



MOYARA
HOLDING

COMPANY PROFILE

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About Us

Moyara Holding is a full-fledged holding company headquartered in Kuwait. Moyara manages a diverse portfolio of companies across various sectors and industries, both locally in Kuwait and throughout the GCC region, Lebanon, and Iraq.

Sectors: 7

Employees: 1000

Locations: 6

Established: 2019

Our Values

At Moyara Holding, our core values shape every decision and interaction, guiding us toward excellence in the Middle East and beyond. These principles define who we are and influence our relationships with employees, customers, partners, and the communities we serve. In a dynamic market, our unwavering values drive our commitment to integrity and excellence.

Motivation

We empower our team to reach their highest potential, fostering a workplace that encourages initiative, enthusiasm, and a proactive approach to challenges.

Opportunity

We embrace opportunities for growth and innovation, encouraging our team to explore new ideas and approaches.

Yielding Excellence

Our focus is on achieving excellence in all our operations, products, and services. We work to go beyond expectations and set new standards in our industry.

Accountability

We take responsibility for our actions and decisions, upholding the highest standards of integrity and ethical behavior in every aspect of our business.

Respect

We believe in treating everyone with kindness and dignity. This includes respecting diverse perspectives, valuing our employees, and building strong, positive relationships with our partners and clients.

Aspiration

We aspire to set new benchmarks in our industries, always aiming high and pursuing excellence in everything we do.





Chairman

Zaher El-Khatib is a prominent Lebanese businessman and seasoned entrepreneur with over 30 years of success in the Gulf region. Since 1990, he has played a major role in the Kuwaiti market and led several ventures across Kuwait, Qatar, KSA, Oman, Iraq, and Lebanon. As the former managing partner of Kuwait Proteins Company, he laid the groundwork for his broader business achievements. He later founded Moyara Holding to unify and oversee his diverse regional investments, emphasizing strong corporate governance and sustained growth under his leadership.



As the founder and owner of Moyara Holding, I am proud to lead a company that stands as a testament to our commitment to growth, innovation, and excellence. Over the past three decades, my journey in the business world has been driven by a relentless pursuit of creating wealth and fostering sustainable success. With a strong belief in the power of a structured corporate environment, I established Moyara Holding to unify and strengthen our diverse portfolio of companies across Kuwait and the GCC region.

At Moyara Holding, we are not just focused on financial success; we are committed to building a legacy of integrity, innovation, and excellence. Our talented employees are the cornerstone of our achievements, and we strive to provide them with a supportive and growth-oriented work environment. As we continue to expand our footprint in the Middle East and GCC, our vision remains clear: to be a leading force in our industry, known for our strategic investments and commitment to excellence.

Together, we will continue to explore new opportunities, embrace challenges, and build a future that is as promising as it is exciting.

Zaher El Khatib - Chairman





Mission & Vision

Our Mission is to foster a collaborative environment where each entity can thrive, contribute to the group's overall success, and deliver exceptional value to our stakeholders.

Our Vision is to become a leading holding company in the Middle East, known for our strategic investments, innovative solutions, and commitment to excellence.



Our Sectors

Diverse Industries

Our various sectors include Catering, pest Management, Food Distribution, Disposables, F&B, Private Label, and Manufacturing.







Our Locations



LEBANON

A stylized map of the Middle East region, primarily in shades of purple and blue. Five yellow location pins are placed on the map, each connected by a thin yellow line to a yellow rectangular label with white text. The labels are: 'LEBANON' (top left), 'KUWAIT' (top center), 'QATAR' (center right), 'KSA' (center left), and 'OMAN' (bottom right). The map shows the outlines of the countries in the region. In the bottom right corner, there is a faint, dark silhouette of a modern city skyline with several skyscrapers.

KUWAIT

QATAR

KSA

OMAN

The image features a large, abstract yellow shape that curves from the bottom left towards the top right, partially obscuring a blue sky with light clouds. At the bottom of the image, a city skyline is visible, including several tall buildings and palm trees. The text "Our Companies" is written in white, bold, sans-serif font, centered within the yellow shape.

Our Companies





Adams Food

Established in 2010 in **Kuwait**, Adams Food Catering Company is a **Food Manufacturing** family-run business specializing in **homemade-style frozen natural appetizers and finger foods**. The company is known for using fresh, chemical-free ingredients and has positioned itself as a trusted brand for high-quality, ready-to-eat food suitable for families and children.



www.adamsfood-kuwait.com





ASTRA

Trading & Manufacturing

Astra is a leading **pet food, products and accessories distributor** based in **Lebanon**. It provides premium pet nutrition products and supplies, importing from trusted global brands. The company emphasizes pet wellness, sustainability, and dietary variety for different animal needs.



www.astratrading.me

Dr.Clauder's[®]
since 1957
Responsible Pet Nutrition

picart[®]
Nutri
Best[®]
HEALTHY PET NUTRITION

picart[®]
Select
FUNCTIONAL INGREDIENTS - NATURAL NUTRITION DIET

MEGABONE

CANIS

SNiFFS[®]



Bentas
CAT'S
WHITE[®]

Bentas
ro cat[®]

CAT
MAX



HYSEN CLEAN[®]

PAWSTAR

TIMO



SFS

AL SULTAN FOOD STUFF
CO. S.A.R.L

Founded in 1991 in **Lebanon**, SFS is a top-tier **FMCG distribution company**, representing international food brands in both retail and food service sectors. With a strong supplier network and extensive market reach, it is among the top 10 FMCG agencies in the country.



www.sfs.com.lb





Launched in 2016 in **Lebanon**, FILCO is an **FMCG distributor company** that offers a broad portfolio of **frozen, dairy, and dry food products**. Known for representing high-quality global food brands, the company caters to diverse consumer tastes and market needs.



www.filco-lb.com

Foody's®

DELIZIO
CAFFINO
— EST. 2018 —

Adams
Food

Loveme
BREAK

Di
do's

hoopie
Rice cakes

PINAR

PRO CARE+



FMSC
General Trading and Contracting Co. W.L.L.

Established in 2012 in **Kuwait**, FMSC specializes in **large-scale industrial catering**, serving over 50,000 meals daily across three major kitchens. Recognized for quality and safety, the company holds multiple ISO certifications and operates the largest kitchen in the Middle East.



www.fmsc-kuwait.com



Quality CATERING
Choice



Quality Choice is a **fast-food and catering company** in **Kuwait & KSA**, representing the popular Egyptian franchise **Bazooka**. With over five stores, the company is expanding its footprint in the local **food & beverage (F&B)** sector through strategic growth.



www.bazookakuwait.com





Operating since 2006 in **Kuwait** and acquired by Moyara in 2019, Food Network is a prominent **FMCG distributor**. The company offers a wide portfolio of well-known brands to major retailers across the country, maintaining strong market visibility.



www.foodnetwork-kw.com

Foody's®

Puidor®

TORA
BIKA®

KOPIKO®

ACUP®
BOOST • GAIN • RECOVER

Maysa

SENSO

Cheristo

Ocean Spray®
SINCE 1930

Al Mouneh®
المونه

Loveme
BREAK

RISO
Scotti



Foodys

INTERNATIONAL

Founded in 2008 in **Kuwait**, Foody's **imports and distributes** a broad selection of **frozen, chilled, dairy, and dry food products**. With distributors across the GCC, the company is focused on customer satisfaction through quality, exclusivity, and competitive pricing.



www.foodysfoods.com

Foody's®



Mon Choix



^{Al}Mouneh® المونه



QATAR, OMAN, BAHRAIN, JORDAN, UAE, LEBANON





Acquired by Moyara Holding in 2021, QFT is a fast-growing **FMCG distributor** based in **Qatar**, known for its dynamic portfolio and responsiveness to market needs. It has rapidly become a prominent player in Qatar's retail and food service sectors.



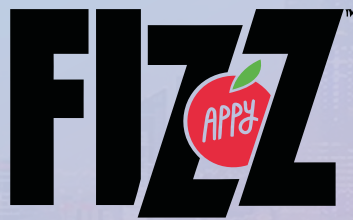
www.qatafood.com.qa

Foody's®



DELIZIO
CAFFINO
— EST. 2018 —

AQUA
COCO





Established in 2005, Jana operates across **Kuwait, Saudi Arabia, Qatar and Lebanon**, distributing **disposable and plastic products**. It is now expanding into manufacturing with a new facility in **Oman**, strengthening its competitive position in the region.

 www.janapack.com





Procare Co.

Founded in 2019, ProCare is the **Kuwaiti franchisee of Rentokil Boecker**, offering professional **pest management and disinfection services**. It serves major corporate clients and leads the local market through its affiliation with the region's largest pest control brand.



rentokil-boecker.com



Operating from **Lebanon**, Zelere Holding acts as the **management arm** of the group, overseeing operations, finance, HR, and strategic initiatives. It ensures alignment across subsidiaries, supports governance, and drives the group's long-term vision.



www.zelere.com



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HOLDING

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