



## Company Profile



Member of  ايكونوميك جروب هولدينجز  
ECONOMIC GROUP HOLDINGS



## About SSGT

“Speciality Supplies General Trading L.L.C” (SSGT) founded by two entrepreneur to entertain the demand of Food & Beverage products, Primarily coffee & Tea, In the fast-growing economy of UAE.

SSGT is ruling the roost with a presence of over a two decade of FMCG experience in UAE. The company is strategically located in Al Qouz Dubai, to serve its clients across the MENA. SSGT is engaged in the distribution of Food & Beverage products.

### **SSGT Founders:**

*Gihan De Silva*

*Gul Nawaz*

*Parvesh Kariyambath*

*Rawoof Ali*

*Sheikh Sultan Majid Alqasemi*

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## A LEGACY OF QUALITY

Our key Stakeholders has established Economic Group in 1980, Along-standing presence for over three decades in the region is a testimony of the company's passion for quality. SSGT has inherited the rich legacy from Economic Group and is successfully carrying forward its principles and values.

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## VISION

Become a favorite distributor & service provider in UAE offering unique beverage solution to consumer.

## MISSION

Build long-term strategic partnerships with our Principals and deliver superior joint value creation. Become preferred supplier and achieve superior customer service.

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## OUR BRANDS

*Caffrino*  
1884

**ODK**  
ORSADRINKS.COM  
made in Italy

**AKBAR**  
PREMIUM QUALITY TEA

## OUR EQUIPMENT PARTNERS

ESTD 1956  
**Conti**  
MONACO

**EUREKA**  
1920

**WEGA**  
MACCHINE PER CAFFÈ

**jura**

**Saeco**

**NECTA**

**drinkableair**  
TECHNOLOGIES





**Caffrino**  
1884  
*Quality in Cup*

Caffrino 1884 is a coffee brand developed in UAE in Oct 2021, by selecting the best green beans, freshly roast and packed Premium & Speciality coffees. A coffee concept known as espresso was invented in Milano Italy, in 1884 where the first espresso machine was also introduced. Caffrino 1884 is proud to bring this traditional heritage to the future generation.

Caffrino 1884 consisted of handcrafted blend such as ITALIA 100%-Arabica consist of Latin American coffees, HOUSEBLEND 70%/30% a blend of Guatemala, Tanzania & Indian coffees. TORO 60%/40% a blend of Guatemala, Tanzania & India coffees.

In order to cater all coffee lovers, the brand included Decaffeinated espresso, Speciality Coffee range, Filter coffee & Turkish coffee.

Founder : Mr. Gihan De Silva.

ESPRESSO COFFEE BEANS - PROFESSIONAL BLENDS

**Italia 100% Arabica**  
**Characteristics:** balanced / dried fruit / precious woods  
**Roasting:** ☼☼☼☼☼  
**Origin:** Natural Arabica from El Salvador, Colombia, Brazil, Guatemala

**House Blend 70% Arabica - 30% Robusta**  
**Characteristics:** aromatic / honey / dried fruit  
**Roasting:** ☼☼☼☼☼  
**Origin:** Natural Arabica from Brazil, washed Indian Arabica, Colombian & Robusta from Indonesia & Vietnam

**Toro 60% Arabica – 40% Robusta**  
**Characteristics:** balanced / dark chocolate/ spices  
**Roasting:** ☼☼☼☼☼  
**Origin:** Natural Arabica from Brazil from the Cerrado, Mogiana and South Minas region. Washed Arabica from Honduras, African Robusta with spicy notes from Uganda

FILTER, DECAFE & TURKISH GROUND COFFEE

**Toro Filtro 250g 60% Arabica – 40% Robusta**  
**Characteristics:** balanced / dark chocolate/ spices  
**Roasting:** ☼☼☼☼☼  
**Origin:** Natural Arabica from Brazil from the Cerrado, Mogiana and South Minas region. Washed Arabica from Honduras, African Robusta with spicy notes from Uganda

**Espresso Dek 250g ( Decaffeinated)**  
**Single origin 100% Arabica from Columbia**  
**Characteristics:** Balanced / Aromatic / Hazelnut / Almond  
**Roasting:** ☼☼☼☼☼  
**Origin:** Colombia

**Turkish coffee 250g – Medium Cardamom**  
**Characteristics:** Full-bodied / Intense / Cocoa / Spices  
**Roasting:** ☼☼☼☼☼  
**Origin:** Selected South American & African variety beans

Speciality Selection: 100% Arabica Beans Medium Roasted to perfection

Speciality Name	Characteristics
• Colombia Supremo 250g	Sweet (fruity), Citrusy, Nutty (slight)
• Brazil RIO – 250g	Low acidity, and exhibits a nutty sweet flavor,
• Ethiopian Kaffa -250g	Complex blueberry notes, bright (sometimes brilliant) acidity.
• Panama Bourbon – 250g	Bright acidity and jasmine-like aroma with honey and citrus tastes
• Peru Urubamba - 250g	Aromatic and flavorful with a mild acidity.







### **The Akbar Tea!**

The World's Leading Exporter of Fine Ceylon Tea.

For nearly as long as fine Ceylon tea has been cultivated on the Sri Lanka's Mountain slopes, the Akbarally family has been involved in its selection, blending, packaging and export. Today, the firm of Akbar Brothers, still owned and managed by members of this family, is Sri Lanka's largest tea exporter, a position it has enjoyed unchallenged since 1992. Currently, it exports about a fifth of the country's annual production. To this day, every consignment of Akbar tea is personally approved by a family member before it is shipped.

Under the Akbar brand umbrella, the company offers a comprehensive product range: traditional black and green tea in loose packs and teabags, together with flavoured & herbal teas and a variety of different packaging options.

## HANDPICKED CEYLON TEA

 For Tea Lovers







## *Ceylon tea growing Regions*

A TEA LIKE NO OTHER



  
**AKBAR**  
PREMIUM QUALITY TEA

## Akbar Tea Flavours

### CEYLON TEA

Pure black tea grown in the cool climates of tropical Ceylon, this tea is distinct in both nature and flavour. With a golden liquor and malty undertones, this is Ceylon tea at it's best.

### EARL GREY

A sophisticated brew of pure Ceylon tea, infused with the zest of the Bergamot orange. A truly aromatic experience worthy of any tea connoisseur.

### MOROCCAN MINT TEA

A refreshing drink made from handpicked mint leaves and a combination of exotic roots and herbs. Well balanced and soothing to the palette, this brew is robust yet refined.

### ENGLISH BREAKFAST TEA

Cool winds, tropical sunshine and pure spring water nurture the terraced tea fields in the central highlands of Ceylon. With centuries of tea growing tradition, only two leaves and a bud are skillfully selected to create this characteristically malty brew.

### CHAMOMILE TEA

Made with nothing but delicate chamomile flowers, this brew brings about a meditative calm. Unadulterated goodness to unwind the body and mind.

### LEMONGRASS GINGER

Fragrant lemongrass infuses with spicy ginger to create a brew that elevates the senses. Revitalize body and mind with every sip.

### CINNAMON TEA

The perfect mix of sweet and spice, our Ceylon Cinnamon tea is made using the world's best cinnamon. Coupled with pure Ceylon black tea, this brew is an ode to merchants who sailed the ancient silk route in search of such treasures.

### JASMINE GREEN TEA

Refreshingly smooth and elegant in its subtlety, the nuttiness of Ceylon green tea is uplifted with the fragrance of Jasmine buds. Growing side-by-side on the emerald tea slopes and now united in one cup. Delicate and delicious.

### GREEN TEA

Grown on lush tea estates, this green tea is soothing, gentle and clean. Rich in anti-oxidantants, it is a delicate sweet-smelling brew full of goodness.



Akbar HORECA TAE Bags





ODK was started in Italy in 1992 as a family business, originally the product range was limited to powdered drinks such as hot chocolates and frappes.

After looking to the United States of America and observing how the cocktail scene was booming over there in the 1990s ODK decided to diversify into the cocktail market. Interestingly, ODK's first jaunt into this new industry was characterized by the sale of bar equipment such as cocktail shakers and pourers, rather than cocktail ingredients.





## HIGHLIGHTS



High Quality  
products  
since 1992



Solution for all the  
drinks requirement  
across **HORECA**  
channel



Beverage providers to  
hotels /café  
/cocktails bars in  
over 40 countries



Strong partnership  
with **International**  
schools and  
associations

*Enjoy drinks the right way, enjoy ODK.*



drinkableair  
TECHNOLOGIES



**PURE WATER**

We make great tasting water

drinkableair  
TECHNOLOGIES

## Atmospheric Water Generator (AWG)

Drinkable Air is a scalable atmospheric water generator technology which produces water from ambient humidity and uses the most efficient method of purification (ozone). The technology may use alternative power sources including direct power, solar, wind, solar/wind hybrid, and diesel generators to create water from air.

Drinkable Air AWG machines create pure, fresh drinking water out of the air we breathe.

The Drinkable Air purification system always uses Ozone and GAC filters to ensure 100% pure water.



drinkableair is Global  
Water Partner for Green Key

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TECHNOLOGIES

## Sustainable Drinking Water

That Is Affordable, Compact & Reliable.



**C3**  
PRODUCES UPTO  
12 LITRES/DAY

Perfect for small families,  
hotel rooms &  
executive offices



drinkableair is Global  
Water Partner for Green Key

drinkableair  
TECHNOLOGIES

## Atmospheric Water Generator

Designed For Both Indoor & Outdoor Use



**C8**  
PRODUCES UPTO  
32 LITRES/DAY

Perfect for homes, offices,  
staff accommodation,  
clinics & schools

Atmospheric Water  
Generator (AWG) Units





With nearly 60 years of manufacturing experience combined with a genuine passion for coffee and the innovation thereof, Conti remains at the forefront of its industry. Since they first began producing espresso machines back in the 1950s in the south of France, Conti have been known to produce machines that offer exceptional quality and undisputed reliability.



Since 1920, The company started its activity as manufacturer of grinders for Espresso and quickly became a symbol of excellence. Nowadays, thanks to its international and dynamic attitude, Eureka aims to become the most innovative company in the coffee grinder industry





*jura*®

The JURA brand has stood for the highest quality, pioneering innovation, first-class design and sustainability in practice since 1931. Discover the values, world and history of a world-renowned Swiss company with a long tradition.

**WEGA**®  
MACCHINE PER CAFFÈ

Since 1969, WEGA brings coffee to its ideal destinations. We offer a range of electronic, semi-automatic and manual machines that can capture the most authentic essence of Italian espresso.



In 1981, Sergio and Arthur founded their pioneering coffee machine company it was to allow anyone to brew a superior cup of coffee at home, at the touch of a button.

Combining Italian design heritage and passion for coffee with thoughtful use of technology, our machines continue to deliver uncompromising quality for the coffee lover who demands excellence.



With its complete range of vending machines, Necta offers an enormous choice of products and associated services. From small offices to coffee lounges, from busy locations up to public installations every specific need is fully satisfied.







## TECHNICAL ASSISTANCE

SSGT in-house service team that is always striving to supports the installation and service of coffee machines and accessories throughout United Arab Emirates. With our wide service network, we are always within reach and always available to assist you in the shortest amount of time with all your technical needs.

## SSGT TRAINING

Coffee training includes coffee history, preparation, Machine maintenance, Quality in Cup, Menu and Seasonal drink development

# Our Client Portfolio

## Current Key Clients



## Potential Key Clients





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