



Chapter Food

PREMIUM CATERING SERVICE



CHAPTER FOOD

QUIT YOUR HABITS,
START NEW SEASONAL FOOD





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ABOUT US

CHAPTER FOOD is an exciting new business with a unique approach to helping people enjoy home cooked meals with their families, colleagues, and friends. Customers will find our products in Hypermarkets, gas stations, schools and will be delivered to companies for meetings, social events, and for home gathering and parties. Customers, and their needs, will be fulfilled by offering a wide range of fresh healthy packed meals with nutritional facts displayed, from starters to desserts, including juices.

CHAPTER FOOD offers several advantages to its customers:

- Great value for your money.
- Food prepared at the same level as 5star hotel quality.
- Elegant and eco-friendly packaging.
- Great for your private parties.
- Convenient: eat your prepared meals in your home, when you want.
- Saves time: no shopping, no prep, no clean up.
- For seniors, special menus and transportation assistance make meals easy.
- And, best of all, not having to decide what to cook.

The purpose of this plan is to lay the foundations of the company's vision, philosophy, and strategy to ensure that we know where we are going and how to get there



MISSION & VISION

MISSION

CHAPTER FOOD is a specialized business that provides a variety of people with the opportunity to get health conscious, yet savory meals that can be preserved to take home and eat at a later time. The purpose of this process is to both optimize the time investment needed to prepare the quality of meals that FOOD CHAPTER will become known for, within the clients' current schedules, and also for them to practice the proper health conscious behavior that has become the target lifestyle of a health deficient society. CHAPTER FOOD will provide a unique and distinctive service that will unite a party-like atmosphere with professional food preparation that will attract a growing repeat customer base. It will allow families and busy professionals the ability to get a variety of meals quickly in a fun atmosphere, away from or at home, thus giving people more of what they are looking for - time. In short, we will be in the business of helping our customers to relieve their daily stresses of what to fix their families for dinner by providing them with a great menu choice of meals that they don't need to prepare.

VISION

Our vision entails understanding and internalizing all that we need to accomplish in order to continue achieving sustainable, quality growth: Resolutely providing quality foods and products as regulated by the contemporary environment.

Continually providing quality products and services that meet the company's mission.

Constantly and consistently improving customer service, both in terms of time and quality, to ensure customer satisfaction is achieved.





EAT WELL

BE WELL

OUR TEAMS

Our professional team has been working in the field of food production for many years. Our marketing team, by identifying target markets and offering products, is on the way to attracting customers with different features and tastes.

With these definitions today, our employees are our greatest asset. A professional team with knowledge and experience on the one hand and proficiency, innovation and creativity on the other hand is one of the requirements of having this profession. We can ensure that we have the highest level of acceptable standards and efficiency at every level of operations, and we do our utmost to maintain our brand position and improve at this level.





**WE ARE NOT THE FIRST
BUT WE ARE THE BEST**



MENU AT A GLANCE



MEAT



FISH & SEAFOOD



POULTRY



VEGETARIAN DISHES



BREAKFAST



SANDWICH



SALAD



SOUP



APPETIZER



PASTRY



BAKERY



JUICES





ONLINE ORDERING

In order to improve the well-being of customers, CHAPTER FOOD Catering has launched online shopping on its site, so people can easily enter the site and buy our products.

Purchased products will reach you in the shortest possible time and you will enjoy fresh meals.

www.chapterfood.com



OUR CLIENT

Product presentation in



• Hypermarkets



• Hospitals



• Gas Stations



• Events & Ceremonies



• Schools



• Hotels



• Sport Centres

Features

- Healthy food
- Stylish and environmentally friendly packaging
- excellent quality
- Reasonable cost
- Ready to use
- Fresh and free of preservatives
- Fully industrial production
- Suitable for children
- Suitable for athletes
- Suitable for the elderly



CHAPTER FOOD & KIDS

Have you ever noticed that preparing healthy food for students at school is time consuming but important? Maybe by putting a cake and juice in their bag, you think that all their food needs have been met. Maybe by giving money to your child in your pocket, you have left the choice of food. CHAPTER FOOD is implementing a plan to prepare and distribute a healthy food package for students with a coherent planning in schools. The procedure is that schools order students' weekly or monthly food packages from the school's special page on the Chapter Food website. We deliver these healthy food packs to the school door daily. The student nutrition package, while attractive and tasty, has all the nutrients and vitamins necessary for students' growth and learning. These healthy eating packages include snacks, breakfast and lunch. The goals and features of special packages for Chapter Food students include:

- Provide the necessary and essential materials for growth
- Providing the necessary energy for physical and mental activities
- Prevention of various diseases caused by unhealthy nutrition-Increased IQ, learning power, creativity and focus
- Improving the food culture of children and adolescents
- Aiding parental concerns about student nutrition



LOGISTIC & DELIVERY



CHAPTER FOOD catering complies with all standards for transport & delivery.

Checklists for compliance with standard food transport items are completed by personnel.

Vehicles with cooling systems are used to transport food. Hot meals are shipped to the destination in the shortest possible time at standard temperature.

Trucks and vans are used for wholesale transportation to large centers and standard companies with food distribution networks such as Talabat and Uber Eats used for retail delivery.

The pristine quality of foods, personnel and equipment for transportation is fully respected.



In any of the following ways, you can order delicious CHAPTER FOOD dishes in Dubai:

- 1- Chapter food call centre.
- 2- Online through www.chapterfood.com
- 3- Talabat, Uber Eats, Zomato, Deliveroo
- 4- Purchase from CHAPTER FOOD sales stores and distribution centers



EQUIPMENTS & PACKAGING SYSTEM

We use industrial packaging equipment at CHAPTER FOOD. With this equipment, we offer you completely clean products. Our packaging has the ability to withstand the penetration of microbes and is completely isolated. These packages also have features that increase food storage. Packaging is environmentally friendly and can be returned to the natural cycle or recycled.



SERVICES

Corporate events

CHAPTER FOOD specializes in corporate events. Our services include everything from ranging from meetings and business lunches to conferences and seminars in an elegant disposable packaging.

Private events

Our services include everything from receptions, birthdays, baby shower, and family gathering. Clients can choose from a wide variety of menu options including, snacks, cocktail parties offering an infinite range of cuisines and presentation styles.

Contractual

Our contractual division supports businesses, industries and educational institutions by offering a variety of packages to suit their requirements. Long-term contracts for on-going catering services are made possible by our expert operations team and professional equipment.

Retail

You can find our products in most of the well-known retail premises in UAE.





ONLINE KITCHEN



CHAPTER FOOD has made it possible for customers and users to watch the live food production process or the recorded food preparation videos from the chapter food website(www.chapterfood.com).



COOKING HINTS & TIPS

CHAPTER FOOD cooking programme is a training program that presents food preparation and Recipes.

The name of the program is **Cooking Hints & Tips**.

This attractive and educational program is prepared on a weekly basis and is available on the Chapter Food website and social media.




SOCIAL NETWORKS


Everyone who is anyone in business understands the importance of social media. The rise of the internet and the explosion of online marketing sees businesses scrambling to keep up with the advantages. The ability to reach an international audience is crucial for businesses and when you're in the business of catering, it's a lifeline.

In order to communicate easily and quickly with customers, CHAPTER FOOD has created its pages on various social networks.


CHAPTER FOOD social media pages give us this information:

- News and information
- Keep cooking and recipes
- Attractive promotional videos
- Festivals and discounts
- Introduction of new food products
- Events
- Scientific Articles
- Healthy foods left over
- Customer photo gallery
- List of sales centers
- Our customers
- How to order food
- Contact numbers and communication channels

 Chapterfood.uae

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CHAPTER FOOD pages are active on the following social networks:

Instagram

Facebook

YouTube

Pinterest

Twitter



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