



ABOU SHAKRA  
GROUP

## **ABOU SHAKRA GROUP COMPANY PROFILE**

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EXQUISITE EGYPTIAN CUISINE SINCE 1947





WELCOME AND INTRODUCTION

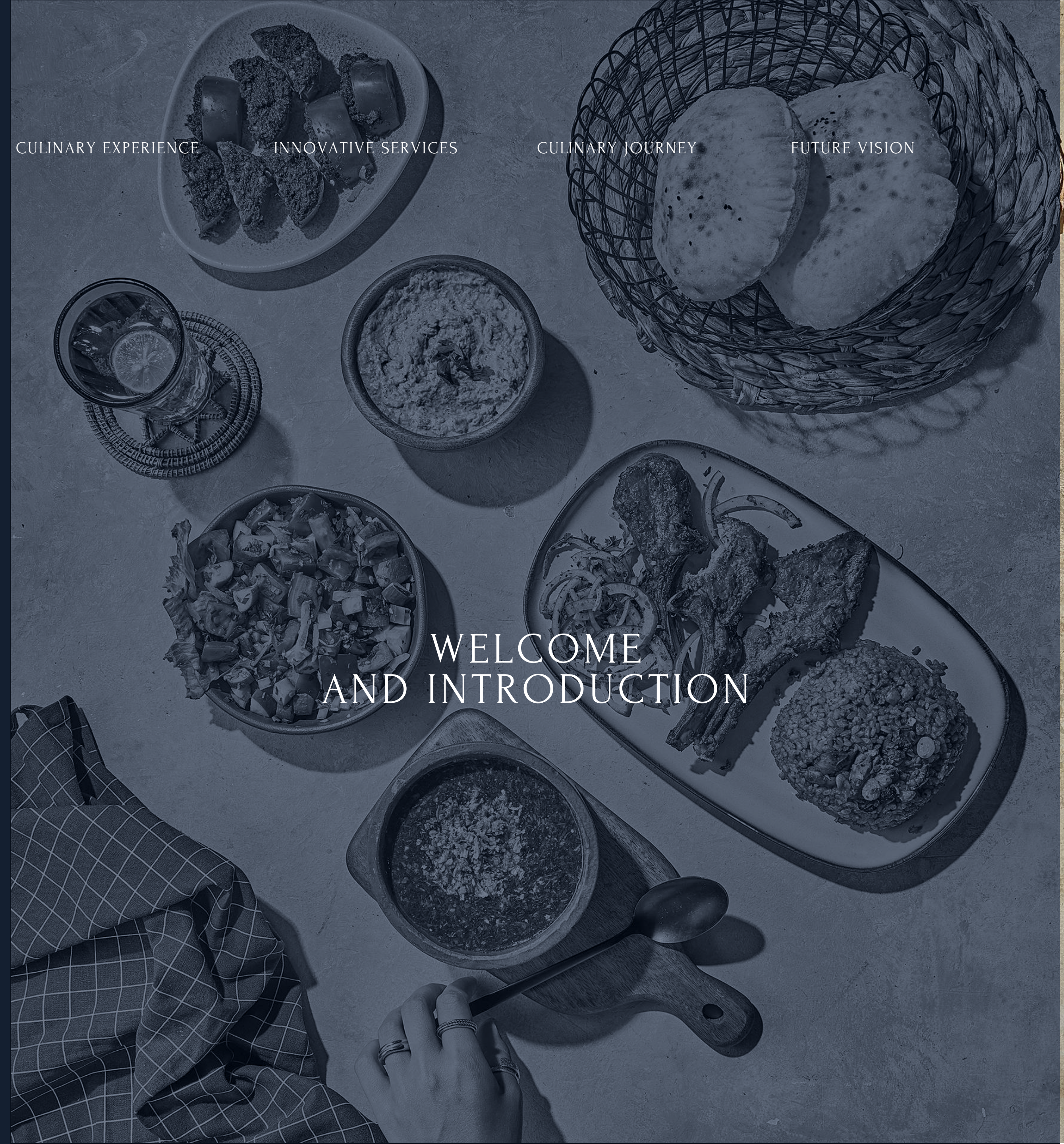




Since our inception in 1947, Abou Shakra Group has been a beacon of Egyptian culinary excellence. From a single landmark restaurant in Cairo to an international culinary icon.

Our journey is a testament to passion, tradition, and unwavering commitment to quality. In this profile, we invite you to explore our rich history, culinary delights, and visionary expansion that continue to define the Abou Shakra legacy.

WELCOME  
AND INTRODUCTION







ABOUT US

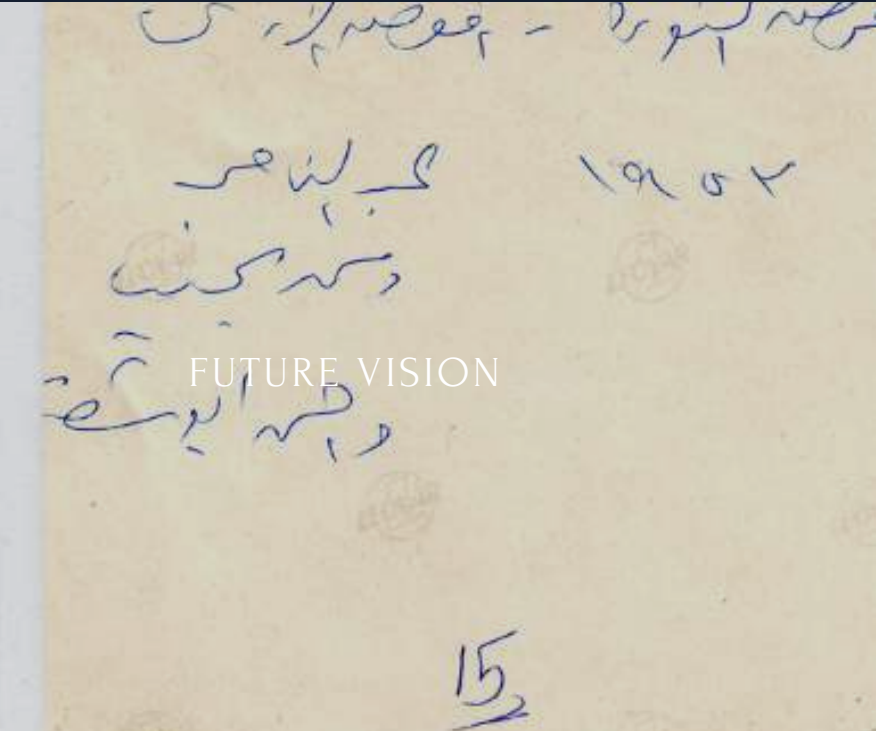


Over the years, this dream blossomed into a celebrated chain, revered not just for its food, but as a custodian of Egyptian culinary heritage. Today, we stand proud as a symbol of tradition and innovation, continuing to enchant guests from around the world.

Founded in the heart of Downtown Cairo, Abou Shakra began as a dream to bring authentic Egyptian cuisine to the forefront.



FROM CAIRO  
LANDMARK TO  
CULINARY ICON



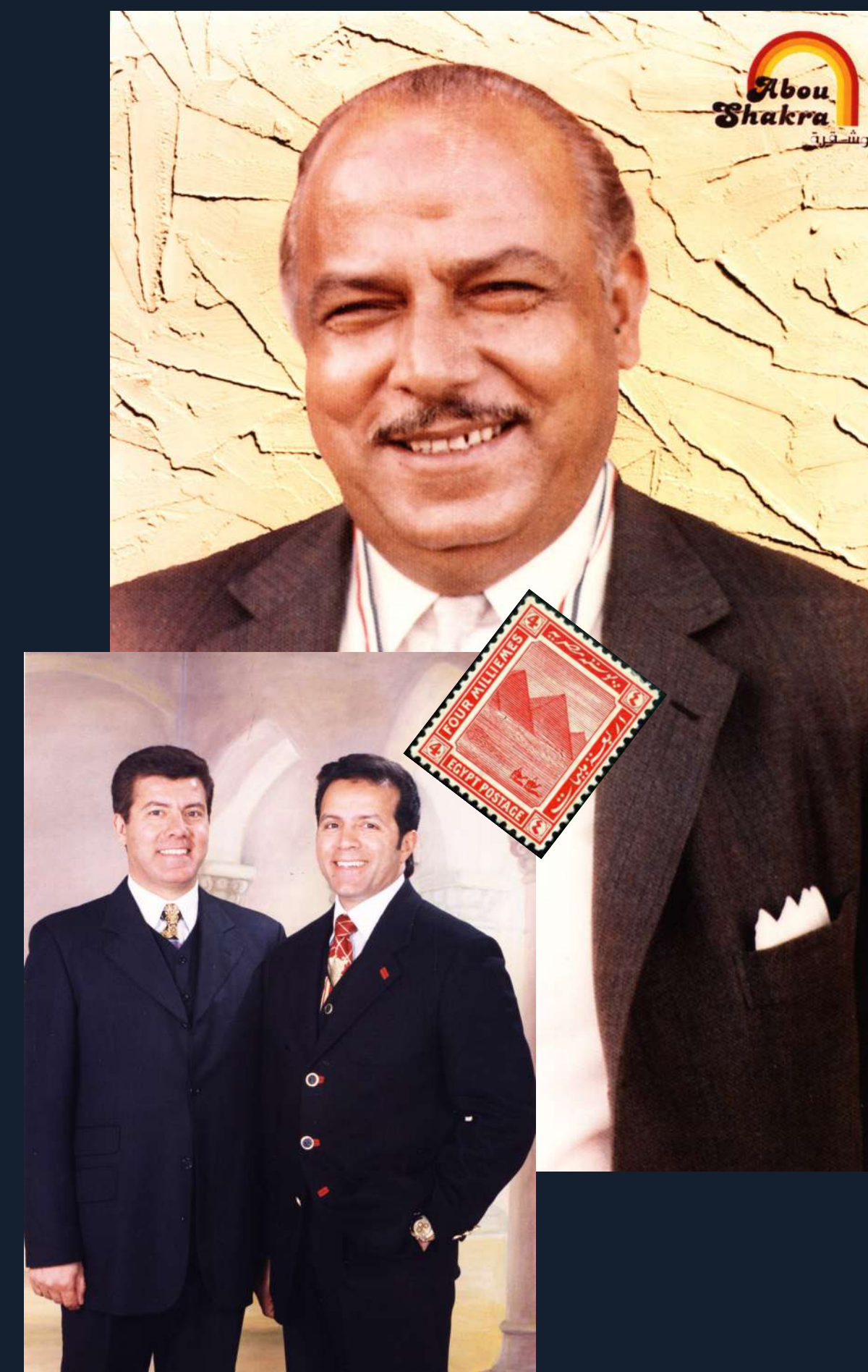


## THE EARLY YEARS

### 1947: THE BEGINNING OF A CULINARY LEGACY

The story of Abou Shakra is one of humble beginnings and grand aspirations. Established in the heart of Downtown Cairo, our first restaurant quickly garnered fame, becoming a cherished destination for locals and tourists alike.

It was here that we laid the foundation of our culinary philosophy – quality, authenticity, and warm Egyptian hospitality.





## EVOLUTION AND TRANSFORMATION

1958-1989  
ADAPTING AND INNOVATIONS

In the mid-1980s, Abou Shakra embarked on a transformative journey. Adapting to societal changes and new culinary trends, we expanded our offerings, opening our second branch in El-Mohandeseen in 1989.

This era marked our foray into international franchising, a significant milestone in our global journey.





## STRATEGIC GROWTH 1989-1996 EXPANDING OUR HORIZONS

This period was characterized by strategic growth and diversification. We established new branches, each echoing our commitment to culinary excellence. Our partnership with a Saudi Arabian company paved the way for the first franchising venture, significantly enhancing our international presence.



At Abou Shakra, quality is paramount. We source the finest ingredients, ensuring every dish celebrates the rich and authentic flavors of Egypt.

Our chefs, true artists in their own right, craft specialties that are not just meals, but culinary experiences to be savored and remembered.

QUALITY INGREDIENTS  
& CHEF'S SPECIALTIES



Dedication



Chef's Specialties



Quality



Artistic



Specials



About Shakra Signatures

QUALITY INGREDIENTS  
& CHEF'S SPECIALTIES



## *innovative services*

Abou Shakra revolutionized home delivery in Egypt, bringing our exquisite cuisine right to your doorstep. Our catering services have become synonymous with excellence, lending a touch of culinary brilliance to events and conferences, large and small.

## PIONEERING HOME DELIVERY & CATERING SERVICES





Our passion for Egyptian cuisine knows no bounds. With plans for franchising in the MENA region, we are on a mission to introduce the world to the flavors and traditions of Egypt, making Abou Shakra a household name globally.

GLOBAL EXPANSION  
TAKING EGYPTIAN CUISINE  
TO THE WORLD









Join us on a culinary journey through time. Through stories, recipes, and news, we celebrate the rich tapestry of Egyptian cuisine, inviting you to explore and savor the flavors that define our heritage.



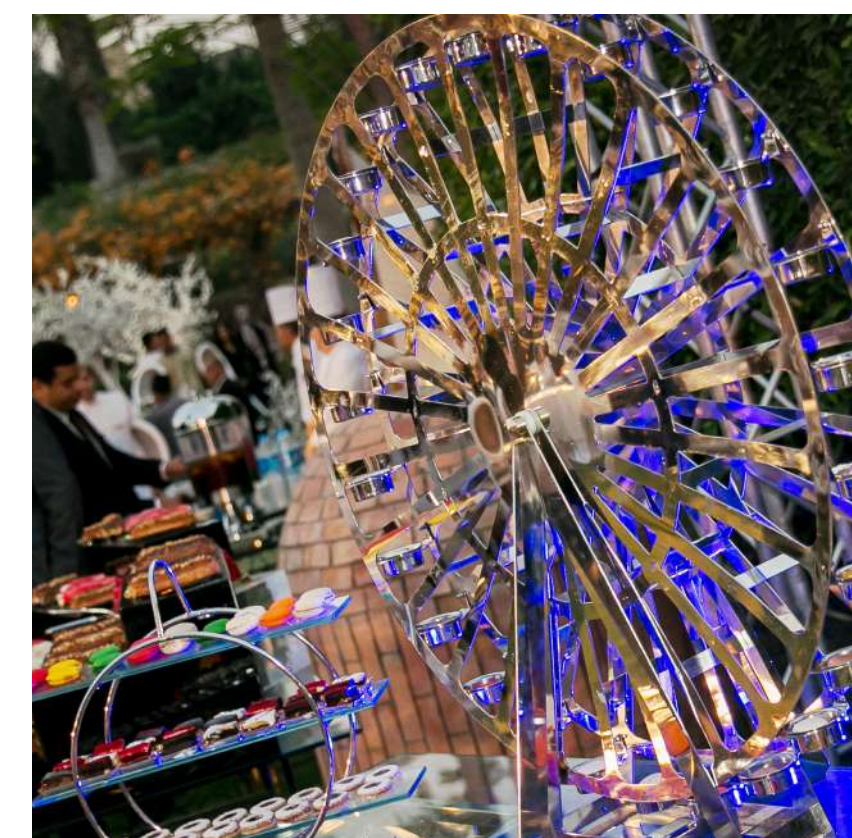
FLAVORS OF HERITAGE



## CELEBRATE WITH US

### WEDDINGS & EVENTS CELEBRATE WITH ABOU SHAKRA

Your special moments deserve exceptional culinary experiences. Our catering services are tailored to bring the essence of Abou Shakra to your events, ensuring every occasion is memorable, with flavors that linger long after the last bite.





2009 marked the year of ASG's newest brand:  
the first Egyptian cuisine fast-food chain in Egypt,  
Shakra2Go.

Expanding quickly and effectively, Shakra2Go's  
success was amplified with new openings in  
Cairo's trendiest and newest locations, including  
Mall of Arabia, Mall of Egypt, Cairo Festival City,  
City Stars, Marassi Emporium, among many others.

With a fresh brand revamp in 2023, Abou Shakra is  
now set to expand through franchising in the  
MENA Region, and establishing a food production  
factory in Egypt for various hospitality sectors.

## HOUSE OF BRANDS & FUTURE VISION

2022 AND BEYOND:  
EMBRACING THE FUTURE



The Abou Shakra family extends beyond our flagship brand. Our subsidiaries, including Fish and Fisher and Shakra2Go, reflect our commitment to diversity and innovation in the culinary sector, each adding a unique flavor to our group.





WHERE TO FIND US  
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