



Misr International Coffee Company

HORECA SOLUTIONS

MICC COMPANY PROFILE

WWW.MISRCOFFEE.COM

At MICC, we source high-grade beans

from nutrient-rich areas in Central America and Africa, roasted in-house, to give you the best single-origin and custom blend coffees.

Our Cairo-based company provides all the tools you need to create an exceptional cup of coffee, whether premium Italian coffee equipment, servicing and maintenance, or barista training for staff. For companies looking to create their own coffee blends, we can help simplify the process with our white-label services.

Operating since 2017, we are now a reputable coffee company in Egypt with both commercial and individual clients and two trademarked ranges: Kätzala and Café Du Nil. We've been exporting since 2019 to Saudi Arabia and plan to expand our regional presence.

MICC COMPANY PROFILE



Our Mission

We believe that what we do is a craft; a blend of art, skill, science, and technology. We work with passion, pride, and integrity to give clients everything they need for an exceptional cup of coffee.

our trusted

Coffee Brands

Katzala
SINCE 1992

Katzala is our line of estate-grown and artisanal roasted coffees sourced from Central America. The name comes from the Mayan expression for the Quetzal, a magnificent bird with deep historical and cultural significance found in Central America's volcanic mountain ranges, forests, and reserves.

All Katzala coffees harvested and processed from Central America are either Strictly High Grown (SHG) or High Grown (HG) from plantations at, or above, 1,500m above sea level. We choose agricultural partners with diverse varieties of coffee in areas with peak climate conditions and rich volcanic soil ideal for yielding coffee of the highest quality.



CAFÉ DU NIL

Café du Nil, or Coffee of the Nile, is our commercial coffee range sourced from African countries situated along the Nile. Nurtured by the river basin's enriched soil, Arabica and Robusta varieties thrive in the region—giving us exceptional quality beans and blends. All beans are hand-picked and inspected before being roasted and distributed to our commercial clientele.

Serving over 200 F&B
outlets and 30 five-star
hotels and resorts in
Egypt

some of
Our Products



We ethically source our Arabica and Robusta coffee beans from smallholder farmers and cooperatives in rural areas of Central America and Africa. Each batch of our coffee we source is inspected, handpicked, and evaluated by certified cuppers.

Specialty coffee has become the fastest-growing range within the global coffee industry as consumers worldwide opt for the depth and complexity of quality coffee. According to the Specialty Coffee Association (SCA) a coffee is deemed specialty when it receives 80 points or higher from professional cuppers. With a score of 83+, our coffees stand among the crème de la crème of the coffee industry.



*Know your
farmer, know
your coffee.*

Sourcing

Our Story

MICC COMPANY PROFILE

2017

The local coffee landscape was relatively underdeveloped when we first started our coffee venture, with Turkish coffee manufacturers flooding the market and all espresso beans, capsules, and filter coffee imported from abroad.

Our goal was to redefine Egyptians' relationship with specialty coffee and develop the local palate by introducing the finest single-origin beans and coffee blends.

Katzala Coffee first hit the market to supply the HORECA industry after months of painstaking research into coffee, how its made, its suppliers and growers, and how to develop top-tier blends. We were the first to introduce coffee from 100% Arabica beans from El Salvador and roast Central American beans in Egypt.



2018

Expanding to Africa, we began sourcing Arabica and Robusta beans from Uganda and introduced our home blends. Our Central American range also grew as we introduced beans from Honduras.

In a bid to offer even more variety, we began producing filter coffee and the first locally-manufactured, Nespresso-compatible capsules. We also branched out of the B2B sector and began selling our coffee in supermarkets and specialist food stores across the country.

2019

After perfecting our in-house decaffeination method, we became the first to make decaf coffee in Egypt. Nicaraguan beans were added to our list of single-origin Central American coffee.

We were also able to secure deals with 200 cafes and restaurants, and over 30 five-star hotels and resorts in Egypt. After signing an agency agreement in Saudi Arabia, we began supplying the GCC market.

In October 2019, we were recognized for our efforts as a fast-growing SME with exceptional production quality at the 'Egypt Can Conference for Investment & Development' under the auspices of the nation's president. Egypt's Ministers of Immigration & Egyptian Expatriates and Planning & Administration Reform presented us with the award.



2020

To cater to more price-sensitive customers, we introduced our commercial coffee range, Café Du Nil, and began supplying it to all-inclusive hotels and budget resorts. We also introduced our Turkish coffee range.

With our newly launched white-label services in 2020, we helped many local companies establish coffee brands with custom blends and offerings. To keep up with our growing demand, we grew our roasting capacity from 30MT/month to 120MT/month through an in-house, automated roasting production line.

2021

Despite a global pandemic, we grew over 100% in revenues and secured a five-year contract to supply our commercial coffee range to more than 40 F&B outlets in Egyptian airports.



2022

In the face of economic downturns and currency devaluations, we successfully grew over 150% in revenues and made our first international appearance at the SIAL Paris exhibition.

Our management team moved into a 360 sqm office in Zamalek with a built-in barista training facility; we also further grew our automated roasting production line, setting our new production capacity at 300 MT/month.

2023

We made our first appearance at the Anuga exhibition in Köln, Germany.

We introduced full cream powder milk for our hotel client base as a complimentary product to use in bean-to-cup machines, which allowed us to increase our revenue and the creation of our new trademark Vache Reine.



2024

We focused on exports to the GCC.

Our company was granted the BRC Global Standard for food safety certification.

We were granted the ISO 45001:2018 certificate for occupational health and safety management standards.

We were granted the ISO 14001:2015 certificate for environmental management standards.

Our Products

Sourced from nutrient-rich areas in Central America & Africa

Roasted in-house to give you the best single-origin
and custom blend coffees

Katzala

Coffee Beans Line



Espresso Blend

Net Weight 1kg
Coffee Type 100% Arabica Coffee
Wholesale 6 Packs per Carton



Intenso Blend

Net Weight 1kg
Coffee Type 70% Arabica,
30% Robusta
Wholesale 6 Packs per Carton



Filter Coffee House Blend

Net Weight 250g
Coffee Type A blend of premium quality coffee
Wholesale 24 Packs per Carton

Katzala

Capsules Coffee Line



Arabica Aluminum Capsules

Net Weight 10 Capsules - 70g
Coffee Type Espresso Coffee
Wholesale 30 Packs per Carton

Decaf Aluminum Capsules

Net Weight 10 Capsules - 70g
Coffee Type Decaffeinated Espresso
Coffee
Wholesale 30 Packs per Carton

Perfetto Aluminum Capsules

Net Weight 10 Capsules - 70g
Coffee Type Espresso Coffee
Wholesale 30 Packs per Carton

Compatible with Nespresso®* coffee machines.
*This trademark has no link to MICC or any of its affiliated companies.

Katzala

Turkish Coffee Line



Plain Turkish Coffee

Net Weight 250g

Coffee Type Premium Plain Turkish
Coffee

Wholesale 20 Packs per Carton



Cardamom Turkish Coffee

Net Weight 250g

Coffee Type Premium Turkish
Coffee with Cardamom

Wholesale 20 Packs per Carton

Katzala

Coffee Beans Line



Espresso Blend

Net Weight 250g - Whole Beans
Coffee Type 100% Arabica Roasted
Coffee
Wholesale 20 Packs per Carton



Intenso Blend

Net Weight 250g - Whole Beans
Coffee Type 70% Arabica, 30%
Robusta Roasted Coffee
Wholesale 20 Packs per Carton



Decaf Coffee

Net Weight 250g - Whole Beans
Coffee Type 100% Decaffeinated
Arabica Roasted
Wholesale 20 Packs per Carton

Katzala

Single Origin Coffee Line



Tanzania *Single Origin*

Net Weight 250g

Coffee Type 100% Arabica Roasted
Coffee - Whole Beans

Wholesale 20 Packs per Carton



Nicaragua *Single Origin*

Net Weight 250g

Coffee Type 100% Arabica Roasted
Coffee - Whole Beans

Wholesale 20 Packs per Carton



Kenya *Single Origin*

Net Weight 250g

Coffee Type 100% Arabica Roasted
Coffee - Whole Beans

Wholesale 20 Packs per Carton

Katzala

Single Origin Coffee Line



Uganda Single Origin

Net Weight 250g
Coffee Type 100% Arabica
Roasted Coffee - Whole Beans
Wholesale 20 Packs per Carton



Honduras Single Origin

Net Weight 250g
Coffee Type 100% Arabica
Roasted Coffee - Whole Beans
Wholesale 20 Packs per Carton



Guatemala Single Origin

Net Weight 250g
Coffee Type 100% Arabica
Roasted Coffee - Whole Beans
Wholesale 20 Packs per Carton



Colombia Single Origin

Net Weight 250g
Coffee Type 100% Arabica
Roasted Coffee - Whole Beans
Wholesale 20 Packs per Carton

Katzala

Drip Filter Coffee Bag



Drip Filter Coffee Box

Net Weight 140g (10g x 14)
Coffee Type 100% Ground Coffee
Wholesale 14 Bags per Box



Drip Filter Single Serving

Net Weight 10g
Coffee Type 100% Ground Coffee
Wholesale 50 Bgas per Box

The drip coffee filter bag is filled with ground coffee and is portable and compact. It offers coffee drinkers the freshest and simplest “hassle free” way to enjoy coffee anytime and anywhere. All you need to do is Rip, Drip and Sip !

Café du Nil

Coffee Beans Line



Café En Grain *Espresso Beans*

Net Weight 1kg

Coffee Type A Blend of Arabica &
Robusta Coffee

Wholesale 6 Packs per Carton



Café Moulou *Filter Coffee*

Net Weight 1kg

Coffee Type A Blend of Arabica &
Robusta Coffee

Wholesale 6 Packs per Carton

Café du Nil

Turkish Coffee Line



French Coffee

قهوة فرنسية

Net Weight 250g & 1kg
Coffee Type Turkish Coffee
with Creamer
Wholesale 6 (1kg) & 20 (250g)
Packs per Carton



French Hazelnut Coffee

قهوة فرنسية بالبنندق

Net Weight 250g & 1kg
Coffee Type Turkish Coffee
with Creamer & Hazelnut
Wholesale 6 (1kg) & 20 (250g)
Packs per Carton



Plain Turkish Coffee

بن تركي محوج

Net Weight 250g & 1kg
Coffee Type Plain Turkish
Coffee
Wholesale 6 (1kg) & 20 (250g)
Packs per Carton



Cardamom Turkish Coffee

بن تركي محوج بالهيل

Net Weight 250g & 1kg
Coffee Type Turkish Coffee
with Cardamom
Wholesale 6 (1kg) & 20 (250g)
Packs per Carton

Our Services



Equipment Servicing & Maintenance

Our dedicated technicians, stationed across the country and available 24/7, visit our clients periodically for general equipment maintenance. In the unlikely event that problems arise with your coffee machine, we guarantee that we'll provide you with support within 48 hours.

We understand that time is of the essence and leave you with spare parts when we first deliver your coffee machine to keep you functional until we can assist you. We carry out all machine maintenance on-site and replace anything requiring servicing at our center to keep you operational.



Events & Catering

To cater to our HORECA clients' special events, our development team created a stand-alone unit with space to serve beverages and simple food as well as an LED screen to display menus, partnerships, and product offerings.



Barista Training

So your customers get the most out of their coffee experience—and no cup goes to waste—our expert trainers can hold on-site sessions for your staff and perform periodic spot-checks to safeguard your coffee quality. If you're looking to hire baristas, we can consult you to ensure your newest staff member has the capacity and knowledge for the job.



White Label

We pride ourselves on being Egypt's coffee connoisseurs and can help guide you as you create your very own coffee. Together, we'll develop a custom coffee blend with specifications and packaging suited to your clientele and budget.

Why Work With Us?

*Roasting and distributing
coffee in Egypt since 2017*

1

We source our coffees directly from smallholder farmers and cooperatives in rural areas.

2

No third parties or traders benefiting from the chain.

3

We have a roasting capacity of 300 MT/month.

4

We are HACCP and ISO 22000 certified.

5

We never stock and store roasted beans; our coffee is freshly roasted upon request.

6

Our prices are competitive, and our minimum quantities are reasonable.

A person wearing a plaid shirt is shown from the chest down, harvesting coffee cherries from a tree. The person's hands are visible, carefully picking the red cherries. A woven basket is positioned below the person, partially filled with harvested coffee. The background is filled with lush green coffee leaves and branches, some with clusters of red cherries. The overall scene is set in a coffee plantation.

Our Facilities & Accreditation

Our specialized 1,200sqm roasting and packing plant, located in New Cairo's industrial area, is fully HACCP and ISO 22000 certified. It is also equipped with a specialized Barista training area. You can find our head office and dedicated training center in Zamalek.

Equipment

We only partner with reputable manufacturers
to provide you with the best equipment the market has to offer.

Commercial Coffee Machines

A high-quality coffee machine ensures you consistently get a good cup of coffee with minimal waste and maintenance. We stock two-group and three-group coffee machines to suit your different needs.



fiamma 

LA-CIMBALI



Commercial Coffee Grinders

Grinders are an essential tool to achieve the perfect cup of coffee. With high-grade grinders, you avoid coffee clumping, ensure an even grind and distribution in the basket, and keep beans cool throughout the process.



Filter Coffee Brewers

Filter coffee brewers provide a simple, reliable, low-cost way to prepare fresh coffee. Whether small café, restaurant, hotel, or large-scale event, we stock brewers with different capacities to suit your needs. We stock everything from carafe-sized brewers to ones with capacities of over 20 liters.

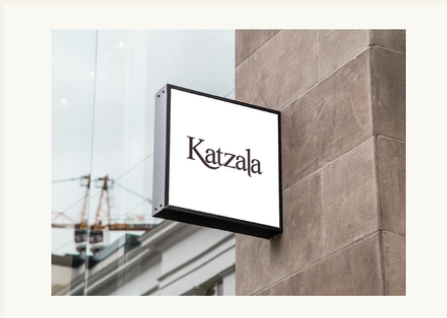
marco 
POURING PERFECTION

**BRAVILOR
BONAMAT**

 **BUNN**



Merchandising & Giveaways





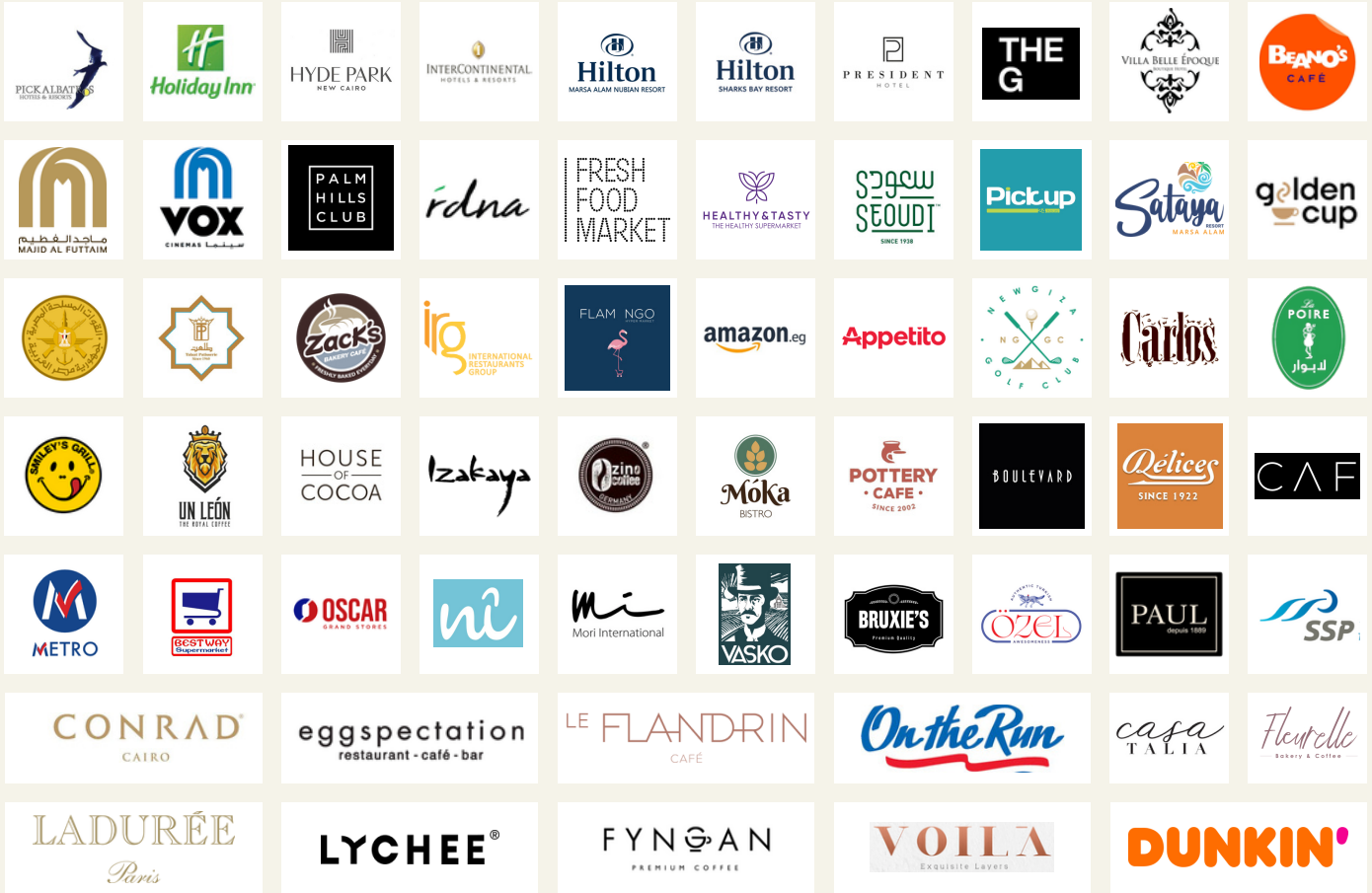
Takeaway Corner

*"Stand-alone" designed
and built by*

our development team to cater for special events for our horeca customers. A stand-alone design with space to serve beverages, and light food. LED TV screen can be used to showcase our partnership with our customer, company logos and menu offerings.

Our Clients

The HORECA partners trusting us with their brews





Contact Us

Phone

Mobile: +20 112 331 9333

Office: +20 2 27356387

Factory: +20 2 25735575

Locations

Office: 3 El Adel Abou Bakr Street, Floor 2 -
Apt 8 , Zamalek, Cairo - Egypt

Factory: Factory No. 739, Industrial Zone - Third
Settlement, New Cairo, Cairo - Egypt

Social

www.misrcoffe.com

info@misrcoffee.com

Facebook: Katzala Coffee

Instagram: Katzala.eg

MISR INTERNATIONAL

MICC



EST. 2017

COFFEE COMPANY

WWW.MISRCOFFEE.COM