



BUSINESS TRADING COMPANY

Est. 1997



BUSINESS TRADING COMPANY

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CHAIRMAN'S MESSAGE



SUCCESS BREEDS SUCCESS

The present success story of Business Trading Company (BTC) is one interlaced with tales of unwavering commitment, a far-sighted vision to revolutionize the retail landscape of Qatar and an ardent passion to partner the nation in its steady march towards progress and prosperity.

Right from our inception in the late 90s, we have embraced a corporate culture that nurtures and celebrates success.

No wonder, today, when one looks around the geographical stretch of Qatar, you will notice our symbols of success punctuating the socio-economic landscape of this thumb-shaped peninsula – from the 30,000sq mtrs. Landmark Shopping Mall to the 120,000 sq mtrs. Villaggio Mall.

It is quite heartening to note that the seeds that were sown in 1997 have, in a short span of time, grown into a massive structure with its branches spreading beyond the geographical boundaries of Qatar and its roots penetrating the fertile economic soils of the GCC region.

Keys to our success story so far have been our expertise and experience in precisely understanding the pulse of the retail audience in Qatar. Over the years, we have successfully catered to their multi-faceted tastes and styles by bringing many popular international retail brands to their doorsteps and by offering them an environment that offers the right mix of shopping, dining and entertainment. Today, we can proudly state that many internationally renowned retail brands consider us to be their most preferred gateway to this vibrant and dynamic market.

In conclusion, I would like to express our sincere gratitude and appreciation to H.H. Sheikh Tamim Bin Hamad Bin Khalifa Al Thani, Emir of the State of Qatar and H.H. The Father Emir Sheikh Hamad Bin Khalifa Al Thani for their unwavering support towards fostering a business environment that nurtures astonishing success stories. Inspired by the success that we have reaped in the last decade we are looking towards the future with utmost optimism and are confident of maintaining our pioneering position in the retail industry of Qatar.

BUSINESS TRADING COMPANY



REVOLUTIONIZING QATAR'S RETAIL ENVIRONMENT

Business Trading Company, known as BTC, was established in 1997 to fill the then existing void in Qatar for a retail environment that offers the right mix of shopping, dining and entertainment opportunities. Today, the Company is well-renowned, both in Qatar and in the GCC region, for its proven expertise in developing and managing top-of-the-line shopping malls, leisure facilities, real estate properties and retail brands.

Ever since its inception, BTC has set exemplary standards of excellence in all its areas of expertise. With the advent of every new project, the Company has successfully raised the benchmarks it had already set for the industry.

The Landmark Shopping Mall, established during the end of 2000, was considered to be a novel concept at that time in Qatar, as it successfully combined leisure with shopping. On the other hand, the establishment of Villaggio Shopping Mall in 2006 brought the world's top-of-the-line luxury brands to the doorsteps of the Qatari retail audience. These two shopping complexes also expanded the geographical boundaries of the shopping environment of Qatar to the outskirts of Doha city, in the process of transforming these areas into much sought after residential areas.

Key to the ongoing success of BTC has been its ability to attract and retain some of the region's best talents in real estate and retail. The expertise of the Company's team of professionals is second to none in the business. They have been successfully deciphering the ever-evolving tastes and styles of the retail audience of Qatar and have been meeting and exceeding their expectations by consistently offering them the world's latest trends in retail shopping.

BTC has also created its own niche in the booming real estate and hospitality industry of Qatar. Throughout, it has been actively involved in the development of many leading real estate projects comprising commercial and residential complexes as well as hotels.

The Company is keen on expanding the reach of its real estate, retail and hospitality expertise beyond the geographical boundaries of Qatar. Its ever-expanding project portfolio today includes many projects that are destined to be landmarks in key strategic locations in the GCC region.

BTC will be ever remembered for revolutionizing the shopping perception of the retail audience of Qatar and for transforming shopping malls into preferred outdoor destinations for both families and friends, young and old alike.

VISION / MISSION



VISION

To become an active partner in Qatar's socio-economic progress and development by revolutionizing its retail environment.

MISSION

To create the adequate blends of shopping, dining and entertainment under one roof.

To transform shopping malls into enjoyable destinations for both families and friends

To bring the world's leading retail brands to the doorsteps of the Qatari retail audience

To develop state-of-the-art real estate properties

To be considered the benchmark of the retail industry

VALUES

- Trustworthy
- Innovative
- Ethical
- Progressive
- Integrity
- Skillful





VISION / MISSION

LEADERSHIP

We are diligent to realize our vision to lead the industry and set standards in each line of our business. We are ready to take on challenges and develop our capabilities to create more value for our customers.

EXCELLENCE

We strive for excellence in every aspect of our business. We deploy top notch technologies that enable us to make the best use of our expertise. We don't only aim to meet quality standards; we also endeavor to surpass them. We firmly believe that our excellence is enhanced by the dedication and commitment of our people.

SOCIAL RESPONSIBILITY

We are committed for building and sustaining our community. We have various ongoing initiatives that cater for the welfare of our society. In addition, we are responsible for our employees' welfare and improving it is one of our very high priorities.

INTERPERSONAL UNDERSTANDING

We enjoy a multicultural environment. Our ethos spins around a core of mutual respect, trust and honesty which boosts team work among all employees of the group.

PROFESSIONALISM

We view professionalism as our endurance factor in this dynamic business world. We believe that professional attitudes and behaviors create a superior value for all our stakeholders and society at larger.

INTEGRITY

We endeavor to do the right thing in the right way. Our business decisions and actions are in the frame of ethics, moral values as well as legal requirements.

MANAGEMENT



BOARD OF DIRECTORS



Chairman
Abdul Aziz M. Al Rabban



Deputy Chairman
Sheikh Abdul Aziz Bin Nasser Al Thani



Board Member
Sheikh Abdulla Bin Nasser Al Thani



Board Member
Sheikh Abdul Rahman Bin Nasser Al Thani



PROPERTY DEVELOPMENT

PROPERTY DEVELOPMENT

Property development is the prime focus of Business Trading Company. BTC was among the first companies to recognize the untapped potential existing in the real estate sector of Qatar. Over the years, BTC has led the way in the development of large scale, retail-led, mixed use, multi-storey and single storey projects across the country. No wonder, today, in a short span of time, it has earned an impeccable reputation as a developer of innovative and state-of-the-art properties in Qatar.

Key to the Company's astonishing success in property development has been its ability to imagine, create, fund, control and orchestrate the process of real estate development from beginning till end. Right from the time it ventured into this lucrative segment, BTC realized that real estate development is a multifaceted business that encompasses a wide range of activities.

Hence, no single path will automatically lead to success in real estate development. The Company takes immense pride in its ability to 'think out of the box' and has been consistently transforming innovative realty ideas into reality.

One of the key components of any developmental activity is to realize a team effort. Property development is no exception to this concept. The process of real estate development requires the concerted skills of many professionals, from architects, engineers and site planners to project designers and marketing consultants.

The Company places great emphasis on building sustainable partnerships with all its stakeholders, from the State of Qatar to its retail customers.

Today, BTC's key achievements in property development – Landmark Mall, Villaggio Mall and Gulf Mall – are considered to be tall landmarks on the urban landscape of the State of Qatar.



VILLAGGIO MALL



VILLAGGIO MALL'S OVERVIEW

Planned with great architectural finesse to remind you of an Italian town in form, scale, materials and color while the interior plan conforms to a striking organic, curvilinear perspective that uses a street metaphor to unite and connect variously themed elements and districts, Villaggio Mall encom - passes quite a lot of physical space one can dream of in a heavily populated city, for its hypermarket and other top rated facilities including huge space for car parking locations.

The following data clearly shows it all.

- Total Plot size: 360,000 sq mtrs.
- Built-up Area: 125,000 sq mtrs.
- 1 Hypermarket/5 anchor stores
- 50,000 sq. mts. of world class shopping
- 15,000 sq. mts. of premium/luxury brands
- 3,300 Car Parking
- 30,000 sq. mts. of the ultimate in Entertainment and Leisure, comprising of Olympic size ice skating rink
- 12 lanes of bowling
- An indoor go kart circuit
- 13 screen multiplex including IMAX
- Family Entertainment Center (FEC)
- 10 fast food restaurants
- 10 casual dining restaurants
- 2 Fine dining restaurants
- 5 Coffee shops

With an indoor lake, a 150 mtrs long canal and two lagoons, Villaggio most stylishly facilitates a nostalgic 'Gondola' boat ride that's enjoyed both by the young ones and the younger ones at hearts.



LANDMARK MALL



LANDMARK MALL'S OVERVIEW

“Where the Finest are”

Think of somewhere bright, light, spacious, airy cool and full of wonderful shopping opportunities with a wide variety of entertainment to keep family members of all ages happy, and you will have conjured up a picture of Landmark Shopping Mall!

Landmark is just what its name implies - a majestic and imposing shopping and entertainment complex, superbly located, with easy access and plenty of parking.

Landmark is more than just shops - it's a true family destination where you can have a snack or meal at the numerous restaurants, or relax for a coffee and a chat with friends at one of the speciality cafes. While the adults are shopping, there is plenty to entertain the children in circus land, and if you want to catch up on the latest movie releases, Landmark has a multiplex cinema with screens!

The following data clearly shows it all.

- Total Plot size: 95,000 Sq Mtrs.
- Built-up Area: 60,000 Sq Mtrs.
- Circus Land
- Movie Land
- 10 fast food restaurants
- 10 casual dining restaurants



GULF MALL



GULF MALL'S OVERVIEW

Taking shape on an impressive 90,000 sq mtrs. area in the vicinity of Landmark Mall is Gulf Mall, the signature property of Business Trading Company. This astonishing fortress embodies all the architectural and traditional facets of the entire Arabian Gulf region.

The main highlight of this architectural masterpiece is its six arches, each one represents the six countries that encompass the Gulf Cooperation Council. Every arch leads to a fascinating interior that embodies the tradition and heritage of the country it represents. The six distinct interior environments of the Mall are interconnected with welcoming walkways that enable visitors to cruise from one unit to another.

Gulf Mall promises three levels of unparalleled shopping, dining and entertainment experiences to all its visitors. It is expected to consistently attract more than half a million visitors every month.

This towering structure will encompass around 75,000 sq mtrs. of built-up area at the Ground Level, approximately 36,000 sq mtrs. at Level 1 and around 32,000 sq mtrs. of Roof Area. It will also feature 80,000 sq mtrs. of basement parking, which will accommodate over 1,600 vehicles at one time with the aid of seven ramps. Retail pundits consider Gulf Mall to be the ultimate in the family shopping and entertainment. It boasts of a unique mix of anchor tenants, renowned international brands and the finest regional stores and kiosks. Some of the world's most renowned retail brands are expected to showcase their latest trends to the residents and citizens of the GCC region. With everything under one roof, it will definitely be an amazing destination for lifestyle shopping. Gulf Mall reflects Business Trading Company's ongoing drive to continually achieve excellence in the realm of property development.

The following data clearly shows it all.

- Total Plot size: 90,172 sq mtrs.
- Built-up Area: 144,692 sq mtrs.
- Shopping Spaces
- Ground Floor : 27,256 sq mtrs.
- First Floor : 28,001 sq mtrs.
- 2,000 Car Parking slots



HOSPITALITY



KHALEEJ CAPITA



KHALEEJ CAPITA

Business Trading Company was one among the first companies in the GCC region to realize the amazing business potential offered by the Bahrain Bay project. The Company's prestigious project, Khaleej Capita, is expected to stand tall on the landscape of Bahrain Bay.

The demographic changes within Bahrain, its proximity to the rapidly growing Eastern Province of Saudi Arabia and its location within Manama's prime northern corridor are just some of the many aspects that make Bahrain Bay a compelling project. With its futuristic, urban designs, it is destined to be a stunning collection of waterfront residential, retail and commercial developments, representing a unique new focal point in Bahrain. At final completion, the total built-up area will be over 1.1 million sq mtrs.

The multi-million dollar Khaleej Capita waterfront project will encompass a luxurious hotel, aesthetically appointed service and residential apartments and state-of-the-art commercial offices. The hotel will be home to around 250 'best in class' rooms and the apartment complex will feature 100 serviced apartments and 120 residential apartments. The 12,500 sq mtrs. commercial complex will offer the most modern business amenities that enterprises of this age seek for.

The construction phase of Khaleej Capita has already commenced at Bahrain Bay. Work is progressing according to schedule under the supervision of a multi-skilled project team including highly proficient engineers and technicians who are overseeing the day-to-day progress and development of this amazing architectural marvel. Khaleej Capita is destined to be one of the most sought after properties on Bahrain Bay.

Khaleej Capita represents Business Trading Company's first major property development venture outside the geographical realms of Qatar. It also symbolizes BTC's single-minded vision to establish a pioneering presence in the property development segment of the GCC region.



JW
MARRIOTT HOTEL



JW MARRIOTT HOTEL

Marriott International, Inc. is a leading worldwide hospitality company. Its heritage can be traced to a softdrinks stand opened in Washington DC in 1927 by J. Willard and Alice S. Marriott. Today, Marriott International has more than 3,700 lodging properties in 73 countries and territories around the world.

At Marriott's most elegant and luxurious brand, little touches add up to exceptional experiences. JW Marriott luxury hotels and resorts provide business and leisure travelers with simple elegance, an inviting atmosphere, and a deluxe level of comfort and personal service on their terms. BTC has the Franchise rights for the JW Brand in the territories of Bahrain and Qatar.



FASHION RETAIL



LUXURY FASHION



EVER FASHION LUXURY GROUP

BTC Fashion emerged in 2010 as natural innovators and retail management leaders. As one of the largest luxury retailers in the Middle East, BTC hosts a remarkable portfolio of some of the leading international fashion brands. Headquartered in Qatar, BTC Luxury Fashion has expanded its operations to Kuwait, Jordan, Saudi Arabia, UAE, Oman and Bahrain.

ALEXANDER MQUEEN	AQUAZZURA	BALENCIAGA
BOTTEGA VENETA	Chloé	DOLCE & GABBANA
ETRO	<i>Gianvito Rossi</i>	EMILIO PUCCI
JIMMY CHOO	L'ESILLA	GIUSEPPE ZANOTTI
RENE CAOVILLA	roberto cavalli	MANOLO BLAHNIK
MALONE SOULIERS	<i>Salvatore Ferragamo</i>	RIMOWA
VALENTINO	VERSACE	TOM FORD
GUCCI	LOUIS VUITTON	FENDI
	Christian Dior	

**BUSINESS RETAIL
PARTNERSHIPS**



BUSINESS RETAIL PARTNERSHIPS

LOUIS VUITTON	FENDI	GIVENCHY TRADING
CHRISTIAN DIOR	PCD DOHA	AL NUJAIMA ETOIL GROUP - TODS
	KULUD PHARMACY	



BTC FASHION



BTC FASHION

BTC Fashion was established in 2000 with a vision of bringing the latest trends in international fashion to Middle East retail audience. To achieve its vision, BTC Fashion immediately began identifying the most appropriate retail brands for the Middle East market. In a short time period, BTC Fashion acquired the franchise rights for a number of retail brands, ranging from high fashion wear, homeware and footwear.

Key to BTC Fashion's sustained success has been its expertise in identifying the latest international trends that precisely match the tastes and styles of the Middle East retail audience. Equally important has been its ability to ensure that the international retail brands that have been brought into its portfolio are provided with the right environment in which to prosper, both in terms of brand building and sales turnover.

Today, BTC Fashion has established a strong retail presence in the GCC and Levant region and continues to grow rapidly with the introduction of new brands.



UNITED RETAIL TRADING



UNITED RETAIL TRADING
يوناييتد ريتيل تريدينگ

UNITED RETAIL TRADING

A dedicated team working to be one of the leading retailers in the region and becoming retailer of choice. Focusing on the team, development and all our partners' satisfaction. Always working to be able to bring new and innovative ideas to the market and to our customers.

- Fashion
- Food & Beverage
- Home
- Sports
- Cosmetics
- Chocolate

PINKO

O X X O

L.K.Bennett
London

TWIN-SET
SIMONA BARBIERI

VERSACE JEANS
COUTURE

Tom Joule

adL

maison

Chakra

ATELIER REBUL
DEPLIN SMI

Love my body

NightZoom
STYLED BY
MEET>SLAN

4F

MENBUR
FRANCHISE PROFILE

Jessell & Kylie

CAMPER

BLUEMINT



UNITED RETAIL TRADING
يوناييتد ريتيل تريدينگ



LUXURY RESTAURANTS



L U X U
R Y R E
S T A U
R A N T
S - - -

LUXURY RESTAURANTS

BTC Food & Beverage was developed to satisfy the increasing demand for international and innovative restaurants in the Middle East. We bring the best of Italian, French, Indian, Middle Eastern, and Far East Asian cuisine making it easier for our guests to experience such diverse cuisine without the need to travel.

BTC Food & Beverage aims to provide the Middle East with the most professional and expert teams in restaurant management. We have a team dedicated to developing new restaurant concepts as well as to obtaining and distributeing franchises for international restaurants.

Concepts like Evviva, Brioche Dorée, Spice Republic, The Rice Room and Wrap it are some of the examples of the many successful brands we offer.



SKIRT



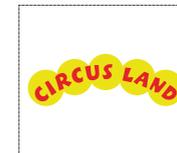
L U X U
R Y R E
S T A U
R A N T
S - - -

LEISURE AND ENTERTAINMENT

LEISURE AND ENTERTAINMENT

The main objective behind establishing Business Trading Company was to transform the shopping trips of the retail audience in Qatar into a pleasurable experience for every one in the family. After meticulously researching various business models in international markets around the world, BTC was successful in identifying entertainment and leisure as a vital ingredient of this much - awaited transformation. The direct out come of these studies was BTC's decision to establish entertainment and leisure centres, ranging from amusement parks to state-of-the-art movie theatres, within the premises of the shopping malls in Qatar by partnering with internationally renowned brands in these segments.

Today, BTC is widely credited for successfully combining entertainment and leisure into the shopping experience of every member of the family.



JOINT VENTURES



AZADEA



FASHION / BOUTIQUE RETAIL

AZADEA GROUP

Established in 1978 in Lebanon, Azadea Group is today one of the fastest growing retailers in the Middle East. Currently Azadea has a presence in over 10 countries, through a network of 152 flagships, which together showcase a collection of over 45 international brands. Plans are presently underway to establish around 500 stores in a wide range of strategic locations in the next three years.

The ever-expanding franchisee portfolio of Azadea Group today boasts of such renowned brands like Bershka, Boggi, Columbus Café, Marina Rinaldi, Oysho, PAUL, Pimkie, Pull & Bear, Salsa Jeans, Singways, The Butcher Shop and Grill, Virgin Megastore, Zara Home and many others.

Realizing the strategic importance of Azadea Group, especially in the GCC and Middle East markets, Business Trading Company established a strategic alliance with the Group in 2006 with a 50% stake. Since then, it has been hosting an impressive array of international retail brands in Qatar.



RASH FASHION



رأش فاشن و.م.م
RASH FASHION W.L.L

رأش فاشن و.م.م
RASH FASHION W.L.L

RASH FASHION

Rash Fashion was established in 2000, focusing on fashion retail in the GCC. The company represents global brands Okaidi and Obaibi, Desigual and Stradivarius.

Equipped with a sound financial and business infrastructure. RASH FASHION is regularly in pursuit of expansion opportunities across the MiddleEast.



CINECO



CINECO

Established in 1967 in the Kingdom of Bahrain, Bahrain Cinema Company, known as Cineco, owns and manages a wide range of cinema theatres, multiplexes and megaplexes in the GCC region. The Company presently operates 24 screens in Bahrain and 14 screens in Qatar. With the plans and strategies that it has in place, Cineco is expected to manage a total of 71 screens in the near future.

One of the major projects that the Company is presently undertaking is a 20-screen megaplex project in Bahrain's City Center, which is widely described as 'the biggest cinema multiplex in the MiddleEast'. It will occupy an area of 8,000 sqmtrs. and will have a seating capacity of approximately 4,200 seats. With a view towards realizing its vision of combining best-in-class entertainment and leisure with the shopping experiences of the retail audience of Qatar, Business Trading Company established a strategic alliance with Cineco with a 50% stake.

One of the mega projects that it has undertaken since then is the establishment of a QR 36 million Cinema Megaplex in Villaggio Mall which comprises 13 screens and an IMAX theatre, the first ever in the state of Qatar, all built to international standards with cutting edge entertainment technology.

The Cinema Megaplex at Villaggio Mall is the second biggest project that the Company has undertaken in Qatar after the success of the Cineplex in Doha.



BTC
MIDDLE EAST



BROKERAGE SERVICES



PROMISE INSURANCE SERVICES

Promise Insurance Services LLC is a licensed Insurance Broking firm - Insurance Authority Broker Registration No. 22 under UAE Insurance Law No.6 of 2007 - established in 1988, now under new management.

Promise Insurance Services LLC is owned by Business Trading Company, known as BTC. BTC group a diversified group of companies, is the parent company having offices across United Arab Emirates, Qatar, Jordan, Lebanon, Bahrain, Oman, Kuwait, KSA and UK. Today the company is renowned for its proven expertise in developing and managing top-of-the-line shopping malls, leisure facilities, hotels, real estate properties and retail brands with a turnover of 6.5 Billion Dirhams.

We are interested in dealing with all main classes of insurance such as Motor, Non Motor, Medical and Marine. The business of the firm is capably handled by a team of enthusiastic and talented people who together have years of experience in the insurance and service industries. This experience, expertise and a willingness to 'go the extra mile' is what gives our firm the competitive edge in dealing with the insurance needs of our clients.





BTC UK HOLDING - UK

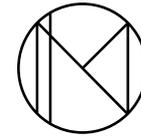
Business Trading Company UK (BTC UK) is a holding and investment company, specialising in the hospitality and real estate sectors in the UK.

Established in 2015, it is a subsidiary of Business Trading Company (BTC) – a leading holding and investment company in Qatar. BTC UK has a growing reputation as a source of growth capital for UK brands and a trusted partner for international expansion.

NoMad Hotel
Soho Coffee Shop
Soho to Go
Soho Coffee Co
Euphorium Bakery



NOMAD HOTEL LONDON



NOMAD HOTEL LONDON

The NoMad London will take residence in the heart of Covent Garden inside the historic, grade II-listed building famously known as The Bow Street Magistrates' Court and Police Station. As the NoMad's first presence outside the United States, NoMad London will continue to offer a culture of gracious hospitality combined with understated elegance and comfort.

The iconic 19th century building will be thoughtfully transformed into a 91-room hotel with much of the original architectural features preserved and woven into design. The building's original Magistrates' Courtroom will be reimaged as a space for private events and gatherings while a museum with rotating exhibitions will honor the history of the Metropolitan Police Force. A collaboration with New York-based interior design firm Roman & Williams, the design draws inspiration from the original materials, color palette and elaborate architecture of the building and will pay homage to the decorative traditions of England's heritage while exploring the relationship between the New York and London art scenes.





SOHO
- est 1999 -
COFFEE CO.

SOHO COFFEE UK

SOHO
- est 1999 -
COFFEE CO.



SOHO
- est 1999 -
COFFEE CO.

SOHO COFFEE UK

We're not called **SOHO** by chance: **Simple, Original, Honest, Organic.**

We can't believe it was back in 1999 that we opened our first store in Cheltenham, our hometown. We haven't changed a bit since day one. We've always believed food and drink should be far more than functional – it should brighten your day. Whatever the time, wherever you are, and whether you have five or fifty minutes.

Every night our kitchen becomes a hive of activity as our team work away to handmade everything you see in store, delivered fresh every morning before you've even got to work. Nothing but the freshest ingredients are chopped, marinated, roasted, drizzled, spiced and seasoned. Using what Mother Nature gave us to handmade every single wrap, salad and melt. Food simply done, done well.

We're our own toughest critic. We're always looking to improve and your enjoyment feeds our passion.



euphorium bakery
the best of British baking

EUPHORIUM
BAKERY LONDON

MAKING A DIFFERENCE B

Euphorium

EUPHORIUM BAKERY

You may have heard of us because of our outstanding cakes and pastries, or perhaps its our inspired choice of baked savouries and artisan hand-made breads that caught your eye. One food critic said our croissants were “iconic” whatever that means so perhaps that’s how you found us. However your browsing landed you here we hope you’ll stay awhile, to find out more about our story, products or just to browse through the deliciousness on offer. Once you’ve found your way around you’ll know that we’ve been sounding the clarion call for better British baking since 1999 so do please feel free to join in - if there isn’t a Euphorium near you, don’t worry we’re on our way.

Euphorium





BUSINESS TRADING COMPANY

Est. 1997

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