bakery to produce it? Or perhaps your business requires an altered form of bakery products? Discuss it with our team.

Send inquiry to
sales@frenchbakery.ae



FRANCHISE OPPORTUNITY AWAITS!

French Bakery has the infrastructure expertise and a unique business model that will assist you at every level. Above all, you can cash-in on the sterling reputation of the brand that has achieved unprecedented growth. More possibilities more success for you! Preserving product quality and uniformity is imperative in all our franchise. To address this need, franchisees will be supplied with finished and semi-finished bakery products which are prepared and produced in our Central Bakery Production Center.

For inquiries, send mail to: franchise@frenchbakery.ae

LETTER FROM THE General Manager

This newspaper is specially created to introduce exciting news happening at French Bakery. Since 1997, we have always strive to collaborate new trends in the market with our business. From Product development to production and packaging, each stage is meticulously prepared and thought of by the whole team. This year, We want to bring more options to our customers, more choices with convenience and productivity of their business in mind. Frozen bakery products without artificial additives, packaging specifically created to protect the product and preserve quality. New machinery - modified atmosphere packaging that prolongs product shelf life in the most natural way. French Bakery create solution

to your bakery product needs. I also want to share our expansion on new territories. Thank you to everyone who has supported us these years and looking forward to more business partnership in the future.

Alexandre Treffle
General Manager, French Bakery LLC

