



CEO OSAMA BOODAI

Celebrating a Decade of Visionary Leadership

Dive into the sizzling pages of Meat Insider, where every issue is a tender journey through the finest cuts, the juiciest news, and the most savory stories from the heart of Al Mawashi.



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BEHIND THE CURTAINS



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STARTER



I would like to take this opportunity to express my gratitude to Al Mawashi. I am proud to have contributed to the company's new achievements over the past ten years, transforming it and advancing it to a future-ready stage. This foundation now paves the way for the next generation to elevate the company even further. I believe this is the right time for me to step aside and make room for new talent.

I wish for Al Mawashi to become the most sought-after brand globally, driven by trust and commitment to sustain its growth.

Osama Boodai



INTRODUCTION

By Fatima Zareen

Welcome to the second edition of Meat Insider, your premier source for insights, trends, and innovations in the global meat industry.

As we continue to grow and evolve, we are thrilled to bring you a fresh perspective on the dynamic world of meat trading, production, and sustainability.

One of the highlights of this edition is our special feature on the remarkable ten-year tenure of our CEO, Osama Boodai. Our cover story celebrates a significant milestone as we honor the remarkable achievement of Mr. Boodai, who has been at the helm for an inspiring decade. His visionary leadership has propelled Al Mawashi to new heights, and we are excited to share the journey of his incredible contributions.

Our goal with Meat Insider is to create a platform for knowledge sharing, collaboration, and inspiration. We invite you to explore the diverse content we have curated for you and join us in our mission to drive the meat industry toward a more sustainable and prosperous future.

Thank you for your continued support, and we hope you find the latest edition of Meat Insider enjoyable.

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EVENTS AND HAPPENINGS

NEW STORE OPENINGS AT UNION COOPS!

Al Mawashi UAE is delighted to announce our strategic alliance with Union Cooperative, extending our premium offerings to key locations including Nad Al Sheba, Barsha South, Silicon Oasis, Umm Suqeim, Barsha Mall, and Jumeirah Safa Park. As part of this collaboration, we will be providing top-tier butchery products, delectable appetizers, and delicious hot food options to customers at these esteemed Union Coop locations.



MURDOCH UNIVERSITY CAREER FAIR



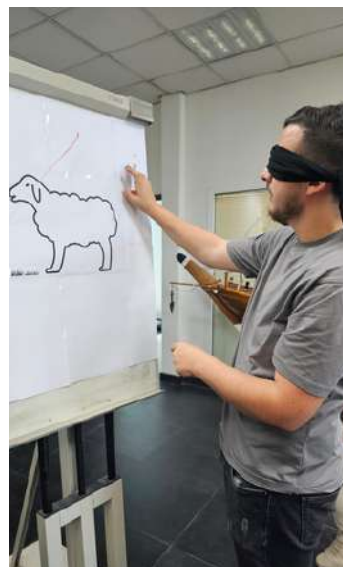
Al Mawashi UAE participated in the Murdoch University Career Fair on 13 June 2024 that brought together 20 esteemed companies and over 50 representatives. This event provided a fantastic platform for us to connect with talented students and graduates, share insights about our industry, and explore potential career opportunities within our organization.

AL MAWASHI FOOTBALL TEAM



Al Mawashi UAE has launched its very own football team - Al Mawashi FC! This initiative aims to promote sports and wellness among our employees and foster camaraderie within the corporate community. Our football team will participate in matches emphasizing teamwork, health, and the importance of protein in an active lifestyle.

EID AL ADHA FUN N' FEAST TEAM GATHERING AT AL MAWASHI UAE





EVENTS AND HAPPENINGS

COMMITMENT TO SOCIAL RESPONSIBILITY

At Al Mawashi South Africa, our commitment to social responsibility goes beyond providing premium quality meat products to our customers. We believe in giving back to the community and ensuring that families in need have access to the best meat.



A TEAM EFFORT EVERY FRIDAY



Fridays have become a special highlight of our week at Al Mawashi South Africa. As part of our dynamic marketing efforts, every Friday, we bring to you delicious steak rolls, sausage rolls, and succulent chops, prepared with care and dedication by our entire team.

HAMPER WINNER

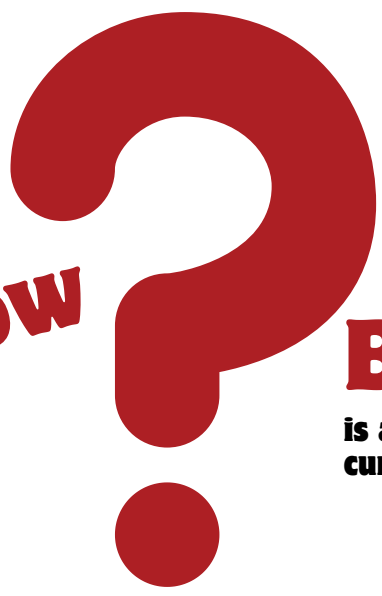


A big round of applause to the winner of our Facebook competition at Al Mawashi South Africa and winning the fantastic Freddy Hirsch Hamper.



By Elmarie Kriel

Did you know



Biltong

is a typical South African delicatessen, cured and dried meat snack.



Beef is mostly used to make biltong due to the availability and affordability, but other meat such as game and ostrich can also be used, which is cured in salt and spices like coriander, vinegar, and pepper, then air-dried. Traditionally, the biltong spice mix consists simply of salt, pepper, and coriander, although many other ingredients like white or brown sugar, chili flakes, paprika, smoked paprika, fennel seeds, garlic flakes, onion flakes, and cloves can be added. Biltong was invented to preserve meat for a long period of time in the dry South African bush and is a nutritious, high-protein snack packed with essential nutrients like iron and vitamin B12. The result is flavourful, tender meat that's sliced thinly and enjoyed as a snack. It's popular not only in South Africa but also in various other countries around the world. This method of curing meat was invented to preserve meat for longer periods of time in the dry conditions of the Southern African bush. Generally, almost any meat cut can be cured and dried, although most people agree that the hindquarters, the rear part of the animal also known as the buttock, are best for making biltong. The buttock includes cuts you can get as inner buttock or next to it at a butcher's shop, usually at a reasonable price for biltong use. Other cuts include brisket and even fillet or beef tenderloin.

Contd.



A quick guide how Biltong is made

Meat is cut along the grain into approximately 2.5 to 3cm thick strips with a layer of fat on one side. Clean the pieces by trimming off all the connective tissue but leave the fat. Even if you don't like fat, it enhances the flavor and can be removed once the biltong is dried. When the biltong is dried, cut it against the grain for a better product

The first step is to salt and dry spice for a minimum of three to six hours. Use either coarse sea salt or natural salt flakes and sprinkle a layer in a container with the mixed dry spices. Layer the meat with salt and spice mix and submerge the meat in vinegar. After the curing process hang the meat to dry. The ideal temperature for drying meat like this is between 22°C and 28°C. The warmer it is, the faster the meat will dry. Depending on the temperature and humidity of the drying area, it can take between four to six days before you can test if it's ready. To test, press on it—it should be firm on the outside and slightly yielding in the middle for moist biltong. Let it hang for a few more days to dry biltong.

Biltong can be enjoyed in several ways. It's often sliced thinly and eaten as-is. Thin slices of biltong can be added to sandwiches or rolls, often with cheese and maybe some chutney or mustard for added flavor. Biltong pairs well with cheese and crackers, making it a great addition to a cheese board or a quick appetizer. Some people like to incorporate biltong into salads for an added protein boost and flavor twist. While less common, some recipes incorporate biltong into dishes like pasta sauces to add a rich, meaty flavor.

Overall, biltong is versatile and can be enjoyed in various ways depending on personal preference and culinary creativity.



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AL MAWASHI ESTD 1973

By Fatima Zareen



**Celebrating a Decade of
Visionary Leadership:
Tribute to our
CEO Osama Boodai**

As we mark ten years under the exceptional leadership of our enigmatic CEO Osama Boodai, we reflect on a decade of remarkable achievements and profound transformations at Al Mawashi. These years have been a testament to our collective resolve to elevate the company's stature and enhance its services to consumers. Despite the myriad challenges we faced, Mr. Boodai's visionary leadership has guided us through each obstacle, driving Al Mawashi to unprecedented heights.

Special Feature

Contd.

By Fatima Zareen



TRIUMPHS UNDER TENACIOUS LEADERSHIP

Strategic Approvals and Infrastructure Development:

In 2014, we secured approvals from government agencies to build the largest slaughterhouse in the Middle East, a project stalled since 1997. This monumental achievement underscored our commitment to advancing our infrastructure to meet growing demand.

Operational Consolidation:

By 2016, all company departments were centralized at the operations center on our farm, streamlining our processes and enhancing efficiency.

Agricultural Advancements:

Our farm development efforts reduced sheep mortality rates from 3.55% in 2013 to an impressive 0.22%, reflecting our commitment to animal welfare and product quality.

Enhanced Product Quality:

Through improved veterinary care and superior feed mixtures, we significantly enhanced the quality of our imported Australian sheep meat, benefiting consumers and bolstering our brand's reputation.

A Vision for the Future

As we celebrate these milestones, we also look forward to the future with optimism and determination. We are confident that Al Mawashi will not only overcome future challenges but also seize new opportunities to further our mission of providing high-quality meat products while ensuring sustainability and innovation in every aspect of our operations.

Thank you, Mr. Osama Boodai, for your unwavering commitment and inspirational leadership. We are excited to see where your vision takes us in the years to come. Here's to more transformative changes, groundbreaking initiatives, and a future filled with incredible opportunities for all.

Fleet Modernization:

The arrival of our new ship 'Al Kuwait', one of the largest transporting ship in livestock channels from Australia to the port of Al-Shuwaikh in Kuwait, Al Kuwait is the 3rd ship introduced by Al Mawashi in addition to its previous acquisitions 'Al-Messsilah' and 'Al Shuwaikh'.

"Al Kuwait" was designed according to a modern technical system to create a healthy and safe atmosphere for live cattle in compliance with the international standards of care and subsistence.

Agricultural Innovations:

By cultivating vast areas of unused land for fodder, we ensured a sustainable supply chain, while our local sheep production projects and aquaculture reserves diversified our offerings.

Technological Integration:

We launched the first meat application, "Al Mawashi," enhancing customer service and 24/7 order reception, setting a new standard in the industry.

Geographic and Market Expansion:

Our strategic initiatives led to importing from new sources like Romania, South Africa, and Jordan. We developed the Emirates Company, expanded into retail and restaurant sales, and established over 16 direct sales points. In South Africa, we launched the first halal sales point in East London, marking our global footprint.

Pioneering New Markets:

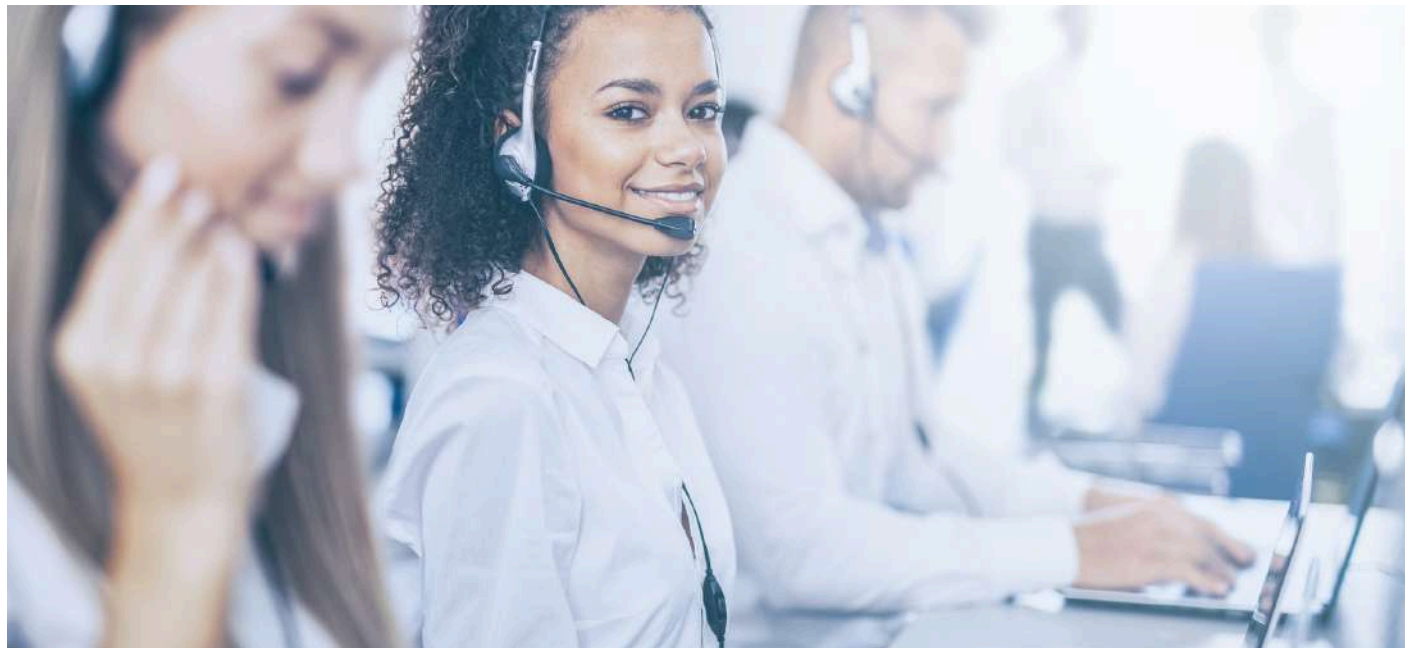
We became the first company to supply Australian sheep to the Saudi market after a 12-year hiatus. Our innovative strategies allowed us to rent ships and enter new markets, transporting livestock from South America, Australia, and New Zealand to Turkey, Iraq, China, and East Asian countries.

Strategic Marketing and Sales Expansion

We successfully marketed our brand, updated points of sale to stay current with industry trends, and repurposed unused spaces for rental income, optimizing our operational footprint.



How customer service works at **Al Mawashi?**



At Al Mawashi, customer service is not just a department; It is the heart of our operations. Whether it is corporate sales, home delivery sales, online sales, or braai , our commitment to customer satisfaction drives everything we do. Our support department is trained to serve both customers and all internal departments. Acting as a vital link between our company's various departments and our customers, the support team responds to customer calls, processes requests, addresses inquiries, and provides comprehensive assistance.

Corporate sales: Our team is dedicated to building and maintaining relationships with companies. By understanding the unique needs of each business customer, we offer customized solutions that include bulk orders, specialized discounts, and customized delivery schedules. Our team works closely with customers to ensure that every order meets their specifications and is delivered on time, every time.

Personal Service: Each corporate client is assigned a dedicated account manager who understands their specific requirements and preferences.

Just-in-time delivery: We pride ourselves on our precise delivery service, ensuring businesses get their orders exactly when they need them.

Home delivery sales: For our home delivery customers, convenience and reliability are paramount. Our home delivery service ensures that families get the best meat right at their doorstep, without any hassle.

Ease of ordering: Customers can place orders through our website or the customer service hotline. Our easy-to-use platform makes the process quick and straightforward.

Express Service: We offer flexible delivery times to accommodate our customers busy schedules, with same-day delivery options in many areas.

Customer Feedback: We strive for and value feedback, and use it to continually improve our services and meet our customers; expectations.

Customer Support: Our online chat and support team is available to assist with any queries or issues, providing real-time assistance to enhance your shopping experience.

Al Mawashi Braai: The team facilitates reservations for braai services at Al Mushrif Park and Al Mamzar, ensuring a seamless experience for our customers.

Ensuring exceptional customer service during the Eid slaughter of livestock



At Al Mawashi, we recognize the importance of this occasion and are committed to providing first-class customer service to ensure a smooth and respectful experience for our customers. Here's a closer look at how our customer service team worked hard during the holiday slaughter to meet and exceed expectations.

Preparation and planning

Preparations for Eid al Adha begin weeks in advance. Our customer service team collaborates closely with different departments to ensure all logistics services are provided. The company is working in full swing to fully serve the customer, and the support team is ready to serve the rest of the departments, meet the goals and participate to ensure the speed and quality of work. The support team is fully trained and equipped to make sacrificial orders and answer customers' inquiries fully, and they have the information and techniques necessary to serve the customer.

Customer engagement

Effective communication is at the core of our customer service strategy. During Eid al Adha, we are intensifying our efforts to engage customers through multiple channels:

Dedicated Helpline: We have created a dedicated helpline to handle queries related to Eid slaughter. Where the customer can contact him for any reason in terms of making a new request or inquiries related to the sacrifices, and our support team will be able to serve in all forms and means that suit the customer, ensuring best quality and service to livestock customers.

Online Support: Our online customer service team is available around the clock to assist with orders, provide updates, and address concerns.

Personalized Service: We provide personalized services to clients who require specific arrangements for their sacrifices. This includes requests for time and method of slaughter, as well as packaging and delivery preferences. It is determined and sent to the customer according to his desire, according to his preference for the type of sacrifice, the place of receiving it, and how it is sent and delivered to the customer.



Care of Animals during Eid Al-Adha Sacrifice

Eid al Adha:

Its an Islamic festival in which the Muslims around the world sacrifice animals in the name of Allah.

Animals permissible for Adha (Slaughter):

- Sheep
- Goats
- Cattle/ox
- Camel

Condition for selecting and scarified animals:

The animal must be of a certain age

The animal must be healthy, fit and free from disease

The animal must be well-cared.

Al Mawashi animals for Sacrifices:

Al Mawashi is one of the leading company at the region who provide service of ADHA during Eid-Ul Adha at Kuwait, UAE and South Africa. Thousands of animals are slaughtered for charity and for consumer use by ordering online through Al Mawashi App.

Types of animals available for ADHA:

Al Mawashi has variety of animals for ADHA that includes.

- Dorper lamb
- Cross breed lamb (Suffolk sheep)
- Merino Lamb
- Merino Wether
- Cattle

Procedure for selection and management of animals at the farm:

A. Pre-Selection of animals:

For Eid al Adha the animals are pre-selected at the farm and are kept separate from the rest of the farm animals with special identity.

The best and well fit healthy animals are separated.

The animals are selected on the basis of age, weight and type of breed per customer demand.

B.Management of animals at the farm:

Housing and bedding space:

The animals are provided with adequate space and dry & clean bedding area.

The pens are properly shaded and having proper ventilation and lighting.

Animal pens are kept free from all type of faults and flaws that can harm and injured the animals and have an adverse effect on animal welfare.

Animals having all the times free access of feed and water.

Water : The animals are provided clean and fresh drinking water 24 hrs a day.

Feeding: The animals are fed daily with sufficient quantity of fresh and healthy nutritional feed.



Trained livestock staff:

For keeping care of the animals well trained, skilled and competent livestock workers are allotted who are responsible for animals feeding, handling, loading and unloading. They ensure 24x7 monitoring of the sheep for their health and feeding.

Veterinary inspection:

The animals are daily inspected by Veterinarian for their health, feeding and watering. The sick and injured animals are isolated and are treated accordingly.

Feeding of supplements and extra care:

The animals isolated for Eid al Adha are fed with extra ration, supplements, minerals and are provided the best veterinary care to improve their health, weight and quality of the meat.

C. Pre-Slaughter Procedure:

The animals isolated for EID are inspected for their health by veterinarian and are then transferred to the Slaughterhouse lairage at least 12 Hours before slaughtering, where they kept on fasting by providing plenty of water without feed.

Antemortem Inspection:

Antemortem inspection are carried out by the Veterinarian before slaughtering. The animals are checked for their health, body condition and fitness for ADHA.

The sick, injured and physically unfit animals are not allowed to be slaughtered. Without Veterinary recommendation, animals are not allowed to slaughter.

Halal slaughtering procedure:

Al Mawashi are strictly following halal slaughtering procedure.

Well rested and physically fit animals are allowed to slaughter.

Well trained animals' handlers are provided to ensure the best handling procedure to avoid stress on the animals.

Animals are not allowed to be physically tortured and harmed.

Always sharp and long knife are used.

Sharpening of knife in front of the animals are not practiced.

D.Slaughtering:

The animals are slaughtered by Muslim slaughterman, who invokes " Bismillah Allahu Akbar" and cut both the carotid arteries, pharynx and esophagus by a single sharp cut. The skinning is started after completion of full bleeding and confirmation of death of the animals.

Workers with occupational health card:

The workers occupied OHC from the health department are allowed to work at the slaughterhouse and in the processing department without OHC the workers are not allowed.

Postmortem inspection:

After slaughtering and skinning the carcass are inspected by Ministry qualified Veterinary Doctor. Who has the authority to pass or cancel the carcass.

The carcass are inspected by viewing, incision, palpation and olfaction techniques. Any portion/ part of a carcass that is abnormal or diseased are condemned or trimmed.

Carcass or part of the carcass with abnormal colour and unfit for human consumption are completely condemned

A. Transferred to Chiller:

Carcass with full bleed and good quality are passed for further process.

After Post mortem inspection the carcass are transferred to the chiller and stored at the temp 0-4 C.

After completion of the rigor mortis and reduction of the internal body temperature, the carcass is processed for cutting and packing.

Hygiene training:

All the workers at the processing unit are certified by Hygiene Training Certificate by Dubai Municipality and OHC. The purpose to ensure food safety and hygiene standard at the facility.

B. Cutting and packing:

The cutting and packing of the carcass are practiced by well qualified butchers under the supervision of quality team. Responsibility of the quality team is to ensure hygiene procedure and to maintain best quality at the time of processing and packing of the carcass.

C. Delivery:

Deliveries are carried out by well trained staff with knowledge of food safety and hygiene.

Seamless Eid Slaughter Operations

Excellence in Every Step



During the blessed days of Eid Al-Adha 2024, Al Mawashi Kuwait successfully managed and executed the slaughter operations for various groups including families, committees, home services, and VIPs. This year, our operations were meticulously planned to ensure efficiency, quality, and customer satisfaction.

Statistics:

South African Livestock: A total of 1,386 heads were delivered, with 1,381 coupons sold.

Arabic Livestock Coupons: 4,602 coupons were issued.

Family Slaughters: A total of 4,612 slaughters were conducted for families



Picture is for illustration purpose only

This year's Eid Al-Adha slaughter operations at Al Mawashi Kuwait demonstrated our commitment to providing high-quality services to our diverse clientele. The efficiency and accuracy of our processes ensured a smooth and satisfactory experience for all involved.

Fun Fact



According to Guinness World Records, the oldest age recorded for a sheep so far was 28 years and 51 weeks. The crossbred sheep was kept at Taliesin, near Aberystwyth in Wales. The sheep gave birth to a healthy lamb in 1988 at the age of 28, after lambing successfully more than 40 times. She died in January 1989.

Picture is for illustration purpose only

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Did you know?

By Elmarie Kriel

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Care of Animals during Eid Al-Adha Sacrifice

By Dr. Altaf Khan

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NCBI, religion and animals welfare-

A n Islamic perspective

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Fun Fact

By Fatima Zareen

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