



المواشي
AL MAWASHI

MEAT INSIDER

QUARTER 4, 2024



SPECIAL FEATURE

CREATING A SAFE HAVEN:
PREPARING FARM FOR NEW ARRIVALS



Milestones and Memorable Moments



More
**EXCITING
READS INSIDE**

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.

Kuwait . UAE . South Africa . Australia

Al Mawashi is available online in UAE

talabat

amazon

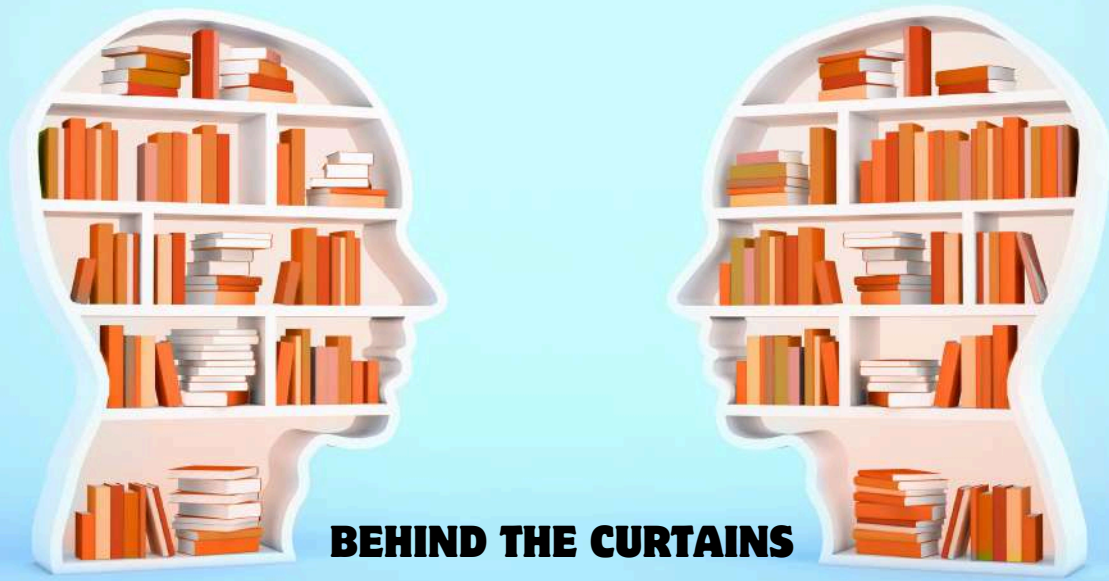
إنستاشوب
InstaShop

elGrócer



BBAYTI is available online in UAE





Editor

Fatima Zareen

Contributing Writers

Dr. Altaf Khan
Chef Naglaa Elkott
Maha Madkour
Walid Tawfiq
Motaz Abusaada
Elmarie Kriel

Arabic Translation & Broadcast Support

Naya Edrees

Online Publishing

Ali Farah

Cover Picture Courtesy

Al Mawashi Archive

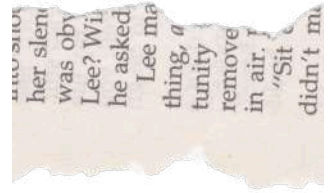
IN THIS ISSUE



Starter
By Ali Farah



Introduction
By Fatima Zareen



Events and Happenings
By Fatima Zareen



Special Feature:
Creating a safe haven:
Preparing the farm for
new arrivals
By Dr. Altaf Khan



Recipe
By Chef Naglaa Elkott



E commerce: A game changer for meat industry
By Maha Madkour



Reflecting on some of our journey
By Walid Tawfiq



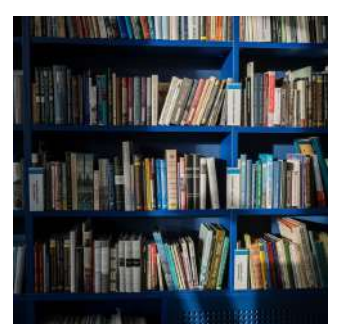
Cooking up some Chemistry
By Motaz Abusaada



South African meat is among the best in the world, and for good reason!
By Elmarie Kriel



Amazing Fact
By Fatima Zareen



References



STARTER

As we step confidently into 2025, our company is energized by the opportunities and challenges that lie ahead. This year represents not just the start of another chapter but a pivotal moment in our journey toward growth, innovation, and impact.

We aim to enhance our product offerings by leveraging cutting-edge technology and exploring new solutions that address our customers' evolving need.

While our immediate goals are ambitious, they are part of a larger vision that extends beyond this year. Every step we take in 2025 is a building block toward a future where innovation, sustainability, and community are deeply integrated into everything we do at Al Mawashi.

We believe that by working together—with our employees, customers, and partners—we can achieve remarkable things. Let's make 2025 a year of bold action, meaningful progress, and shared success. Here's to an extraordinary year ahead!

Ali farah



INTRODUCTION By Fatima Zareen

Welcome to the fourth edition of Meat Insider!

As 2024 comes to a close, we are thrilled to bring you the final edition of Meat Insider for the year. This edition is a celebration of our milestones, a reflection on cherished memories, and a glimpse into the exciting road ahead.

2024: A Year of Growth and Innovation

This year has been nothing short of remarkable for Al Mawashi. From expanding our operations to achieving significant customer satisfaction milestones, we have continuously raised the bar in the premium meat industry. As we wrap up the year, we honor the dedication and teamwork that made these achievements possible.

Special Feature: Preparing the Farm for New Arrivals

In this edition, we delve into the fascinating journey of preparing our farms for the new season. Learn how meticulous planning and sustainable practices ensure our livestock is nurtured in optimal conditions. This behind-the-scenes glimpse underscores our commitment to quality and care.

E-Commerce: The Game Changer

The digital age has transformed the way we connect with our customers. Discover how this shift has opened doors to new opportunities and set a precedent for the future of premium meat retail.

Join us in celebrating another successful year at Al Mawashi. With inspiring stories, industry insights, and heartfelt memories, this edition of Meat Insider is your gateway to all the action, innovation, and excitement that defined 2024.

Here's to a brighter, more promising 2025!



EVENTS AND HAPPENINGS

Al Mawashi Kuwait unveils a fresh new look



Al Mawashi Kuwait has launched products in a refreshing new look, including an updated design for sales points, branding enhancements, implementation of a planogram for product display, and the addition of promotional materials.





EVENTS AND HAPPENINGS

Al Mawashi Kuwait set a plan in 2019 to enhance social responsibility efforts and strengthen its community ties, aiming to highlight its leading community role. In 2024, the company participated in several initiatives:

Sponsored the "Land of Fun 4" festival, distributing vouchers worth 5 KWD to 150 needy families on March 2, 2024, in cooperation with the Manarat Ghadeer Volunteer Team

Participated in the "Ne'mati" initiative, which aims to preserve blessings, prevent food waste, and promote environmental protection and volunteerism. The initiative uses the fully equipped Fahad Al-Ahmad Hall with storage racks, refrigerators, and cold rooms to collect food nearing expiry from companies and donors. These items are turned into food parcels and distributed to underprivileged families.

Al-Mawashi Company has allocated a space in its public hall at Al Mawashi Slaughterhouse in Al-Rai area for Kuwaiti farmers to host a free exhibition, where they can showcase and sell products from their private farms every Monday and Tuesday.

Distributed Ramadan food boxes in collaboration with LOYAC to 60 underprivileged families on March 6-7, 2024.

Sponsored the "Joy Festival" for people with special needs, the elderly, orphans, and the disabled, distributing vouchers worth 300 KWD in partnership with Sanfer World Company for Artistic Production on May 30, 2024





EVENTS AND HAPPENINGS

Al Mawashi Shines at Kuwait Food Expo, Showcasing Commitment to Affordable Meat Products

الحسيني: المخزون الاستراتيجي آمن لفترة طويلة والأسعار مستقرة



افتتاح معرض الغداء

المواد الغذائية يشتد انخفاؤها سواء كانت لحوماً أو منتجات زراعية أو سمكية مع الحرص الشديد على توازن الأسعار ونوعاً آخر من المنتجات المستوردة ورجال الأعمال الكويتيين في ضرورة الاستثمار في السوق المحلي وإعادة أموالهم المستثمرة بالخارج إلى الكويت كونها الأفضل، وهي البيئة الآمنة للاستثمار وتحقيق الأرباح الجيدة.

والنقل مما انعكس على زيادة الأسعار. لكننا نفاوم بشدة الغلاء بالتعاون مع الجهات الحكومية لدعم السلع الاستراتيجية. لافتاً إلى أن الاتحاد الكويتي للأغذية يحرص بشدة من خلال الأعضاء على عدم تجاوز الأسعار حدودها غير المنطقية وتلك برفع مستويات الجودة في الإنتاج وضبط التوازن في التكلفة. وإشادته بدور وجهود وزارة التجارة والصناعة في مكافحة ارتفاع الأسعار من خلال قياديي الوزارة وفرقها التفتيشية التي تنفذ حملات مكثفة لتوقيف على أي حالات يحدث لارتفاع السلع الاستراتيجية مؤكداً أن الكويت هي الأفضل في المنطقة من حيث توفر المخزون الاستراتيجي بشكل جيد. ومن حيث توفر

المخزون أمن والأسعار مستقرة. وقال إن الكويت تحتل مركزاً استراتيجياً جغرافياً في المنطقة خلعها هي أكثر الدول استقراراً خاصة فيما يتعلق باستيراد المواد الأولية والمنتجات التي تحتاجها من شأنها أن تؤدي إلى ارتفاع الأسعار. إلا أن حكومة الكويت تتفاهق وبشدة هذه العملية لتكبح جماح ارتفاع الأسعار. ورغم أن أسعار السلع الغذائية مرتفعة بشكل مستمر مع الظروف المعيشية لافتاً إلى أن الشركات الكويتية المنجحة للمواد الغذائية تحرص على عدم رفع الأسعار إلا بحسب ظروفها. وتأسس إلى أن الإحصاءات والصرافات الأخيرة أثرت بصورة سلبية على الشحن والتفويض

أكد نائب رئيس مجلس إدارة الاتحاد الكويتي للأغذية عزارة الحسيني أن الحكومة تعمل جاهدة لمعالجة ارتفاع الأسعار من خلال اجتهادها المهنية بما يعكس استقرار أسعار السلع الغذائية في الكويت وسط ما يحدث من ارتفاعات لأسعار المواد الخام والمواد الأولية من الدول المصدرة بالخارج. وأضاف الحسيني، في تصريح صحافي خلال افتتاح معرض الغداء الكويتي، أن الدولة تولي اهتماماً كبيراً بدعم ورعاية الشركات التي تعمل في المجال الغذائي. كذلك الشركات التي تعمل في تنمية وتخزين المنتجات الوطنية، بهدف تأمين المخزون الاستراتيجي للغذاء لفترات طويلة، مؤكداً

شركة «المواشي» تحرص على حماية أسواق اللحوم من الغلاء الماجد

حيث إن الشركة هي التي تحافظ على السوق من ارتفاع الأسعار كونها تبيع منتج ولحوم في دولة الكويت من اللحوم وبأسعار مخفضة من المنتجات بأسعار ملائمة للمستهلك المحلي وذلك عبر سلسلة الفروع الشركة المتواجدة في أنحاء الكويت.

إن الشركة تحرص وبشدة على توفير المنتجات بأسعار ملائمة للمستهلك المحلي وذلك عبر سلسلة الفروع الشركة المتواجدة في أنحاء الكويت.

المنتجات التي تحافظ على السوق من ارتفاع الأسعار كونها تبيع منتج ولحوم في دولة الكويت من اللحوم وبأسعار مخفضة من المنتجات بأسعار ملائمة للمستهلك المحلي وذلك عبر سلسلة الفروع الشركة المتواجدة في أنحاء الكويت.

المنتجات التي تحافظ على السوق من ارتفاع الأسعار كونها تبيع منتج ولحوم في دولة الكويت من اللحوم وبأسعار مخفضة من المنتجات بأسعار ملائمة للمستهلك المحلي وذلك عبر سلسلة الفروع الشركة المتواجدة في أنحاء الكويت.

المنتجات التي تحافظ على السوق من ارتفاع الأسعار كونها تبيع منتج ولحوم في دولة الكويت من اللحوم وبأسعار مخفضة من المنتجات بأسعار ملائمة للمستهلك المحلي وذلك عبر سلسلة الفروع الشركة المتواجدة في أنحاء الكويت.

المنتجات التي تحافظ على السوق من ارتفاع الأسعار كونها تبيع منتج ولحوم في دولة الكويت من اللحوم وبأسعار مخفضة من المنتجات بأسعار ملائمة للمستهلك المحلي وذلك عبر سلسلة الفروع الشركة المتواجدة في أنحاء الكويت.



Kuwait City – Al Mawashi, a leading name in the meat industry, made a significant impact at the **Kuwait Food Expo**, highlighting its vital role in ensuring the availability of quality meat products as a cornerstone of the local food market. The company's participation underscores its dedication to providing affordable and high-quality meat to consumers through its extensive network of branches across Kuwait.

Speaking at the exhibition, Acting CEO Mr. Ahmed Ayoub Al-Majed emphasized Al Mawashi's future-oriented strategy, which centers on expanding its product range to meet the evolving needs of local consumers. "Our products adhere to global quality standards, ensuring halal slaughter and state-of-the-art methods in meat processing, preservation, and refrigeration," he stated.

Al Mawashi remains committed to stabilizing the local meat market amidst fluctuating global raw material costs. The company leverages its resources to maintain competitive pricing while preventing price hikes, a responsibility it takes seriously as the largest producer and distributor of meat in Kuwait.

"We continue to implement our strategic plans, ensuring the market's demand for meat is met at reduced prices. This reflects our ability to overcome challenges associated with rising production costs, whether for imported or locally sourced inputs," Al-Majed added.

The company's presence at the Kuwait Food Expo reaffirms its pivotal role in strengthening food security, maintaining price stability, and catering to the dietary needs of Kuwaiti consumers with quality and affordability at the forefront.

نائب رئيس اتحاد الأغذية افتتح "FOOD EXPO" الحسيني: المخزون الاستراتيجي آمن لفترة طويلة... والأسعار مستقرة

■ مروه البجراوي



عزارة الحسيني خلال افتتاح معرض الغداء

أكد نائب رئيس مجلس إدارة الاتحاد الكويتي للأغذية عزارة الحسيني أن حكومة الكويت تعمل جاهدة لمعالجة ارتفاع الأسعار، وذلك من خلال اجتهادها المهنية بما يعكس استقرار أسعار السلع الغذائية في الكويت في ظل ما يحدث من ارتفاعات أسعار المواد الخام والمواد الأولية من الدول المصدرة بالخارج وإضاف في تصريح صحفي خلال افتتاح معرض الغداء الكويتي "FOOD EXPO" اهتماماً كبيراً بدعم ورعاية الشركات التي تعمل في المجال الغذائي وتكثرت الشركات التي تعمل في تنمية وتصنيع المنتجات الوطنية، بهدف تأمين المخزون الاستراتيجي للبلاد لتفادي مخاطر ارتفاع الأسعار. مؤكداً أن الكويت من حيث توفر المخزون الاستراتيجي خاصة فيما يتعلق باستيراد المواد الأولية والمنتجات التي من شأنها أن تؤدي إلى ارتفاع الأسعار، إلا أن حكومة الكويت تتفاهق وبشدة هذه العملية لتكبح جماح ارتفاع الأسعار، لافتاً إلى أن الشركات الكويتية المنجحة للمواد الغذائية تحرص على عدم رفع الأسعار إلا بحسب ظروفها. وتأسس إلى أن الإحصاءات والصرافات الأخيرة أثرت بصورة سلبية على الشحن والتفويض

التجارة والصناعة في مكافحة ارتفاع الأسعار وذلك من خلال قياديي الوزارة وفرقها التفتيشية. ودعا جميع المستثمرين ورجال الأعمال الكويتيين إلى ضرورة الاستثمار بأسواق المحلي كونها الأفضل وهي البيئة الآمنة للاستثمار.

الماجد: «المواشي» حريصة على تأمين حاجة السوق بأسعار مخفضة

قال الرئيس التنفيذي والتكليف لشركة نخل وتجارة المواشي، احمد الماجد أن المشاركة في هذا المعرض تأتي انطلاقاً من دور الشركة الوطني في توفير منتجات اللحوم كواحدة من أهم أسس المنتج الغذائي في السوق المحلي. ودون خطط الشركة المستقبلية أكد الماجد أن استراتيجية المواشي تعمل على التوسع في المنتجات بما يلبي حاجة المستهلك المحلي نظراً لأن منتجات الشركة تنفذ طبقاً لمواصفات ومعايير ستراييجيتها العالمية بالبيع المتكامل والتصنيع الذي يواكب أحدث أساليب وتقنيات اللحوم. وقال الماجد إن «المواشي» ماضية في تنفيذ خطتها المستقبلية عبر ما يتوافر لديها من معلومات لتأمين حاجة السوق من اللحوم وبأسعار مخفضة حيث أن الشركة هي التي تحافظ على السوق من ارتفاع الأسعار كونها تبيع منتج ولحوم في دولة الكويت من اللحوم وبأسعار مخفضة من المنتجات بأسعار ملائمة للمستهلك المحلي وذلك عبر سلسلة الفروع الشركة المتواجدة في أنحاء الكويت.

المنتجات التي تحافظ على السوق من ارتفاع الأسعار كونها تبيع منتج ولحوم في دولة الكويت من اللحوم وبأسعار مخفضة من المنتجات بأسعار ملائمة للمستهلك المحلي وذلك عبر سلسلة الفروع الشركة المتواجدة في أنحاء الكويت.

EVENTS AND HAPPENINGS



Unlocking the future transformation of HR

During the month of October, one of the largest and most famous events in the history of HR took place in the Dubai World Trade Center between Oct 23 & 24. At HR Summit & Expo the attendees experienced a dynamic blend of keynote speeches, panel discussions, and interactive workshops from industry experts. They gained actionable insights into the latest HR trends and technologies, enhanced their talent management strategies, and network with professionals from across the field. It's a comprehensive event designed to equip them with the tools and knowledge to advance their HR practices.

Another participation from our side for networking, discussion and exchanging experiences was in LinkedIn Company in Dubai Media City where great and honest discussions took place, mostly regarding Talent Acquisition & Retention and Skill Development and Upskilling.

Pic credit : Ms Tahani Makkouk, HR Coordinator at the HR Summit held at DWTC

Mr. Khalid, Mr. Waleed from Al Mawashi and Mr. Salim from Dubai Municipality, the Manager of Mamzar Park, convened at Mamzar Park to discuss enhancing Mawashi Braai services, aiming to further elevate the visitor experience..



Al Mawashi Braai Hosts Exclusive Ladies-Only Day at Al Mamzar Park on Mondays and Wednesdays with a special deal for limited time.! This exclusive event is designed to provide a welcoming and comfortable atmosphere for women to gather and enjoy the finest grilled delicacies in the UAE.

cha him to pay L obje gla her to wou "N into her s was Lee? he as Lee thing tunity remo in air "Si didn' 'Plea Lee sat. A of his faded The She Jack saw th said so just wa Lee "How "The "Shit

EVENTS AND HAPPENINGS

Exclusive Training Session by MLA and Chef Tarek Ibrahim



Al Mawashi, in collaboration with Meat & Livestock Australia (MLA), proudly hosted an exclusive training session on 19 and 20 November for our valued partners and employees. Conceptualized by Mr. Ahmed Shokry, Business Development Manager and led by the renowned chef and meat expert, Tarek Ibrahim, the session offered an unparalleled opportunity to deepen knowledge and refine expertise in meat selection, understanding prime cuts, and mastering advanced cooking techniques. Participants gained valuable insights into premium meat quality and preparation, empowering them to deliver exceptional culinary experiences.



The Meat Queens of Al Mawashi, our ladies-only club, recently attended an enlightening Self-Empowerment & Ladies Etiquette hosted by Nobel Vision on September 28th. This session was truly transformative and provided invaluable insights that empowered every participant.



Creating a Safe Haven: Preparing Farm for New Arrivals

There are several key steps which are important to ensure the health and safety of the newly received animals. Here's a comprehensive guide:

1) Facility Preparation:

a) Clean and Sanitize Housing:

Cleaning is important to remove pathogens and parasites that can harm the new animals and sanitation prevents the spread of diseases.

Special Feature

- Remove all old bedding, hay, and waste.
- Ensure cleaning of all the fodder and water troughs.
- Use a specific disinfectant for disinfection purpose approved by local Govt. authority (follow manufacturer instructions for dilution and contact time).
- Frequency: Perform deep cleaning a few days before arrival and disinfection.

a) Inspect and Repair:

To ensure that the shelter is structurally perfect and can protect the animals from harsh weather and predators.

- Check the shading, floors and fences for the damaged.
- Check for loose wires or broken posts.
- Ensure doors are open and close properly.
- Check for electricity supply and for lighting.
- Fix all the broken and damaged parts at the farm before arrival.
- Documentation: Keep a maintenance record of repairs and issues addressed.

2) Feeding and Watering Systems:

a) Feed Preparation:

Quality nutrition is critical for the health and growth of new animals.

·Identify the nutritional requirements and feeding needs for the specific breeds or species you're receiving.

·Purchase feed from the reputable suppliers to ensure quality and avoid contamination.

·Store feed in a dry, cool area to prevent spoilage and pest infestations.

- Frequency: Check feed supply regularly and rotate stock based on expiration dates.

a) Water Supply:

Cleaning water is essential for the control of diseases and its constant availability is use for the hydration, digestion and for prevention of health issues.

- Clean troughs regularly with scrub brushes.
- Inspect plumbing for leaks or clogs.
- Consider installing automatic waterers for convenience.
- Monitoring: Ensure water is always clean and fresh; check daily.

3). Health and Biosecurity Measures:

- a) Establish Quarantine Area:
 - Designate a separate area away from existing livestock.
 - Ensure it has adequate shelter, feeding, and watering systems.
 - Monitor for signs of illness (e.g., coughing, lethargy).
 - Duration: Keep new arrivals in quarantine for at least 14-30 days, depending on species.

b) Veterinary care and Inspection:

- Regular veterinary inspection is recommended for the new arrival and should be observed for any sign of diseases and sickness.
- Follow the necessary vaccinations and treatments recommended for the new animals.
- Arrange and keep ready all the required medicine and vaccine before arrival of new animals.
- Documentation: Keep a record of veterinary inspection and treatments administered.

c) Drafting and housing of animals:

At the time of receiving draft the animals on the basis of age, breed, sex and weight.

Identify and separate the sick and skinny animals.

Arrange separate housing for the healthy and sick animals.

4) Equipment and Machinery:

·Gather necessary equipment such as feeders, troughs, and tools for maintenance.

·Stock up on supplies like bedding, veterinary care items, and grooming tools.

· Keep ready the all-necessary equipment's and machinery before arrival of new animals.

Documentation: Keep record for maintenance of the machinery and equipment's.





5) Transportation:

- Choose a vehicle appropriate for the type and number of animals being transported.
- Ensure the transport vehicle is clean, safe, and well-ventilated. Check for any sharp objects or hazards.
- Ensure there is enough space for animals to stand comfortably without overcrowding.

6) Documentation and Record Keeping:

- Keep record for the animal's stock, feed stock and feeding schedules.
- Keep record for animals' movement, breeding history, new born and mortality.
- Keep vaccination records and veterinary treatments documented.

7) Staff Training and socialization:

- Provide training about animal handling, loading, feeding, and recognizing signs of distress.
- Discuss the specific needs and behaviors of the new animals.
- Spend time with the new sheep to help them get used to human interaction and their new surroundings.

8) Final Checks Before Arrival:

Walkthrough Inspection:

Conduct final check of the farm facility

Perform a complete inspection of all facilities, ensuring cleanliness and safety.

Double-check that food, water, and bedding are in place.

Documentation: Take notes on any last-minute adjustments needed before arrival.

By following these above detailed steps, you will create a comprehensive and effective preparation plan that ensures a smooth transition for your new animals, fostering their health and happiness on your farm!



Chef's Corner - Recipe

Lamb Kabsa

- 1- lamb shoulder 2 kg
- 2- Basmati Rice 1 kg
- 3- Onion 250 g
- 4- Tomato Cubes 200 g
- 5- Grated Carrots 200 g
- 6- Coriander Fresh 50 g
- 7- Long Sweet Chili 200 g
- 8- Kabsah Spices 20g
- 9- Cloves 10 g
- 10- Yellow Lomi 25 g
- 11- Maggie Cubes 3 pc
- 12- Corn Oil (Optional)
- 13- Ghee (Optional)



Instructions:

1. Boil the Meat:
2. Boil the meat until tender and set it aside. Reserve the broth for later use.
3. Prepare the Base:
 - Heat a pot on medium heat and add ghee with a small amount of oil.
 - Add the finely chopped onions and sauté until they turn transparent.
4. Add Carrots and Spices:
 - Add the hot pepper and cook for a few minutes.
 - Stir in the grated carrots and cook until they are half-cooked.
 - Add all the spices, stirring well until their aroma is released.
5. Add Tomatoes and Broth:
 - Add the diced tomatoes and mix well.
 - Pour in the reserved meat broth and bring the mixture to a boil. Let it simmer for 10 minutes to allow the flavors to blend.
6. Cook the Rice:
 - Add the rice to the pot and cook on high heat for 5 minutes.
 - Reduce the heat to low and cover the pot. Allow the rice to cook fully until tender.
7. Serve:
 - Fluff the rice with a fork, and serve hot with the boiled meat.

ATTENTION PLEASE



UAE CARD ALERT

We are
ACCEPTING
FAZAA CARDS
ONLY AT OUR BRANCHES

Visit and
try our
best meat!

Contact us for more
Info: 800 8888 22

المواشير
AL MAWASHI

We are accepting

CALL FOR MORE INFO
800 8888 22

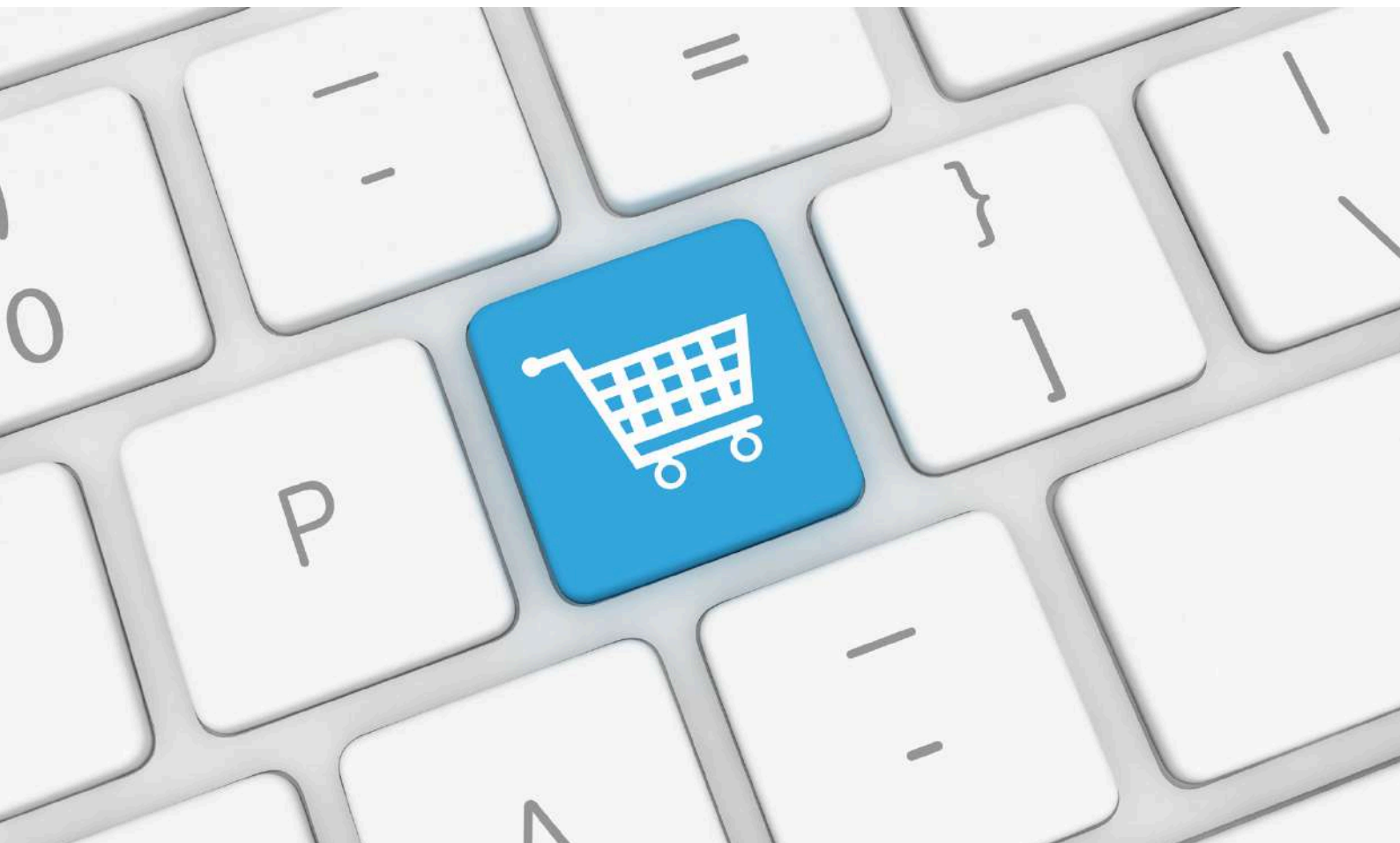
E-commerce: A Game-Changer for the Meat Industry.

E-commerce has become a vital tool for the meat industry, offering numerous benefits for both consumers and businesses. For consumers, online shopping provides convenience, allowing them to purchase meat products from the comfort of their homes and have them delivered directly to their doorsteps. This eliminates the need for time-consuming trips to the grocery store and ensures a wider selection of products.

For businesses, e-commerce enables them to reach a larger customer base beyond their local area. By establishing an online presence, companies can tap into new markets and increase their sales potential. Additionally, e-commerce platforms provide valuable data on customer preferences and buying habits, allowing businesses to tailor their offerings and marketing strategies accordingly.

Al Mawashi, a prominent player in the meat industry, recognizes the importance of e-commerce and is actively working to improve its online presence. By embracing digital technologies and optimizing Al Mawashi e-commerce platform, Al Mawashi aims to enhance customer experience, streamline operations, and ultimately drive growth.

Al Mawashi is expanding its reach! Discover our products on fast-growing platforms such as Amazon, Noon, Talabat, InstaShop, El Grocer, Deliveroo, and more. To reach our loyal customers, this strategic move allows customers to enjoy the convenience of online shopping while ensuring the freshness and quality they expect from Al Mawashi as usual.





Reflecting on some of Our Journey:

A Special Edition of Milestones and Memorable Moments

As we reach the end of another year, it's the perfect time to look back and reflect on everything we've accomplished. This special edition is dedicated to the milestones we've achieved, the challenges we've overcome, and the unforgettable moments that have made the year so meaningful. It's also a time to look forward with excitement, as we have many new plans and goals for the coming year.

Over the past year, we faced several challenges, but each one helped us grow and become better at what we do. It was a year of learning, adapting, and improving. We've worked hard to create better experiences for our customers and to make sure our team is always growing and learning too. Now, let's take a look back at some of the most important moments and challenges that shaped our year.

Challenge 1: Ensuring the Availability of Burger Boxes

One of the challenges we faced was making sure we had enough burger boxes available for our customers. There were times when the materials we needed to make the boxes were out of stock, and that could have caused delays in fulfilling orders. However, we didn't let this stop us.

We worked closely with our suppliers, found alternative solutions, and kept everything running smoothly. This experience taught us how important it is to plan ahead and be flexible when things don't go according to plan. It also showed us that even when things seem out of control, there is always a way to manage and find a solution.

Challenge 2: Navigating Mamzar Parking Reservations

This year, we introduced a new parking reservation system at Mamzar. This was a new experience not just for our team, but for our customers as well. We had to learn how to manage the system, make sure it was easy for everyone to use, and resolve any issues that came up. It was a bit of a challenge at first because we had never used a system like this before. But with hard work, patience, and teamwork, we got it up and running. Our customers were able to reserve parking spots smoothly, and this new system made the whole process much easier for everyone. It was a great reminder that trying new things, even if they're a little challenging, can bring positive changes.

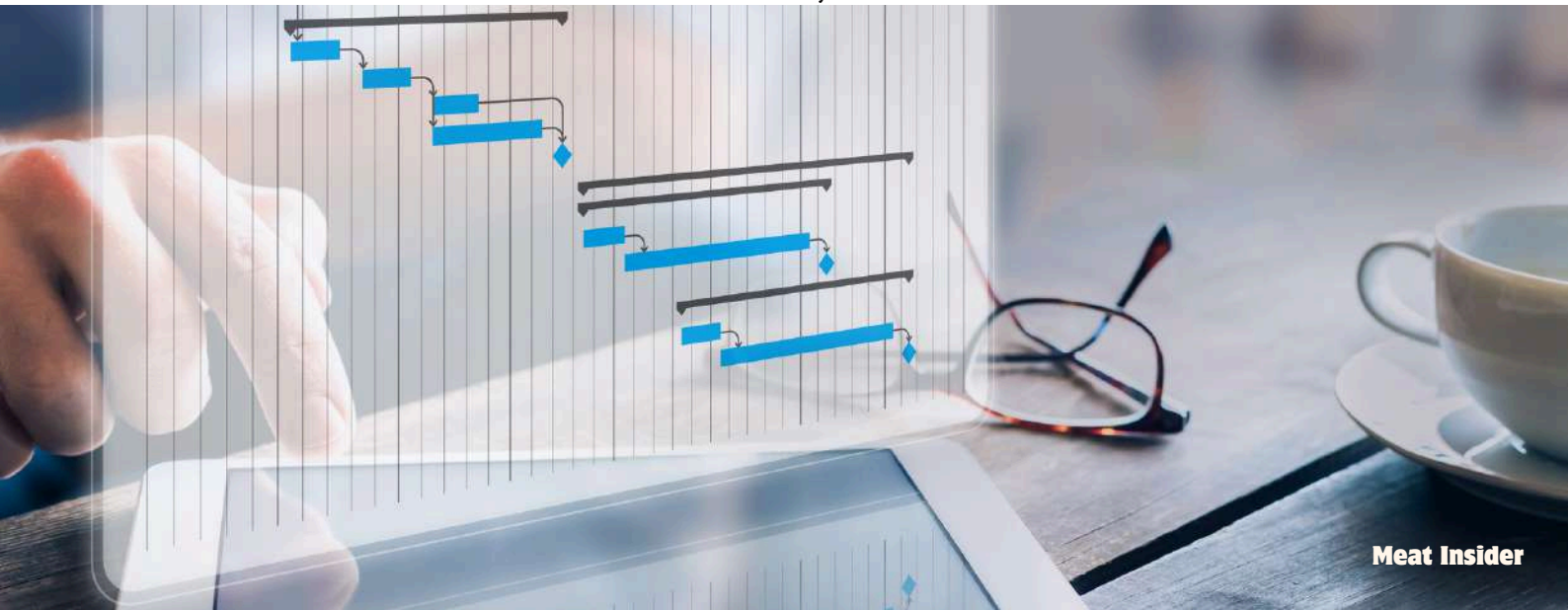
Challenge 3: Starting Tele-Sales for the First Time

This year, we also began offering tele-sales for the very first time.

It was something we had never one before, so we had to learn how to approach customers over the phone, answer their questions, and offer them the best service possible. There was a lot to learn, but with training and practice, our team got better at it. We found that tele-sales helped us reach more customers and give them a more personal experience. It was exciting to discover a new way of connecting with our customers and expanding our services.

Challenge 4: Implementing a New System (Odoo)

A big change this year was the switch to a new system called Odoo. This system was designed to help us manage our operations more efficiently, but learning how to use it was a challenge. We had to spend time getting familiar with the new tools and processes, and it wasn't always easy. But by working together and helping each other, we were able to get up to speed quickly. The new system has made a huge difference in how we manage everything from inventory to customer orders. It's allowed us to improve our service and run our operations more smoothly. This experience taught us that change, while sometimes difficult, can lead to great improvements.





Challenge 5: Welcoming and Training New Employees

As our team grew this year, we welcomed several new employees. Training new people quickly and making sure they understood our values and service standards was a big challenge. We wanted to make sure they felt supported and ready to provide excellent service to our customers. We worked hard to train them in a short amount of time, and we are proud to say they quickly became valuable members of our team. Their fresh ideas and energy have been a great addition, and we are excited to see them continue to grow and thrive with us.

Challenge 6: Ensuring Accurate Orders During Eid Al-Adha

One of the busiest times of the year is during Eid Al-Adha, when demand for our products is higher than usual. This year, we had the added challenge of making sure every order was delivered correctly and on time. With so many customers placing orders, there was always a risk of mistakes happening. But our team worked hard to double-check every order, coordinate deliveries carefully, and make sure everything went smoothly. In the end, we were able to deliver every order without error, and our customers were satisfied.

Challenge 7: Adding a WhatsApp Channel for Al Mawashi

To make communication easier for our customers, we introduced a WhatsApp channel for Al Mawashi. This new channel allowed our customers to easily contact us, place orders, and get updates about their deliveries. Setting up this new communication channel was not as simple as it might sound. We had to make sure the system was properly integrated into our existing processes and that our team was trained to handle messages efficiently. But once it was up and running, it quickly became a favorite way for customers to get in touch with us. This new addition has helped us build stronger relationships with our customers and provided them with a more convenient way to connect with us.

Looking Ahead with Optimism

This year, we also began offering tele-sales for the very first time. As we look back on all the challenges we faced and the progress we made, we are filled with a sense of pride and gratitude. This year has been full of learning experiences, growth, and new opportunities. And while we're proud of everything we've accomplished, we know that the best is yet to come. We are about the future and the many new plans and ideas we have in store for the year ahead. Looking ahead, we're committed to continuing to improve our services, expanding our offerings, and exploring new ways to connect with our customers. Whether it's through technology, better training for our team, or new customer service initiatives, we are ready to take on whatever challenges come our way. We are optimistic about the future and confident that with the lessons we've learned this year, we will continue to grow and succeed. We want to thank every one of our customers, employees, and partners for being part of this journey. Your support and trust mean the world to us. Here's to another year of milestones, memorable moments, and continued success!



Cooking Up Some Chemistry



Dr. Amina stood in her kitchen, her daughter Leena at her side, reluctantly observing. At thirteen, Leena wasn't interested in cooking, but her love for chemistry kept her close to her mother's experiments—whether in the lab or the kitchen.

"Dinner smells good," Leena said, her curiosity piqued despite herself.

"Do you know why?" Amina asked, placing a thick steak onto a sizzling cast-iron pan.

"Uh, spices?" Leena guessed.

"Not quite," Amina replied, her tone both playful and instructive. "It's the Maillard reaction—a chemical process happening right now. And searing the meat is essential to making it happen."

Leena leaned closer, intrigued. "What does the searing do, exactly?"

Amina smiled. "Think of searing as the first step in unlocking flavor. When you expose meat to high heat, like this, the proteins and sugars on the surface interact, creating new compounds. This reaction gives the steak its golden-brown crust and the rich, deep flavor we associate with perfectly cooked meat."

Leena tilted her head, watching the steak begin to brown. "So, if you don't sear it, what happens?"

"Without searing, the Maillard reaction doesn't occur," Amina explained, flipping the steak to reveal the crust forming on the other side. "The meat stays pale, and the flavor remains one-dimensional—bland. It's still edible, but it lacks complexity. You see, this browning process is what transforms meat into something extraordinary."

The sizzling sound filled the kitchen as Amina continued. "Searing isn't just for taste, either. It also locks in the juices, keeping the inside tender and moist. That's why the combination of searing and proper cooking techniques is so important."

Leena nodded slowly, clearly impressed. "So, it's not just for looks. It's actual science making it taste better?"

"Exactly," Amina said, letting the steak rest on a wooden board. "It's chemistry at its finest—proteins breaking down, sugars caramelizing, and new compounds forming. Every bite you take is a result of this intricate process."

As they sat down to eat, Amina sliced into the steak, revealing its juicy interior. She handed Leena a piece, who took a bite with a thoughtful expression.

"It's amazing," Leena admitted. "I didn't realize how much science was behind something as simple as cooking steak."

Amina smiled warmly. "And that's the beauty of it, Leena. The kitchen is just another laboratory, and cooking is one of the most delicious experiments you'll ever conduct."



South African meat is among the best in the world, and for good reason!

South Africa is known for its high-quality beef and lamb. The country has a tradition of breeding cattle and sheep that are well-suited to its diverse climates and grazing conditions. The animals often graze on natural pastures, which contributes to the flavour of the meat. South Africa is a large supplier of meat and is well known for its top-quality cuts – from lamb to steak, ostrich and game. It's also known for meaty delicacies such as biltong, droëwors (cured and dried sausage) and boerewors (spiced sausage).

Many South African farmers adhere to traditional and sustainable farming practices, which focus on animal welfare, slow growth, and a natural diet. This approach can lead to meat that is more flavourful and tender. Free-range practices, where livestock roam freely and naturally, result in meat that is more marbled and flavourful.

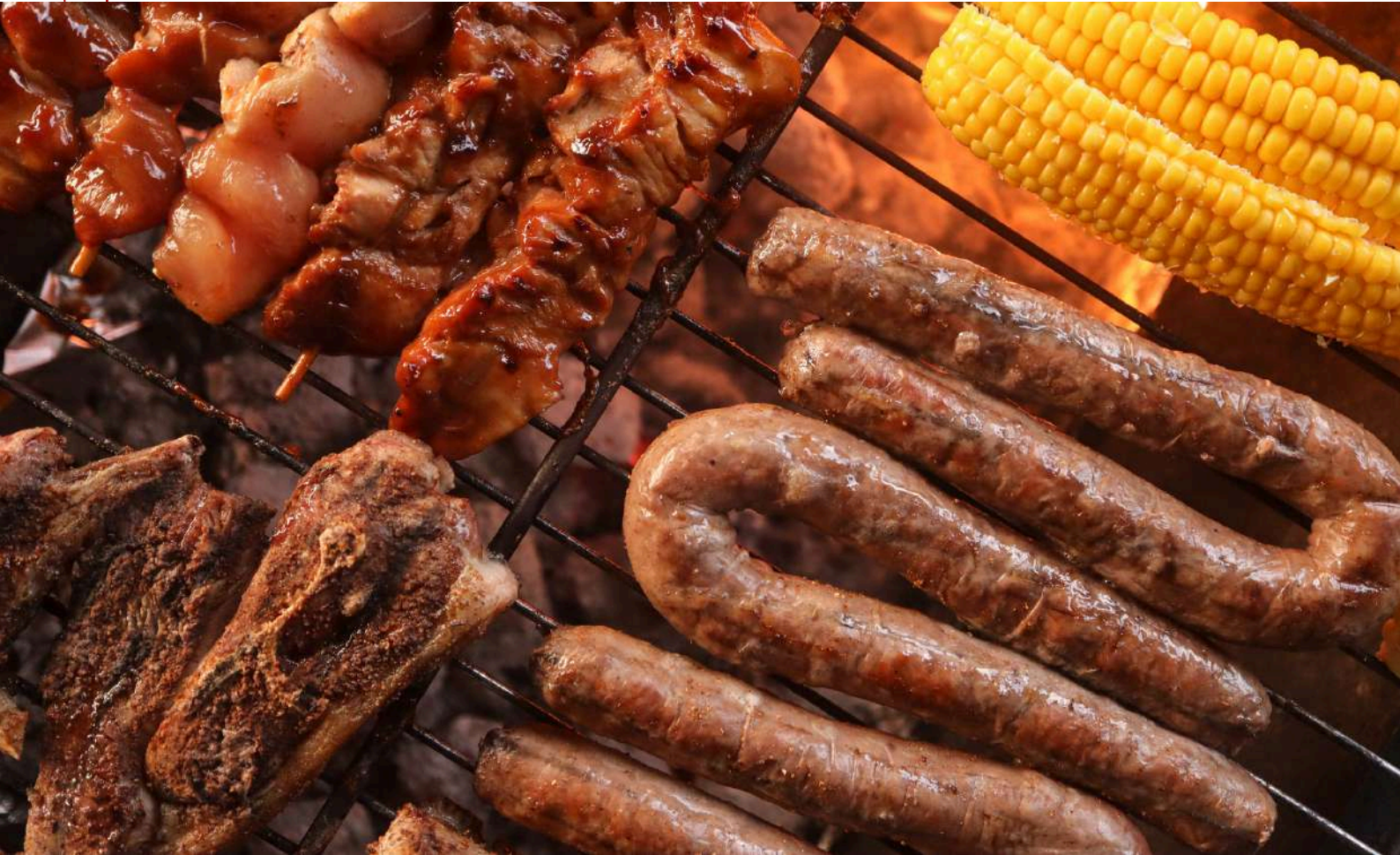
There is also a growing focus on sustainable and ethical meat production in South Africa, which ensures the animals are raised in healthy environments, which can affect the taste and quality of the meat. The climate and terrain also play a role. In particular, the dry, sunny climate of many regions of South Africa helps to produce beef and lamb that has a unique flavour profile. The diverse landscapes — from coastal regions to inland highlands — create varied grazing environments, further adding to the uniqueness of South African meat.

With South African lamb and mutton, consumers get a product that's dense in nutrients such as high-quality protein, heme iron (the most bio-available form of iron), and B-vitamins, which are often lacking in the modern diet.

There's also a common misconception that lamb and mutton meat is very fatty. This is often caused by consumers' lack of knowledge about the South African red meat classification system. By gaining an understanding of the South African red meat classification system, consumers can choose the level of fattiness they desire.



“ South African meat is among the best in the world, and for good reason!”



Consumers are increasingly moving back to basics, and demanding food products that ‘fit’ the human body, such as natural, less processed foods rather than highly processed foods with long lists of ingredients and preservatives. In general, consumers see fresh meat as a primary protein source with numerous health benefits

In addition, consumers are increasingly concerned about the environment and the ethical treatment of animals. They therefore want easy, tasty and ‘guilt-free’ food farmed sustainably.

Another consumer trend that contributes to the consumption of South African mutton and lamb is consumers’ growing interest in learning more about the origin of a product by speaking to the producer and sharing in the ‘story’. Products with brands indicating origin, are therefore expected to become more popular on menus and on retail shelves. Supporting this is the traceability of branded products from farm to fork.

South African cuisine is renowned for its use of spices, marinades, and slow-cooking methods. Dishes like **Braai** (a traditional South African barbecue) are known for their smoky, tender meat, with spices such as garlic, coriander, and paprika. The South African tradition of a "braai" (barbecue) has contributed to the country’s reputation for grilling and smoking meat. The emphasis on outdoor cooking over wood and charcoal brings out unique flavours that highlight the natural taste of the meat. It’s something every genuine meat lover should experience at least once.

Overall, the combination of the country's farming practices, the quality of the livestock, and its rich culinary traditions makes South African meat a top choice for many meat lovers worldwide.

[Check out the ultimate Braai Experience in the next page](#)



The DIY Experience at Braai

OUR CONCEPT

At Al Mawashi Braai, we provide the grill, the meat, and the tools. You bring your creativity and appetite! Choose from a variety of premium meat Braai Boxes and appetizers to create your perfect BBQ meal. Explore the beauty of outdoor dining at our locations in Mushrif and Mamzar parks.

MAMZAR PARK

Nestled right on the sandy shores, our beachside location offers a sensory symphony that captivates both the palate and the soul. Al Mawashi Braai Mamzar Park, is not a restaurant; it's a hub for corporate community gatherings and bonding.

MUSHRIF PARK

With its serene and rustic surroundings, Al Mawashi Braai Mushrif Park offers a delightful escape from the din of the city. The perfect gathering spot in nature's embrace, it's an experience to be savored and remembered.

HOW IT WORKS

- Step 1: Call our customer service [800888822](tel:800888822) and book the table. You can also walk in without a pre booking based on the availability
- Step 2: After you are guided to your table, Scan the QR Code and Choose your meats and appetizer from our menu.
- Step 3: Grill your selections to perfection on our provided BBQ stations.
- Step 4: Enjoy your personalized BBQ feast with friends and family.





Amazing Fact

A sheep was one of the first ever successful **blood donors**



Picture is for illustration purpose only

In 1667, Frenchman Jean-Baptiste Denis performed the first-ever transfusion of blood from an animal to a human, transferring blood from a sheep to a 15-year old boy and a labourer, both of whom survived the process.





Preparing farm for New Arrival

By Dr Altaf Khan

The Livestock Conservancy - livestockconservancy.org

American Veterinary Medical Association (AVMA) - avma.org

University of Kentucky Extension - uky.edu/extension

Meat & Livestock Australia, www.mla.com.au/animal-welfare.

South African meat is among the best in the world, and for good reason!

By Elmarie Kriel

<https://redmeatsa.co.za/latest-news/sheep/>

<https://redmeatsa.co.za/latest-news/beef/>

<https://www.roadtowelltravelled.com/post/a-meat-lover-s-guide-to-food-in-south-africa>

<https://gastronomicliving.com/>
<https://www.farmersweekly.co.za>

Fun Fact

By Fatima Zareen

<https://www.understandinganimalresearch.org.uk/using-animals-in-scientific-research/animal-research-species/sheep/sheep-10-facts>

References



Let's Meat!

- Corporate Events
- Family Gatherings
- Friends Meetups



800 888822

Mushrif Park
Mamzar Park

Don't miss the **Meaty** Combos!
Call us for more info