



MFF CONCEPT, BRANDS, AND ECOSYSTEM BEHIND

FEBRUARY 2025

Diversity Affordable
Sophistication
Experience Grabngo Unique
Discovery Artistry Homemade Innovative
Simplicity Sustainability Exquisite
Gifting choice
Naturel Unpretentious

OUR CONCEPT



MARRAKECH FINE FOOD OFFERS A GREAT CHOICE OF LUXURY BRANDS. IT IS A PLACE FOR FINE PRODUCTS, WITH A TEA AND COFFEE 'SALON', A RETAIL SHOP, AND A SELECTION OF CLASSIC FRENCH PASTRIES AND VIENNOISERIES, ALL IN A STYLISH AND MODERN SETTING.

THE RETAIL EXPERIENCE

COFFEE

TEA

CHOCOLATE

DATE

HONEY

BISCUITS

NUTS

PASTRIES

BAKERY

GIFT BOXES

ATTRACTIVE & UNIQUE

PREMIUM BRANDS



keiken

JAPANESE GREEN TEA

THE RETAIL EXPERIENCE



THE OFFER

MFF offers a collection of premium products, including a selection of gourmet foods, fine teas, single-origin coffees, and a variety of French pastries and breads, all in a chic and modern space where you can enjoy a relaxing experience, either on-site or to go.



**MFF MARRAKECH
TEA WALL PRODUCT**

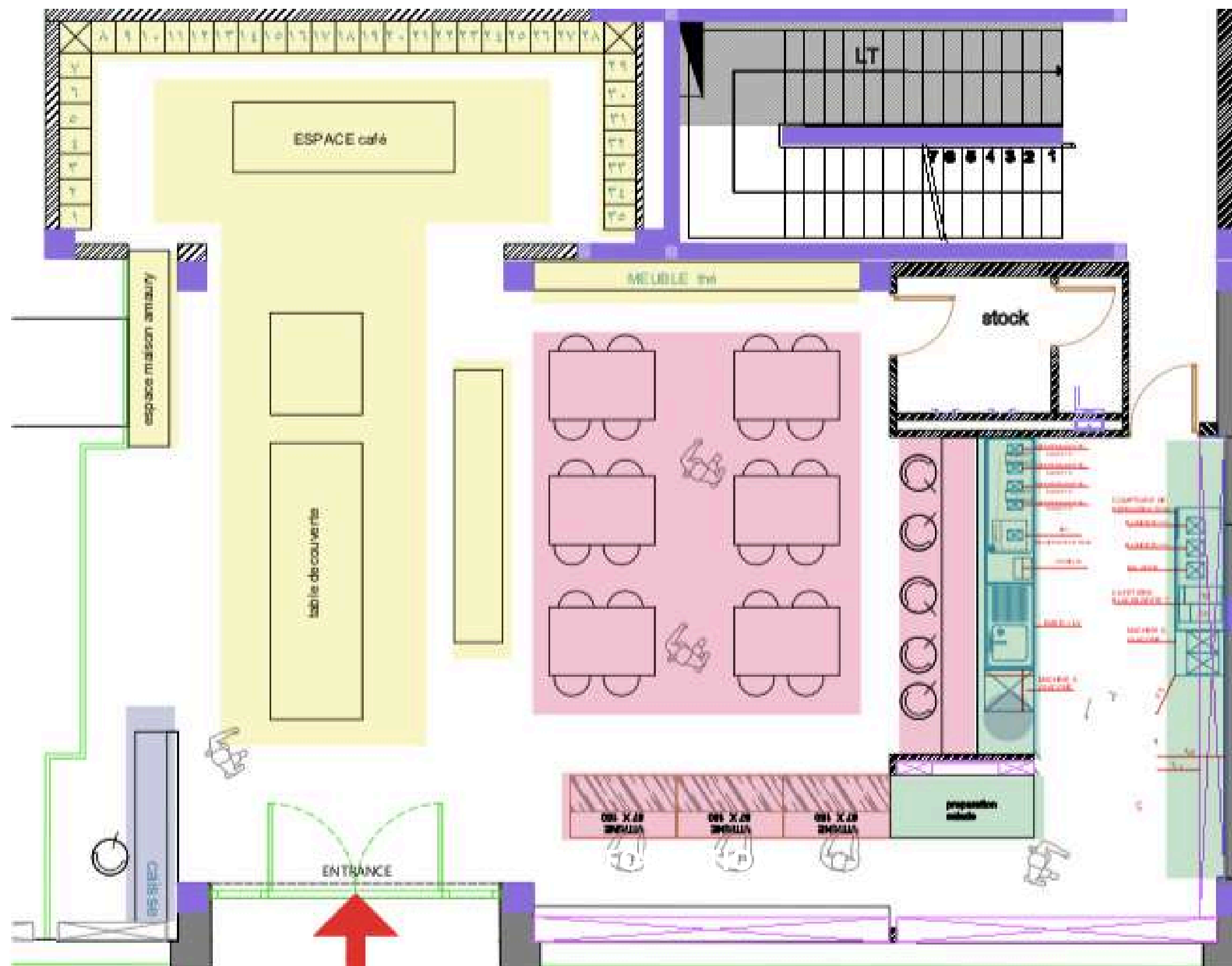


**MFF MARRAKECH
COFFEE WALL PRODUCT**



**MFF MARRAKECH
CAVE A CHOCOLAT**

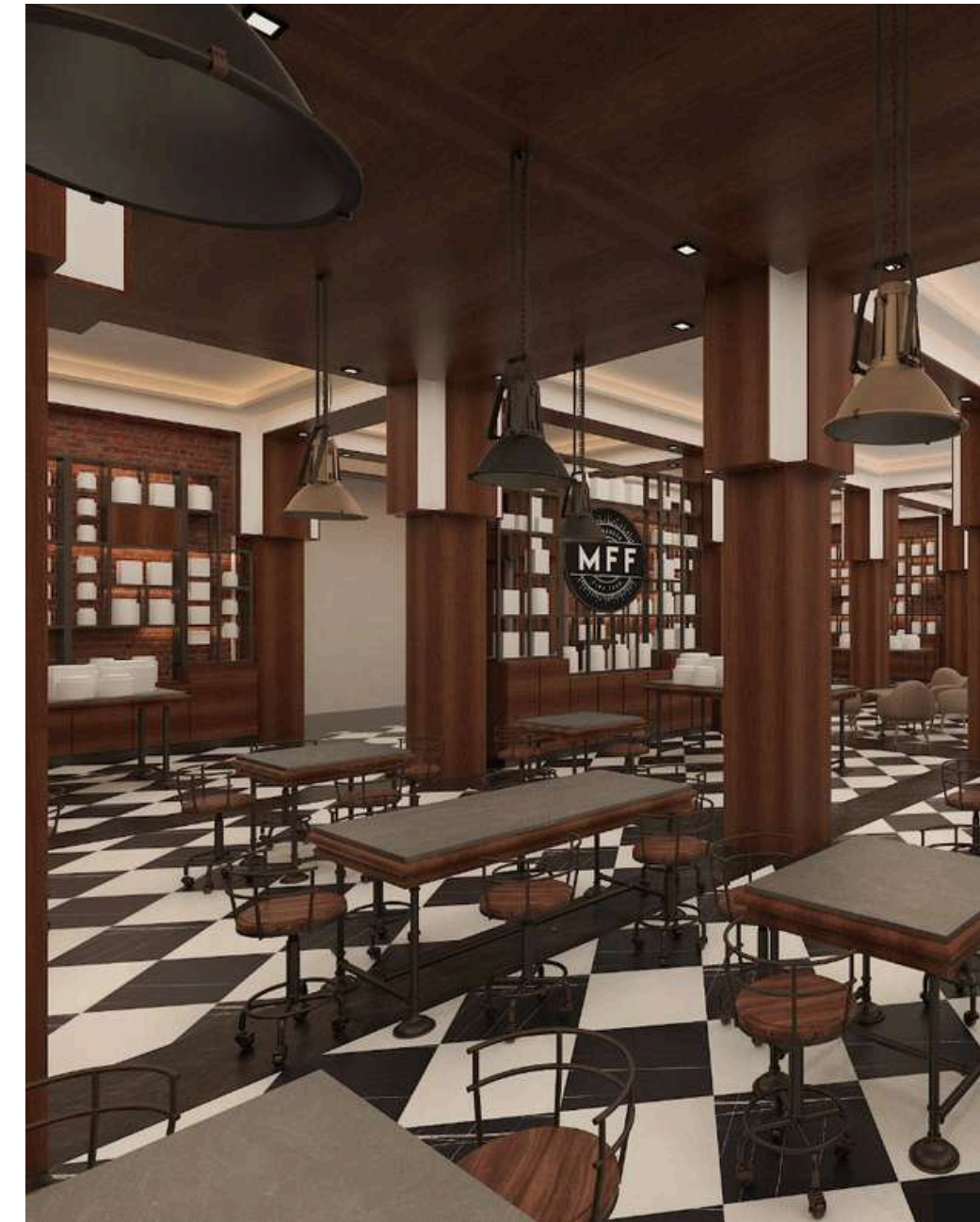
LAYOUT PRINCIPLE



2 clear zones for 2 complementary experiences:

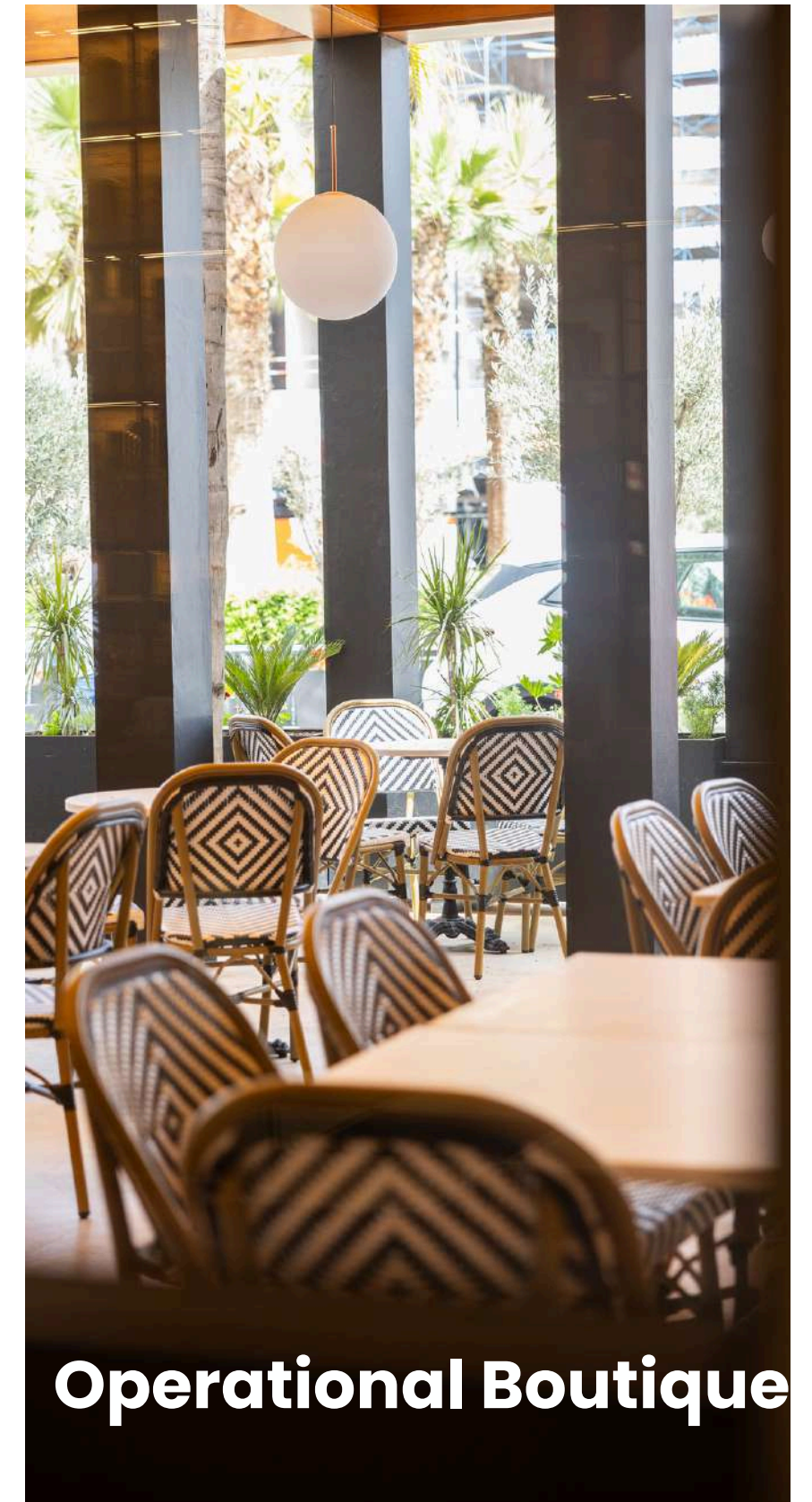
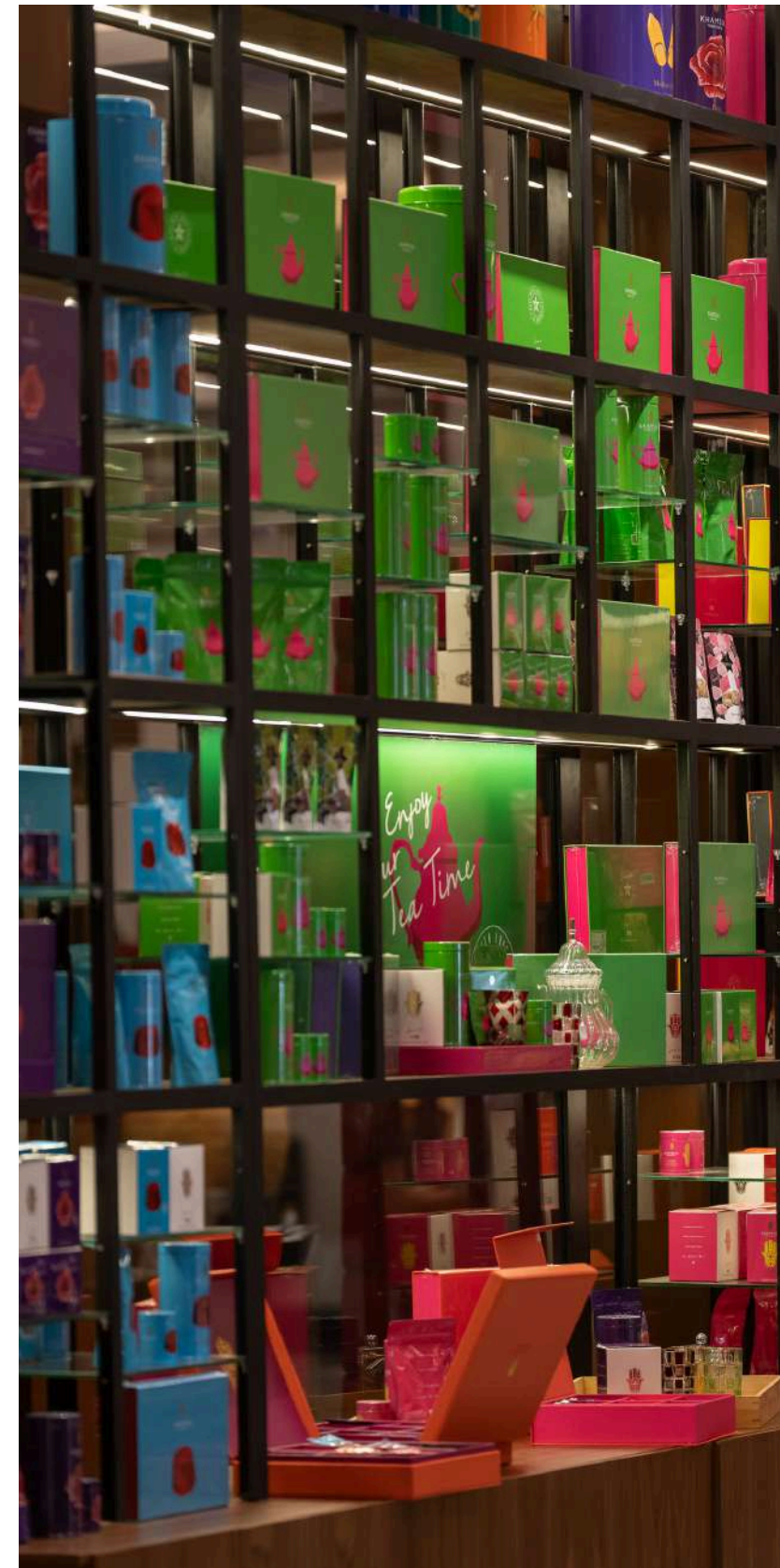
- retail area
- consumer space

MFF CONCEPT- MOVENPICK HOTEL



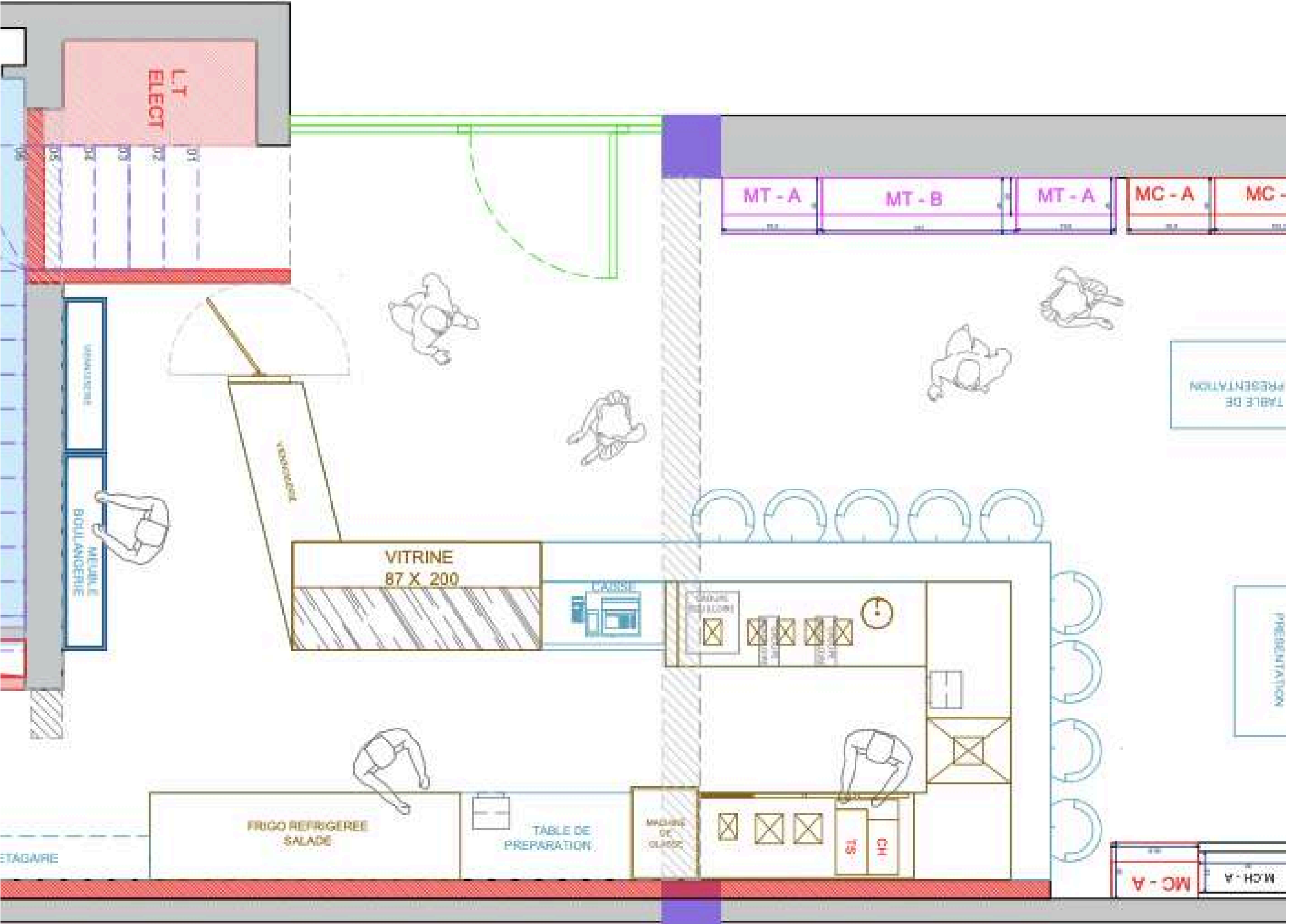
3D Perspectives

MFF MOVENPICK



Operational Boutique

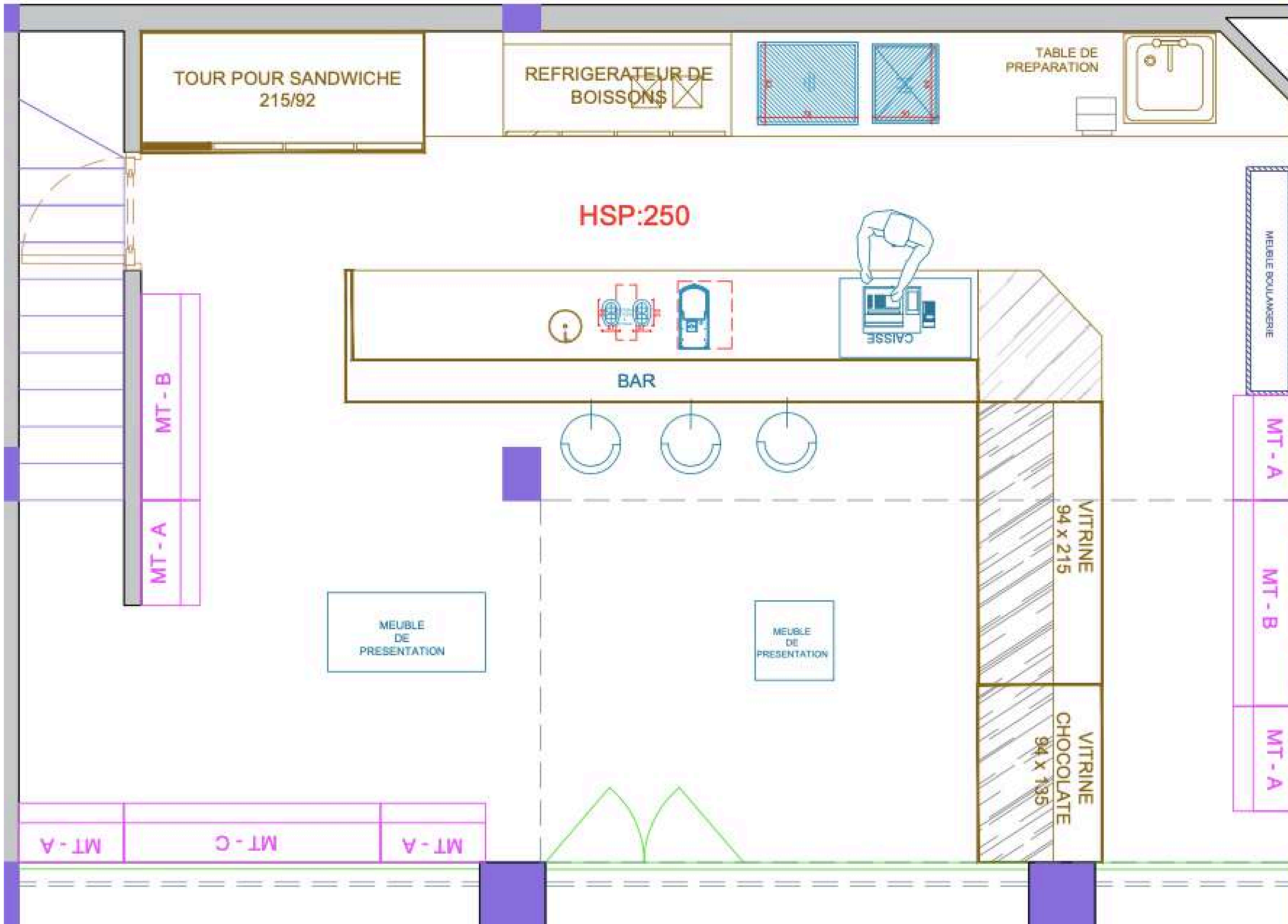
CONCEPT APPLIED IN A BOUTIQUE OF 80 M²



MFF NORIA
Marrakech

MFF NORIA





CONCEPT APPLIED IN A BOUTIQUE WITH 54 M² ON THE GROUND FLOOR & 41 M² ON THE MEZZANINE.

MFF Kawkab
Marrakech

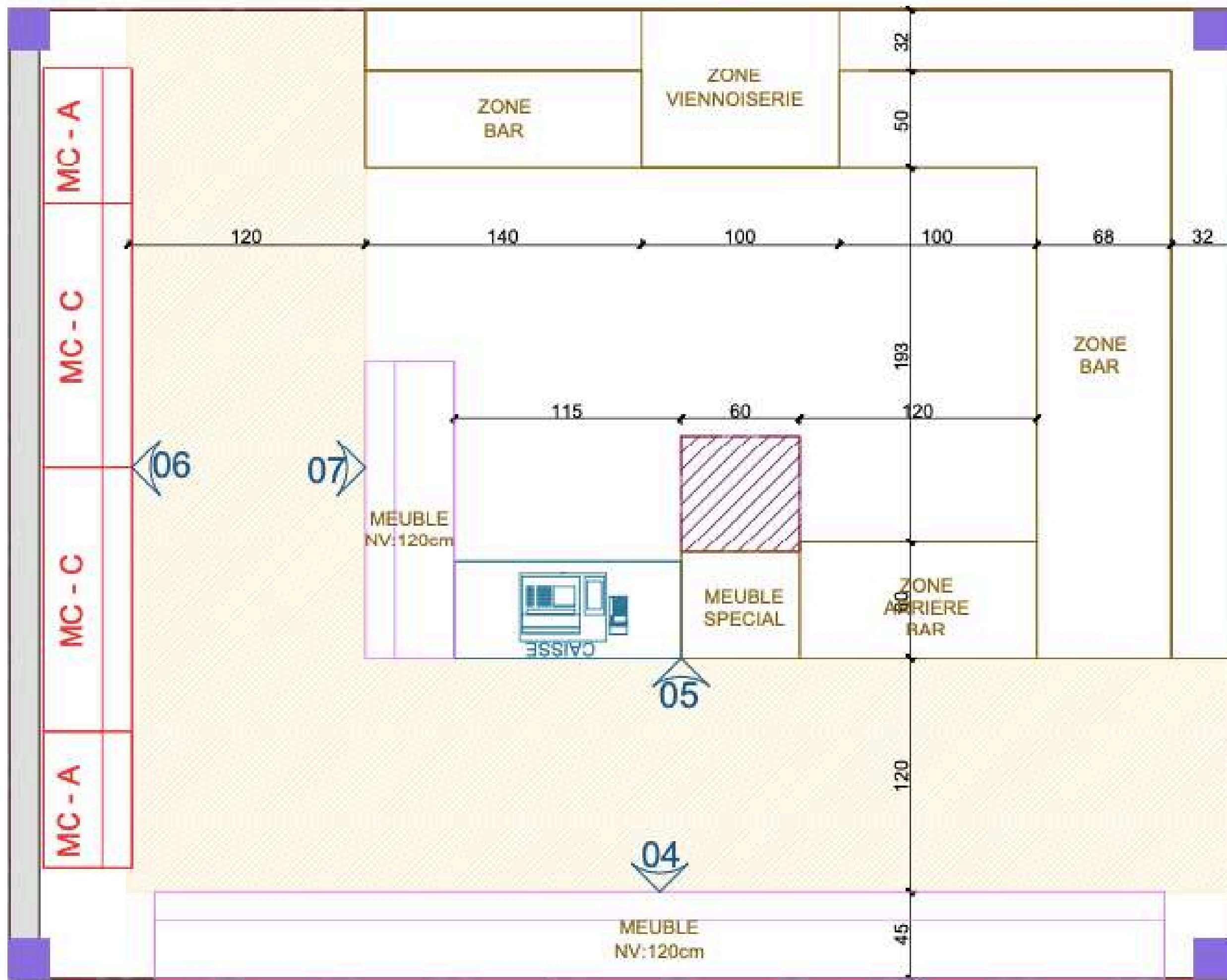
MFF KAWKAB



Operational Boutique

PRINCIPLE APPLIED IN A 30 M² STAND

500



MFF Express
Mall
implementation

MFF CONCEPT- EXPRESS



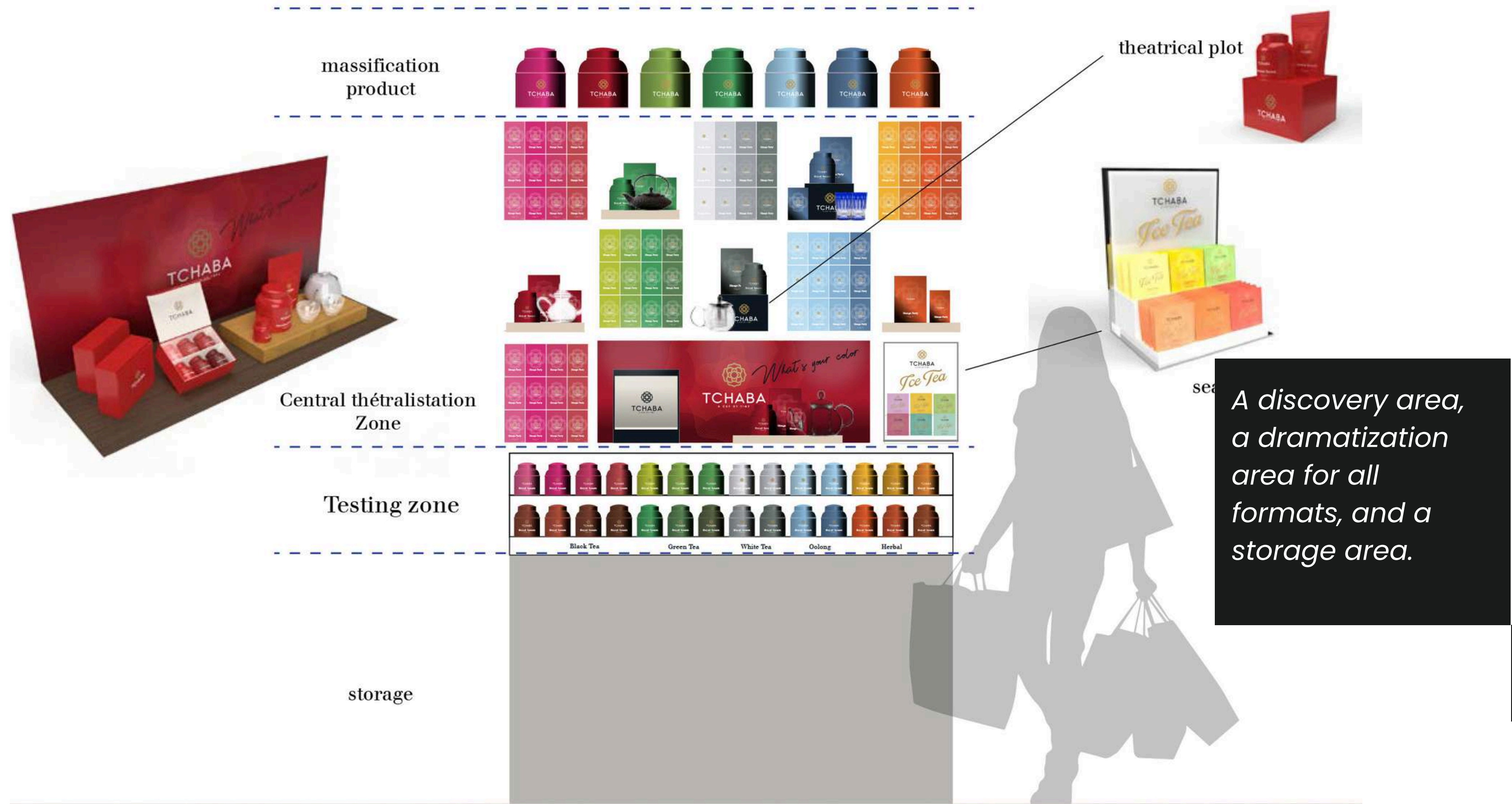
3D Perspectives

MFF ALMAZAR

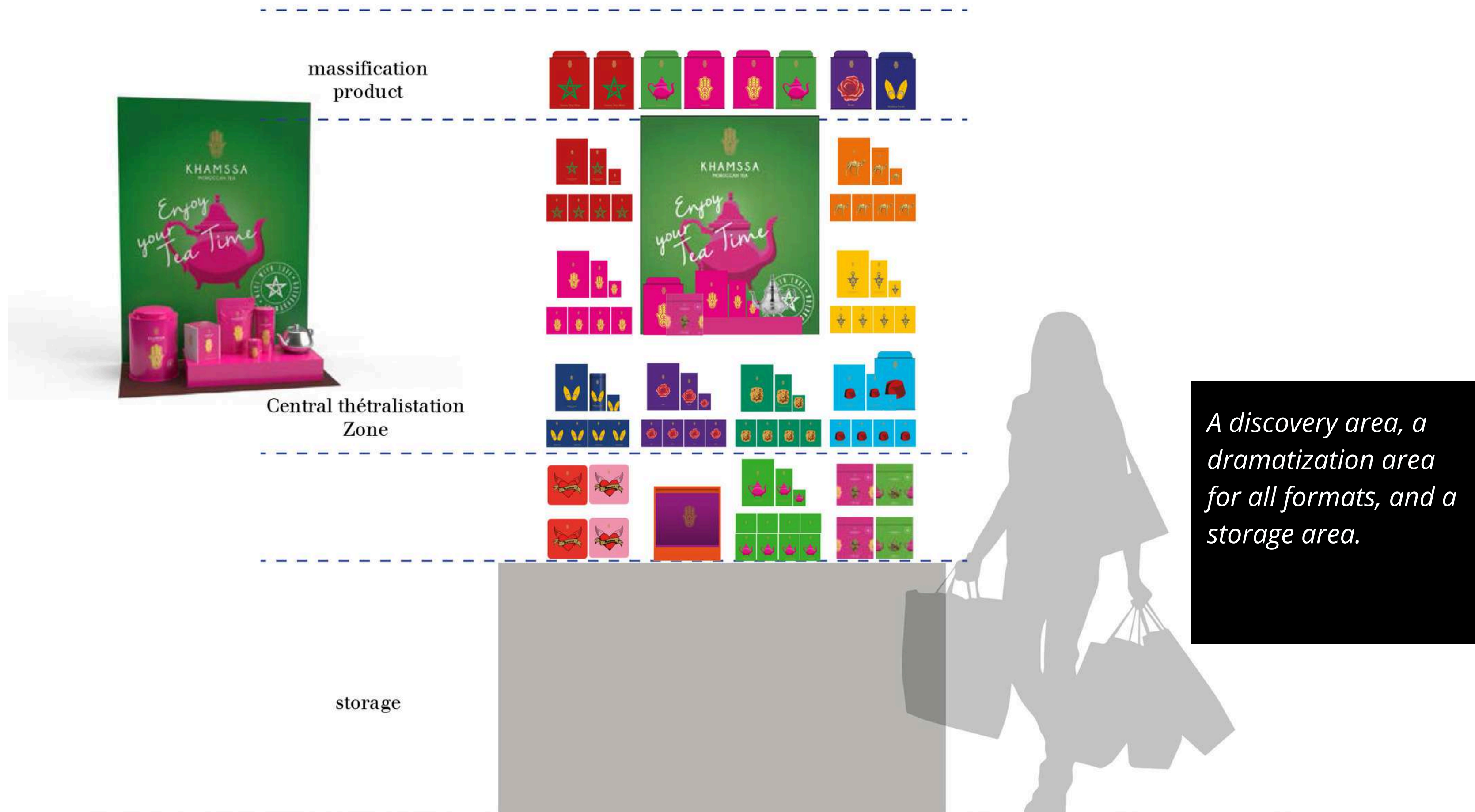


Operational Stand

TCHABA PRODUCTS - WALL PRESENTATION PRINCIPLE



KHAMSSA PRODUCTS - WALL PRESENTATION PRINCIPLE



KEIKEN PRODUCTS - WALL PRESENTATION PRINCIPLE

massification
product

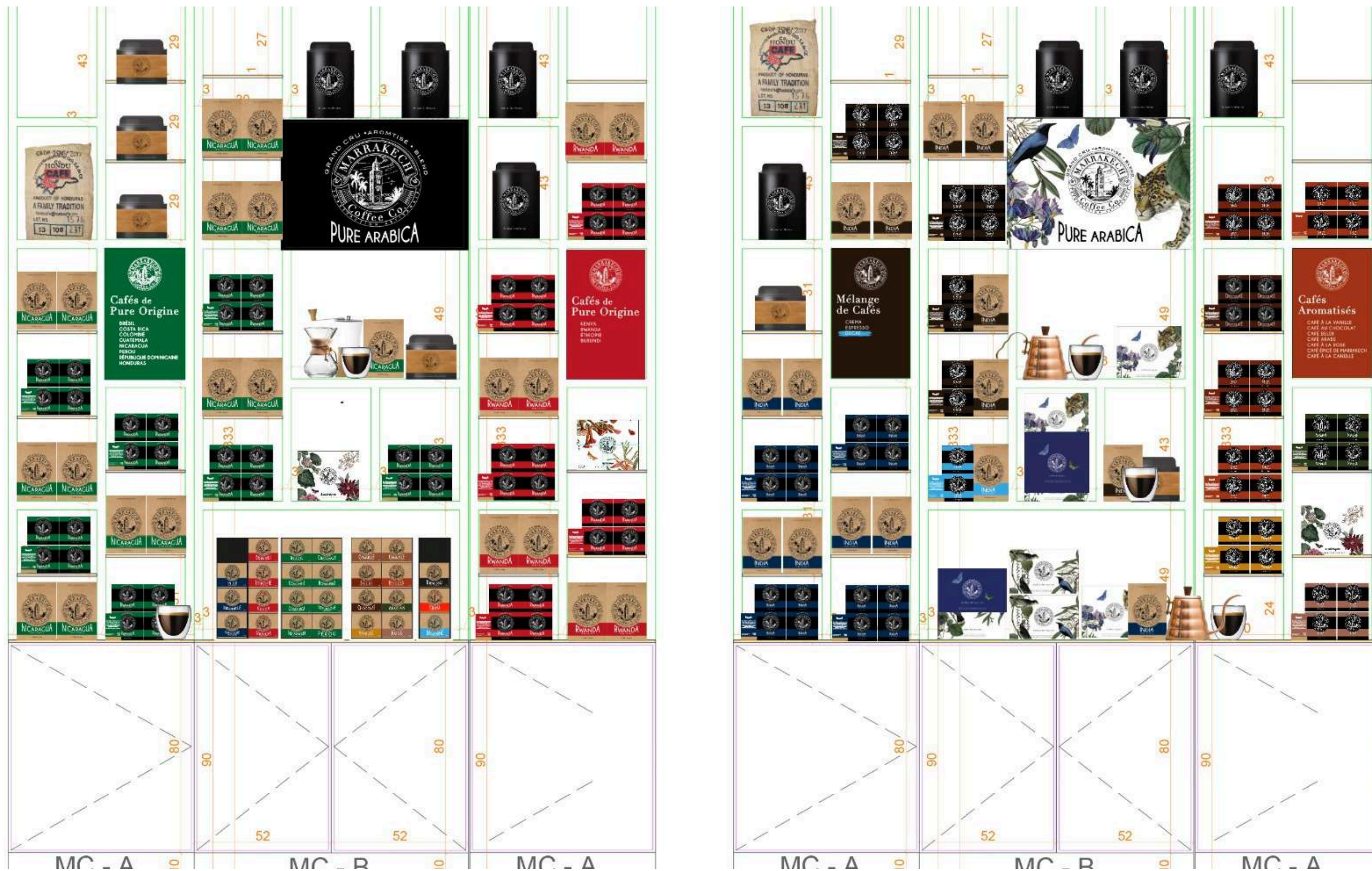
Central thétralisation
Zone

storage



A discovery area, a dramatization area for all formats, and a storage area.

MARRAKECH COFFEE CO - WALL PRESENTATION PRINCIPLE



A discovery area, a dramatization area for all formats, and a storage area.

**ON-PREMISES CONSUMPTION
&
TAKE AWAY**

EXCLUSIVE OFFER



HOT DRINKS

A wide selection of single-origin, blended, and flavored coffees is available in drip coffee bags, an innovative solution...



ICED DRINKS

A wide selection of high-quality iced teas to enjoy on-site or take away.



CLASSIC DRINKS

Espresso, Americano, Café au lait, Hot chocolate, Matcha latte, Smoothies, Orange juice... a wide selection to discover.

WIDE DRINK SELECTION



MADE IN A FEW MINUTES
QUICK, EFFICIENT & FRESH



LE CHEF

The menu is crafted by Michelin-starred Chef Hervé Paulus, blending expertise and creativity to deliver a remarkable culinary experience.



BREAKFAST

Along with drinks and pastries, the breakfast menu includes Eggs Benedict and various toasts, offering a complete and satisfying breakfast experience.



SALADS & SANDWICHES

A simple and efficient selection of salads and sandwiches, created by the chef exclusively for MFF. MFF is also a place to gather with family or friends.

ALL-DAY DINING & SNACKING



SALADS, SANDWICHES & MORE
FRESHLY-PREPARED



PASTRIES

Classic and gourmet cakes, prepared in our own 'ateliers', are available in individual portions or by special order in family-size format.



VIENNESE PASTRIES

French pastries prepared by our own chefs with high-quality ingredients...



BAKERY

Our breads are prepared in our own workshops according to the rules of the art and only with high-quality ingredients... three sizes are available: classic, sandwich base and side salad.

BAKERY AND PASTRY OFFER



DAILY MADE
CREATED IN OUR OWN 'ATELIERS'

PASTRIES DELIGHT



Classic
Mille Feuilles



Classic
Mille Feuilles Praliné



Classic
Forêt Noire



Classic
Opéra



Classic
Paris Brest



Classic
Tarte au Citron



Classic
Tarte aux Pommes



Classic
Eclair Chocolat



Classic
Eclair Café

CLASSIC
FRENCH
PASTRIES

PASTRIES DELIGHT



Creation
Red Velvet



Creation
Pina Colada



Creation
Red Fuite



Creation
Praliné



Creation
Macaronade



Creation
L'Exotique



Creation
Tentation



Creation
Capuccicake

SIGNATURE
CREATIONS

HOMEMADE

PASTRIES DELIGHT



Cookies

Cokies Chocolat



Cookies

Matcha cookie

VARIETY OF
COOKIES

VIENNESE PASTRIES

Premium ingredients, traditional techniques & exceptional craftsmanship



Viennoiserie
Pain au chocolat



Viennoiserie
Pain Suisse



Viennoiserie
Croissant Amandes



Viennoiserie
Croissant



Viennoiserie
Danish

BAKERY

OUR HOMEMADE
BAGUETTE

*Available in 3 sizes : - classic
- sandwich base - side salad*

TRADITIONAL, OLIVE, OR CEREAL BAGUETTES



FRENCH
BREAD



ENJOY OUR
PRODUCTS
ANYTIME &
ANYWHERE

TAKE AWAY

All of our on-site consumer products, such as drinks, pastries, etc, are available for take-away, including our breakfast, salad, and sandwiches.

CONVENIENCE, SPEED
& FLEXIBILITY

OS&E



*Grand verre
préparations glacées*



*Tasse thé et café
adapté au filtre diamant*



French press individuel



Kit préparation matcha



UNIFORM



BARISTA

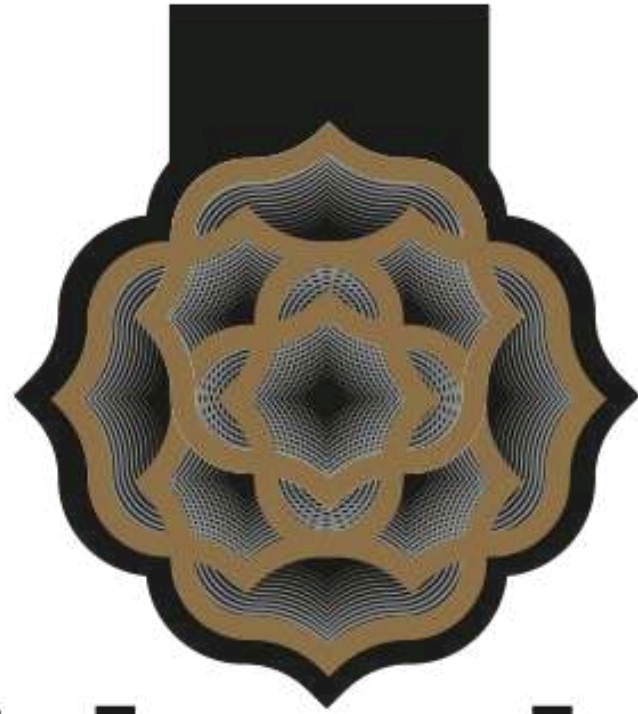
Gray beige canvas apron
Ecru trousers
Black or white T-shirt

Sales Team

Ecru trousers
Black or white T-shirt

OUR BRANDS

EXCEPTIONAL & INNOVATIVE PRODUCTS



Tchaba

CRÉATEUR DE THÉS



TCHABA OFFERS A REFINED TEA EXPERIENCE, BLENDING GOURMET EXPERTISE SINCE 2006. WITH HAND-PICKED LEAVES FROM PREMIUM PLANTATIONS WORLDWIDE, INCLUDING JAPAN, KENYA, INDIA AND SRI LANKA. TCHABA CREATES OVER 40 TEA VARIETIES, RANGING FROM PURE GREENS TO SOPHISTICATED BLENDS. EACH TEA IS CAREFULLY PACKED IN BIODEGRADABLE TEA BAGS WITH DISTINCTIVE WRAPPING.

NOW AN INTERNATIONAL POWERHOUSE, THE COMPANY CONTINUES TO EVOLVE AND CREATE THE MOST DELICIOUS AND REFINED TEAS, ICE TEAS, AND BLENDS.

Product Range



Handcrafted Tea Bag

Tchaba teas are packaged in hand-sewn and biodegradable sachets that ensure a perfect infusion. We have a factory dedicated to the packaging of tea sachets.



Doypack - Loose Tea

Tchaba offers practical solutions to satisfy its customers. For loose tea, the doypack is the best option...



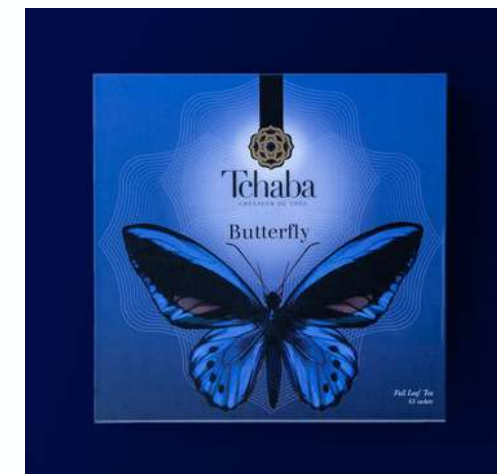
Ice tea

For iced tea lovers, Tchaba offers a selection of delicious and refreshing blends packaged in hand-sewn sachets and in suitable quantities for ice tea preparation. They are available in sachets, boxes, and gift boxes.



Chai Latté

For fans of Chai Latte, a special offer for convenient preparation, developed and packaged in our own workshops.



Gift Boxes

Our workshops produce a diverse selection of gift boxes in a various shapes and colors.



KHAMSSA
MOROCCAN SPIRIT



KHAMSSA

MOROCCAN SPIRIT

KHAMSSA IS A PREMIUM GOURMET BRAND OFFERING A WIDE VARIETY OF HIGH-QUALITY PRODUCTS SUCH AS COFFEE, TEA, CHOCOLATE, BISCUITS, NUTS, AND MORE, ALL INSPIRED BY MOROCCO'S RICH CULTURAL HERITAGE. THE BRAND IS COMMITTED TO INCORPORATING MOROCCAN TOUCHES IN A CREATIVE AND MODERN WAY, FROM THE BLENDS TO THE PACKAGING, WITH VIBRANT COLORS AND UNIQUE DESIGNS... KHAMSSA'S DEDICATION TO QUALITY, CREATIVITY, AND AUTHENTICITY SETS IT APART IN THE GOURMET INDUSTRY.



Product Range



KHAMSSA
MOROCCAN SPIRIT



Tea

Khamssa offers a selection of 9 teas and infusions, each inspired by famous Moroccan tea blends. We have carefully designed packaging with various shapes and attractive colors.



Honey

An alternative to sweeten your tea and coffee in a healthy way, available in 7g sachets and packed in 30-sachet doypacks. Our product is produced and packaged in our own workshops.



Coffee

Khamssa presents a diverse collection of coffee blends that capture the essence of Morocco. With three distinct blends and a 100% Arabica coffee in a convenient "Drip Coffee Bag" format.



Biscuits

A selection of sweet and savory biscuits inspired by the flavors of Morocco, available in 100g and 30g doypacks. The blends and packaging are crafted in our own workshops.



Gift boxes

The gift range is diverse and varied to suit all tastes and budgets. Whether you are a tea or coffee lover, you will find satisfaction. All of our gift boxes are made in our own workshops.

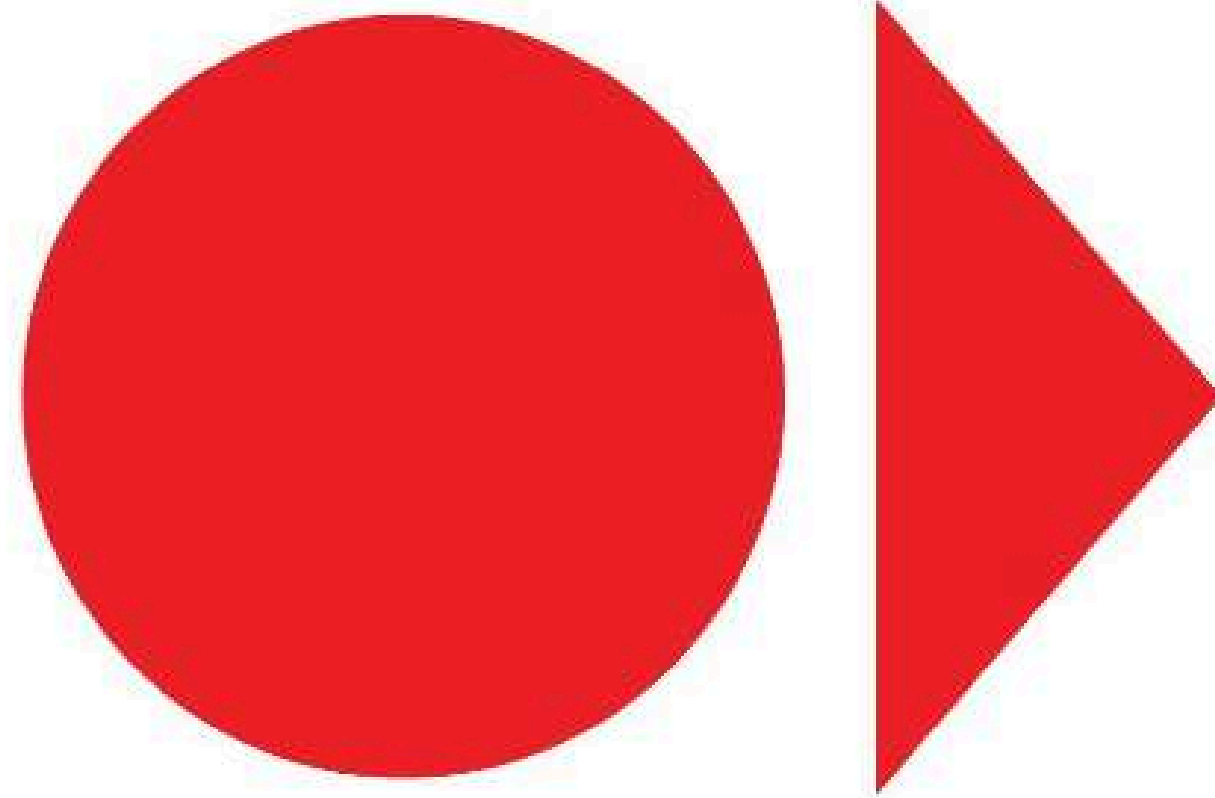


Chocolate

For chocolate lovers, we offer a selection of dark chocolate with whole pieces of orange or lemon, as well as chocolate bars with mint leaves and rose petals – all carefully prepared and packaged in our own workshops.

keiiken

JAPANESE GREEN TEA



ケイイケン

**Traditional high-quality teas,
offering a true experience of Japanese authenticity.**



keiken

JAPANESE GREEN TEA

KEIKEN OFFERS A REFINED SELECTION OF PREMIUM JAPANESE TEAS, INCLUDING MATCHA, GYOKURO, SENCHA ASAMUSHI, SENCHA FUKAMUSHI, HOJICHA, AND GENMAICHA. KNOWN FOR THEIR SMOKY, EARTHY FLAVORS AND THIRST QUENCHING QUALITIES, THESE TEAS PROVIDE A PERFECT INTRODUCTION TO JAPANESE CULTURE.

ALL KEIKEN TEAS ARE PROCESSED LOCALLY WITHIN OUR DEDICATED FACTORY, EXCLUSIVELY SPECIALIZED IN THE TRANSFORMATION OF JAPANESE TEAS AND FROM WHICH THE BRAND CAN EXPORT ITS TEAS WORLDWIDE WITH AN UNWAVERING COMMITMENT TO QUALITY.

Product Range

keiken

JAPANESE GREEN TEA



Tea bag

Keiken teas are packaged in biodegradable 'pyramid' tea bags and then grouped into boxes of 20 tea bags for retail and 80 tea bags for professionals.



Loose tea

Keiken teas are carefully sorted, processed, and packed in 100g zip doypacks to ensure high quality and freshness.



Gift boxes

Gift boxes are available to explore the full Keiken tea range. The tea packaging and gift set production are carried out in our own workshops.



Matcha

"Matcha" and "Matcha Organic" are available in 30g cans for optimal and easy use. They are packaged in our own workshops.



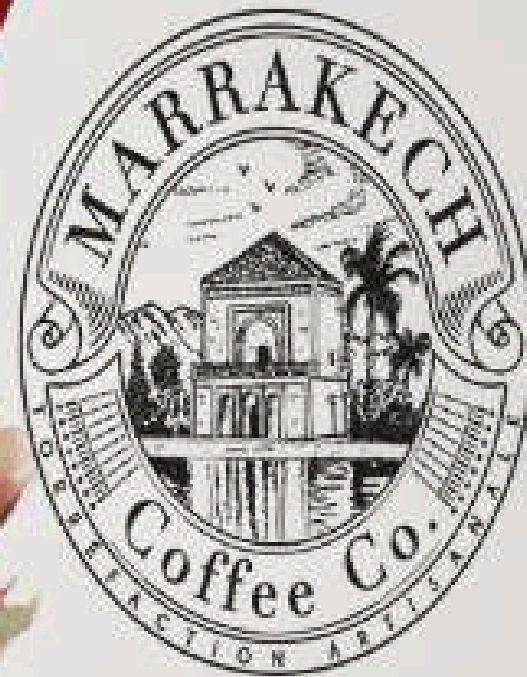
Stick Matcha

The pre-measured Matcha stick is easy and simple to use. It is packaged in our own workshops.



ICE TEA

Keiken Ice Tea is a refreshing blend of premium tea leaves, light sweetness, and vibrant flavors.



Coffret Découverte
Saveurs

TORREFACTION ARTISANALE

ARTISAN TORRÉFACTEUR



Marrakech Coffee Co. offers exceptional coffees sourced from the finest terroirs worldwide, including Arabica beans and balanced blends. Delicately flavored options, enhanced with chocolate, rose, vanilla, or spices, are perfect for enjoying at home or work.



All Marrakech Coffee Co. coffees are artisan-roasted and traditionally processed to highlight the distinct aromas and diverse tasting notes inherent to each coffee bean. From the vibrant coffees of the Americas to the richly flavored African beans, each coffee embodies the unique flavors that reflect its origin.

Product Range



The doypack ensures optimal freshness and usability. The drip coffee bag is a practical solution for slow coffee lovers, as it allows the coffee to drip and preserve all the notes and flavors.

Additionally, a gift box offer is available, perfect for coffee enthusiasts.



EXCEPTIONAL ORIGIN COFFEE BEANS



MAISON
AMAURY



Maison Amaury honors the tradition of renowned French houses through refined, delicate creations. From fine teas and Medjool dates to biscuits, artisan chocolates, and rare honeys, each product embodies exceptional craftsmanship, blending elegance with authenticity. With its unique savoir-faire, the brand elevates the art of premium snacking, where every detail – from flavor to presentation – reflects a passion for perfection and creativity.



**MAISON
AMAURY**



PREMIUM TEAS

Maison Amaury offers an exquisite selection of premium teas, including iced and blooming varieties. With its luxurious gift boxes, this collection provides an elegant experience, perfect for enhancing any special occasion.



Blooming Tea



Gift Box



Ice TEA



Box of 20
teabags

Product Range

CHOCOLATE



Chocolate Boxes

Our selection includes gift boxes filled exclusively with our chocolates, as well as assortments combining chocolates with dates, wafers, and teas.



Special Creation

Master chocolatiers bring creativity to life, crafting unique creations for special occasions such as Easter, including personalized Easter eggs.



Chocolate Bar

A variety of chocolates in dark, milk, and white, enhanced with unique flavors like matcha, nuts, and praline, are available in 100g and 50g bars, as well as individual Neapolitan chocolates.

JAPANESE WAFERS

Maison Amaury offers premium Japanese wafers, individually wrapped, in flavors like strawberry, vanilla, matcha, and verbena. Discover our new collection of chocolate-filled wafers (white, milk, and dark) for the most indulgent connoisseurs. Elegant gift boxes available.





BISCUITS

The Maison Amaury Biscuits range includes artisanally crafted biscuits, known for their deliciously crispy texture. With both sweet and savory options, it offers a rich variety of flavors to satisfy all tastes.



PRODUITS NATURELS
SANS CONSERVATEUR

DATE MAJHOOL

Maison Amaury offers natural Majhool dates that are juicy, tender, and sweet, with a rich flavor. Filled dates are also available for added texture. Each date is individually packaged to preserve freshness. Gift boxes containing 7, 15, 30, or 60 dates are available.



SUPER HONEY

The Super Honey Collection is available in a box of 10 sticks or as a gift set. This collection includes a variety of honey flavors: saffron, matcha, ginger, and more. These are healthy alternatives to sweeten drinks, desserts, or to enjoy as a wellness shot.



ECOSYSTEM

Behind

MFF

**HOME MADE
PRODUCTS & PACKAGINGS**

RAW MATERIALS



The Loudayabio farm, located 35 km from Marrakech. The farm covers an area of 64 hectares and cultivates various types of aromatic plants, citrus fruits, and olive trees.



UBS can develop tailor-made blends and formulations, adapted to the needs of each market.



Maruzen imports unprocessed premium teas from Japan. The final processing steps are performed in Marrakech to deliver fresh Japanese tea to customers all over the world.

PACKAGING & COMPONENTS

HIGH END PACKING FACTORY FOR PREMIUM PRODUCTS



Printing factory for packaging.



Lxury tin can factory.



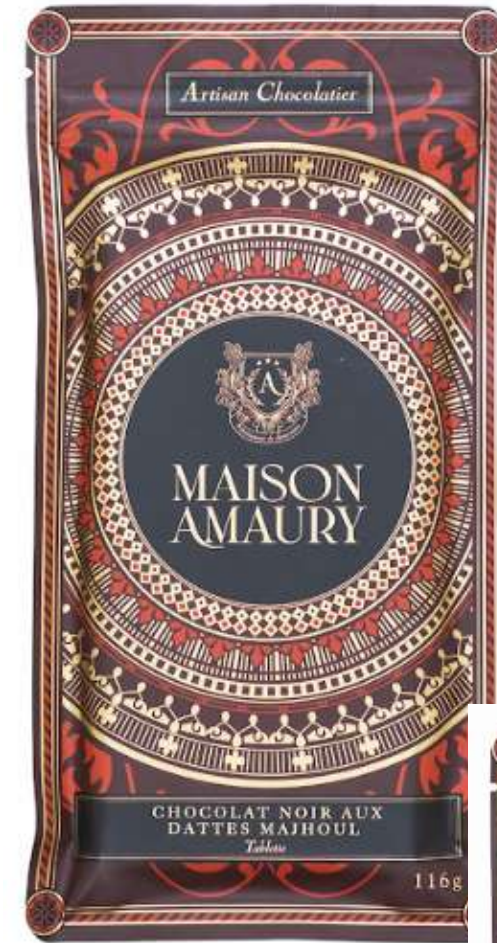
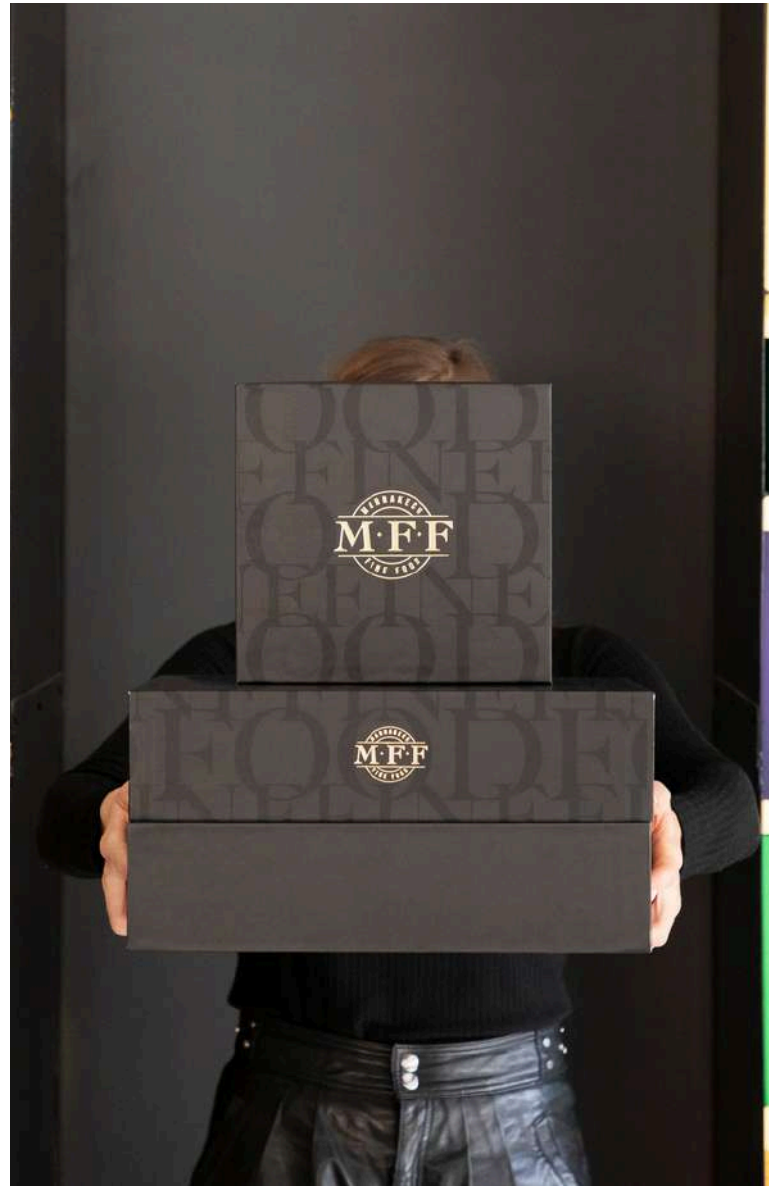
Manufacture for tea & coffee filter
with Japanese technology.

FLEXIBILITY
EXCEPTIONAL PERFORMANCE
HIGH-QUALITY PRODUCTS

PACKAGING & COMPONENTS

HIGH END PACKING FACTORY FOR PREMIUM PRODUCTS

doypack



Main index	① Width	② Height	③ Bottom Gusset
Size (mm)	90	145	25
	100	150	30
	110	170	30
	130	190	35
	150	260	40
	160	270	40
	170	190	40
	190	280	50
	210	280	60

PRODUCTION UNIT

DIFFERENT SHAPES,
SIZES,
& FINISHES

PRODUCTION UNIT



gift boxes

DIFFERENT SHAPES,
SIZES,
& FINISHES

INDUSTRIAL PROCESSING

IMPELAB is a state-of-the-art analysis laboratory that provide food safety tests to all the companies within the group. A dedicated team of trained professionals conducts over 100 microbiology and chemical (pesticides) tests each day.



IMPEMECA performs the machining of metal parts and molds used by the companies of the group.



TEA

INDUSTRIAL PROCESSING

PACKAGING SOLUTION FOR PREMIUM TEA



Operating in Marrakech since 1979, SITI provides turnkey solutions for premium tea packaging. SITI works to provide continuous high quality through its flexibility and endless possibilities.





COFFEE ROASTING FACTORY

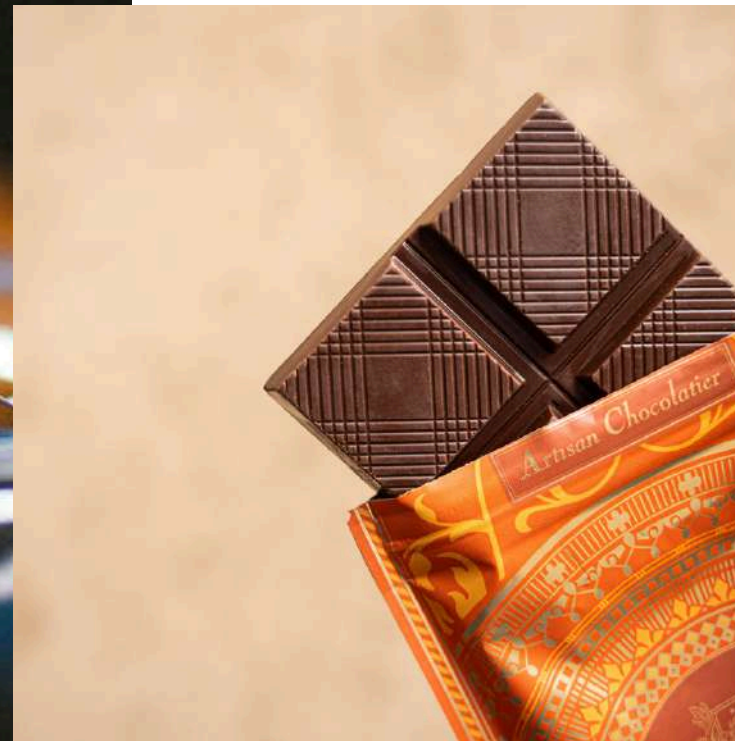
SUPER HIGH END
EUROPEAN
ROASTING
EQUIPMENT.

COFFEE



PRODUCTION UNIT

CHOCOLATE



HIGH-QUALITY INGREDIENTS
SPECIALIZED MACHINES
VARIETY OF PRODUCTS

HONEY



honey

A wide variety of high-quality honey such as orange blossom honey, multi-flower honey, argan honey, thyme honey, etc., are packaged in 7 or 10g sticks in our own workshops.

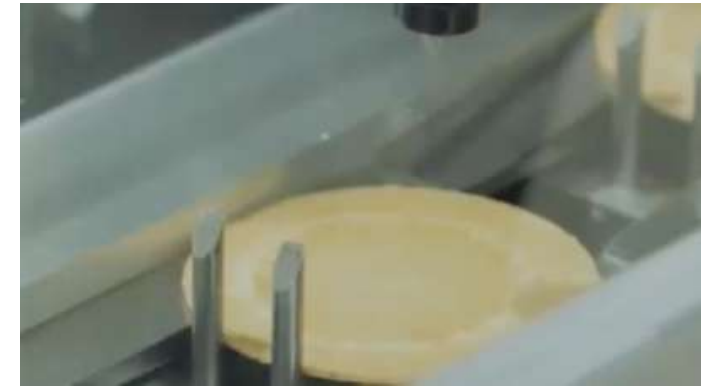


PRODUCTION UNIT

THE HONEY STICK SOLUTION
IS PRACTICAL AND EASY TO USE.

JAPANESE WAFERS

PRODUCTION UNIT



wafers

HIGH-QUALITY INGREDIENTS
SPECIALIZED MACHINES
VARIETY OF PRODUCTS

DATE

PRODUCTION UNIT



royal date

HIGH-QUALITY INGREDIENTS
SPECIALIZED MACHINES
VARIETY OF PRODUCTS



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