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Mohamed ALOwais Investments

PLAIN

بلاين

# ABOUT US

PLAIN is a home grown concept and is owned by Mohamed AlOwais and his wife Fatema Al Hammadi. As part of the Mohamed Bin Rashid Foundation as an SME we are dedicated to giving back to the UAE and supporting other SMEs across the UAE.

مؤسسة محمد بن راشد  
لتنمية المشاريع الصغيرة والمتوسطة  
DUBAI SME





# OUR PRODUCTS

# KAKIGORI \_ JUST LIKE SNOW

The origins of Kakigōri date back to the 11th century, when blocks of ice shaved during the colder months would be shaved and served with sweet syrup to Japanese aristocracy during the summer.

Today Kakigōri has evolved and at PLAIN we have perfected this snowflake dessert. Infusing some local favorites to meet everyone's taste. This is like nothing you have ever had before...



# JAPANESE PANCAKES \_

NOT YOUR ORDINARY PANCAKE

These fluffy Japanese Pancakes are like eating clouds and are unlike any pancake you have ever experienced before. These extremely Instagram-able pancakes stand tall and are so soft they melt in your mouth.



# HONEY TOAST \_

THE ORIGINAL WITH A TWIST

Honey toast also known as Shibuya Toast. Made with our original blend of Honey Syrup, this unique dessert can only be found at PLAIN Desserts.





# BREAKFAST \_

Plain have made a unique breakfast range that is perfect for the regions tastes. Our toasties are made by us with our freshly baked bread and available all day.



## DESSERTS \_

Our range of desserts that are perfect for individual servings, ranging from sweet chocolatey cakes and brownies, to tangy delectable cheesecakes and delights.





# WHOLE CAKES

Plain's cake range is Anything but Plain. Offering a variety of cakes made with no artificial flavors or preservatives. Baked by us using fresh & natural ingredients every time.



## DESSERT JARS

Celebrating or just having a small gathering at home we have these delectable dessert jars that will fit any occasion. With 8 Flavors to choose from you can rest assured there will be something to satisfy everyone's taste buds.



# KUNOOKIES

What is a Kunookie? It's a kunafa based chocolate cookie, made from scratch with the finest chocolate (dark, white and milk), kunafa and butter. Our unique delightful bites can not be found anywhere else, its great for a special gift or something nice to treat yourself with. Choose from coconut, pistachio, caramel, strawberry, hazelnut and coffee or just get them all in our mixed box.





# BITES & GIFTING

Gifting at its finest these little bites are perfect for every occasion. Made by talented chefs with unique flavors and ingredients.



# BEVERAGES

## Our Range

Specialty Coffee has become a 'must' in this market. In keeping with our values at PLAIN Desserts we have a locally roasted specialty blend for our customers. Not everyone is a coffee connoisseur, so to close this gap, we have a dark roasted blend for those who just want a familiar coffee, which is again locally sourced and roasted.

Our Freshers are simple, refreshing and with no added colors, flavors or preservatives.





# QUALITY CONTROL

Our state of the art Central Kitchen was made with 100% HACCP materials and is HACCP Compliant which means we take health and safety to another level. Our team are specifically trained to follow strict measures to ensure the safety of our customers.

# CORPORATE CATERING & B2B

## CORPORATE CATERING

We have catered for small - medium sized corporate events offering dessert selections from our dessert jars and cakes to our retail bites along with specially packed breakfast sandwiches as well.

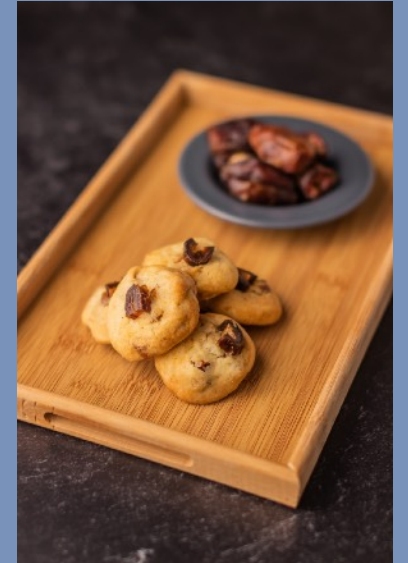
We have also provided corporate gifting for companies like PepsiCo and other smaller to medium businesses.

We are be actively seeking corporate tie ups with big brand names. Being HACCP certified will give us the edge needed to secure confidence in our premium partners.

## B2B

We have had an overwhelming amount of interest in B2B for small to medium sized cafes and restaurants which we are currently supplying to a few.

We are selective with the kind of businesses we choose to collaborate with as our commitment includes creating and maintaining local connections within the Emirates, whilst adhering to our brand guidelines and Health & Safety requirements.



# EVENTS

Our 'Live Cooking Station' Event Carts are stylish and appealing to the local market.

We offer a unique menu with live cooking/preparation that is not only entertaining to watch and engaging, but it also tastes great as well.

With the ability to cater up to 500 guests and with competitive rates we expect to role out multiple carts by the end of the calendar year.

