

MEAT INSIDER

HALF YEARLY EDITION 2025



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







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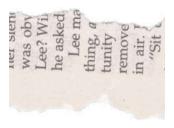
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STARTER

Exploring the Future of F&B at Gulfood Dubai 2025

It was an incredible experience to take the stage at Gulfood Dubai, representing Al Mawashi – Kuwait, and speaking about the importance of discovering what's sourced and made in Kuwait and UAE.

In a region where tradition meets forward-thinking F&B solutions, it's inspiring to witness the innovations shaping the future of food production, sustainability, and trade. Kuwait continues to establish itself as a leader in agriculture, food security, and high-quality local sourcing, and I was honored to be part of this conversation.

A huge thank you to everyone who attended and engaged in discussions about how we can bridge tradition with innovation in the ever-evolving food industry. Looking forward to seeing how these insights shape the future of F&B in the Gulf region!

Montaz Yassine







"WE'RE NOW CLOSER TO THE PEOPLE WHO MATTER THE MOST. OUR CUSTOMERS."

The Head office of Al Mawashi Dubai, a pioneering name in premium livestock, fresh meat trading and processing, is now in the heart of old Dubai, Deira.

One of Dubai's most historic and dynamic neighborhoods, Deira is famous for its bustling souks, including the Gold Souk, Spice Souk, and traditional meat and fish markets. Deira offers excellent connectivity with easy access via Dubai Metro, public transport, and main roads—making it more convenient for our customers to reach us.

The move reflects our continued commitment to operational excellence, customer accessibility, and future growth in the UAE and beyond.





Century 21 Building, 4th Floor,Office 405, Abu Baker Al Siddique Street Deira - Dubai



INTRODUCTION By Fatima Zareen

Welcome to the Half Yearly Edition of **Meat Insider 2025!**

As we step into a new year, Meat Insider continues to bring you the latest insights, innovations, and milestones in the world of premium meat and butchery. 2025 is already shaping up to be an exciting year for Al Mawashi, with strategic events, and enhanced offerings that reinforce our commitment to excellence.

We began the year with the much-anticipated MTM Event on 6 January 2025, a significant gathering that set the tone for the months ahead. This event served as a platform for aligning our vision, strengthening partnerships, and exploring new opportunities to elevate our industry presence.

Next, our participation in Gulfood 2025 marks another milestone as we showcase our premium selection of meats, cutting-edge butchery techniques, and the unique value proposition that sets Al Mawashi apart. With a global audience and industry leaders in attendance, Gulfood continues to be a key event for fostering growth, networking, and innovation in the meat trade.

Adding to the excitement, we are proud to introduce a new cheese section in our butcheries, enhancing the customer experience by offering a curated selection of high-quality cheeses to complement our premium meats. This expansion aligns with our mission to provide a comprehensive and gourmet experience for our customers, catering to evolving tastes and preferences.

Stay tuned as we embark on another year of excellence, sustainability, and innovation in the world of premium meat.









SUF New Cheese Section has a wide Selection







FROM CREAMY BRIE TO AGED GOUDA

AVAILABLE IN OUR BELOW BUTCHERIES:
ABU DHABI - TOURIST CLUB
DUBAI - AL BARSHA

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was said just v said just v said

EVENTS AND HAPPENINGS

Al Mawashi Kuwait Sponsored the "Joy land 5" festival by distributing coupons worth 500 Dinars, preparing and serving lamb and chicken burger meals, and providing activity booklets for children to underprivileged families on February 15, 2025, in collaboration with the Manarat Ghadira Volunteer Team.



Al Mawashi Kuwait introduced three new exclusive boxes designed to enhance your dining experience—the Ramadan Box , Neqsat Al Jar Box and Edam.

Ramadan Box – Specially curated for the holy month, this box offers a selection of high-quality meat, ensuring families enjoy nutritious and delicious meals for Iftar and Suhoor.



Neqsat al jar Box – Inspired by the traditional spirit of sharing, this box is perfect for gatherings with neighbors and loved ones, featuring premium cuts ideal for social occasions.

All boxes are crafted with care to bring convenience, tradition, and exceptional taste to your table.





NEW ARRIVALS

BURSTING WITH FLAVOURS



EVENTS AND HAPPENINGS

Meet The Meaters 6 January 2025







On January 6th Al Mawashi hosted the second Meet the Meaters event at Al Mawashi Braai Mushrif Park, bringing together meat enthusiasts and industry professionals for an unforgettable BBQ experience. Led by Chef Tarek Ibrahim, the first Arab Master Chef, the event showcased the rich flavors of premium Australian beef and lamb, expertly grilled to perfection.

Guests indulged in a true Al Mawashistyle feast while gaining valuable insights into the art of barbecue. With a strong commitment to quality and tradition, Al Mawashi continues to set the standard for premium meats, ensuring an exceptional culinary experience for all.

EVENTS AND HAPPENINGS





Al Mawashi made a strong presence at Gulfood, highlighting its premium selection of Prime Cuts, alongside an exciting range of Frozen Products from Al Mawashi Kuwait. Our booth became a hub for engaging discussions, fostering new partnerships, and strengthening existing business relationships.

With a commitment to quality and innovation, we connected with key industry players, reinforcing Al Mawashi's position as a leading name in premium meat trading. The event provided a valuable platform to showcase our diverse product range and explore new opportunities in the global market.











EVENTS AND HAPPENINGS



A Featured Stop on the Gulfood Discovery Tour - Made in UAE Route

Al Mawashi marked a significant milestone at Gulfood 2025, the 30th edition of the world's largest annual food and beverage trade show. This year was even more special as we were honored to be selected as a featured stop on the Gulfood Discovery Tour - Made in UAE Route. This prestigious selection provided us with an exclusive opportunity to showcase our premium Made in UAE products to an audience actively seeking high-quality, locally sourced meat and frozen food selections.

A Golden Opportunity for High-Intent Buyer Engagement

The Gulfood Discovery Tour is a highly sought-after experience designed to connect exhibitors with industry professionals looking for innovative and locally produced food items. On Day 3 - Wednesday, 19th February, we welcomed an influx of high-intent buyers directly to our stand, offering us a 5-7 minute engagement window to captivate, educate, and impress potential business partners.

Showcasing Our Premium Product Line

To make the most of this golden opportunity, we presented a carefully curated selection of our finest prime meat cuts, biltong, sausages, and frozen specialty items. Each product represented Al Mawashi's commitment to excellence, quality, and authenticity. Our showcased selection included:

Al Mawashi's Signature Sausages & Biltong:

- AL MAWASHI CHILLI ORIENTAL SAUSAGE
- AL MAWASHI BREAKFAST SAUSAGE
- AL MAWASHI CONTINENTAL VIENNA
- AL MAWASHI DHANYA BRAAI SAUSAGE
- AL MAWASHI ROAST CHICKEN SAUSAGE
- AL MAWASHI FARMSTYLE EXTRA SAUSAGE
- AL MAWASHI HUNTERS BILTONG
- AL MAWASHI SALAMI STICK
- AL MAWASHI HUNTER DRYWORES

Frozen Delights:

- FROZEN FRIED KIBBEH
- FROZEN SHISH BARAK
- FROZEN CHEESE SAMBOUSEK
- FROZEN MEAT SAMBOUSEK
- FROZEN CHEESE FATAYER
- FROZEN MEAT FATAYER
- FROZEN VEGETABLES SAMBOUSEK
- FROZEN GRILLED KIBBEH
- FROZEN SPINACH FATAYER
- FROZEN CHEESE ROLLS





A Lasting Impression

We knew that standing out in such a dynamic event required a creative and engaging approach. Our team passionately presented our products, emphasizing their superior quality, authentic flavors, and alignment with the growing demand for premium Made in UAE meat products. Through compelling storytelling, we left a lasting impression on our guests, sparking interest and potential business deals.

Strengthening Al Mawashi's Market Position

Being a featured exhibitor on the Made in UAE Route reinforced Al Mawashi's role as a leading provider of premium meats and frozen delicacies the This in region. distinction further solidified our commitment to promoting sustainable, high-quality meat production while supporting local sourcing and manufacturing.







Why Braai?

Here's why the braai is such a quintessential event:

The term "braai" has a special significance, and there are several reasons why "braai" is cherished and why it's so much more than just a way of grilling food. A braai isn't just a way of cooking; it represents a sense of community. It brings people together, transcending language and cultural barriers. It holds a special place in the hearts of many for several reasons. It's much more than just a meal-it's an event that embodies the spirit of community, celebration, and tradition.

Over time, the process of setting up the fire, preparing the meat, and tending to the coals becomes a ritual. This ritualistic element adds a sense of importance and tradition to the event, making each braai feel unique and cherished.



There's something uniquely satisfying about the sound of meat sizzling on an open flame, the crackle of wood or charcoal, and the smoky aroma wafting through the air.

Whether it's tender steak, marinated chicken, boerewors (traditional South African sausage), or vegetables, the flavours that come from cooking over an open flame are unmatched. The smokiness, the caramelized edges, and the charred perfection create an experience for your taste buds.

The essence of a braai lies in its ability to bring people together. Whether it's family, friends, or even strangers, the braai is an occasion for socializing, enjoying each other's company, and sharing stories. There's a natural rhythm to the event, with people standing around the fire, chatting, laughing, and waiting for the food to cook.

A braai is a relaxed, laid-back event. It's not about formalities or rushing through the meal—it's about savouring the moment, appreciating the food, and enjoying the company of others.

In South Africa, the braai is not just a culinary activity, but a cultural institution. It's an activity that transcends ethnicities, languages, and backgrounds. People from all walks of life embrace the braai, making it a symbol of unity and national pride.

There's something magical about cooking food over an open flame. The smoky aroma, the sizzle of the meat, and the slow-roasting process all contribute to the experience. The food itself—whether it's boerewors (sausage), steak, chops, chicken, or vegetables—takes on a depth of flavour that can't be replicated with any other cooking method.

The smell of food cooking on the grill, mixed with the scent of wood or charcoal, is synonymous with outdoor gatherings. It's the kind of sensory experience that stays with you long after the event is over, creating lasting memories. The smokiness, the caramelized edges, and the charred perfection create an experience for your taste buds



A braai often takes place outdoors, whether it's in a backyard, on a beach, or in a park. This connection to nature makes the experience even more enjoyable. There's something special about cooking and eating outdoors, feeling the breeze, hearing nature, and enjoying the company of others in a relaxed, open space.

The laid-back nature of a braai means there's no rush. It's a slow process—first, you build the fire, then you wait for the coals to heat up, and finally, you braai. This unhurried approach to both cooking and socializing allows everyone to enjoy the moment, creating a sense of peace and satisfaction.

A braai is an event that people of all ages can enjoy. A braai can be a small, intimate family affair or a large, festive gathering. It's flexible enough to accommodate different numbers of guests, and the menu can be adjusted to fit various dietary preferences or local specialties.

Whether it's a birthday celebration, a weekend get-together, or simply a chance to unwind, a braai creates memorable moments. The joy of cooking, sharing, and eating together fosters deep connections and creates bonds that go beyond the food itself.

A braai is often a communal experience where food is shared freely. There's a sense of generosity in the way food is served —everyone contributes to the meal, whether it's through cooking, bringing side dishes, or providing drinks. The act of sharing creates a sense of hospitality and makes everyone feel welcome.

In conclusion, a braai is far more than just a method of cooking. It's a quintessential event that embodies community, tradition, and enjoyment. It's a time to slow down, share food and stories, and celebrate life. It reflects the values of connection, warmth, and hospitality, making it a truly cherished event in many people's lives.



The DIY Experience at Al Mawashi 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 it's 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 800 888822 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.





Dawood Basha

1500g finely ground lamb 500g finely chopped white onions 20g breadcrumbs 5g ground black pepper lg nutmeg 2g ground cardamom 10g salt 500g fresh tomatoes 100g tomato paste Mixture of olive oil and sunflower oil, with a pinch of sugar









Instructions:

Mix the lamb with half of the chopped onions, add the breadcrumbs and dry spices, and refrigerate for 30 minutes.

Then, shape into small balls and bake in the oven for 15 minutes.

In a pan over medium heat, sauté the remaining half of the chopped onions until translucent, then add the tomatoes and a pinch of sugar. Let it cook until the tomatoes soften, then add the cooked lamb balls with a little meat broth, if available (or a cup of water).

Once the sauce and lamb have thickened, serve with vermicelli rice.

Enjoy your meal!











Meat and Cheese - a perfect pairing

For years, meats and cheeses have been an unbeatable combination in the culinary world, where their rich flavors come together to create unforgettable taste experiences. From juicy steaks topped with blue cheese to melting cheddar burgers, this classic pairing plays a central role in global food culture.

Today, Al Mawashi elevates this experience by offering a carefully selected range of the finest cheeses that perfectly complement our premium meats, creating an extraordinary dining experience for those who appreciate quality and excellence.

Cheese Selections to Enhance Your Meat Experience

In our ongoing quest to provide the finest products to our customers, we've handpicked a variety of cheeses that suit different tastes and occasions:

- For Grilled Meats: Pair Parmesan or Blue Cheese with grilled steak for a rich, flavorful experience.
- For the Ultimate Burger: A melted layer of cheddar on a perfectly grilled patty is unmatched. For a deeper taste, try Gruyère cheese.
- For Breakfast & Appetizers: Grilled Halloumi, creamy Labneh, and Feta cheese with olives make perfect breakfast choices or additions to grilled dishes.
- For Sandwiches & Pasta: Fresh Mozzarella, soft Ricotta, or Emmental cheese deliver a balanced flavor and great texture to any dish.

Why Choose Cheese at Al Mawashi?

As pioneers in providing high-quality meats in the UAE for over 43 years, it was only natural for us to offer the perfect complement to these premium meats—cheeses that take your culinary experience to the next level. At Trans Emirates, we don't just offer products; we provide carefully selected ingredients to ensure the highest quality and taste.

Expert Tips: How to Pair Cheese with Meats for the Perfect Experience

- When preparing a burger, add cheese just before finishing the cooking process for perfect meltiness.
- For steak slices, try adding a light touch of Blue Cheese or freshly grated Parmesan to enhance the flavor.
- For sandwiches, combine soft cheeses like Brie or Camembert with cold cuts for a creamy, balanced texture.

Conclusion: An Unforgettable Culinary Journey at Our Stores

Whether you're craving fresh meats or carefully curated cheeses, Al Mawashi provides a full dining experience designed to satisfy your sophisticated taste. Visit our Al Barsha or Abu Dhabi butchery branches to discover our new selection of cheeses, where authentic flavors meet exceptional quality.



Say Cheese









To order, call: 800 888822



Guidelines for preventing animals from Disease Outbreaks

To keep the animals healthy and to prevent them from disease out brake, its essential to follow proper management protocols, proper nutrition, hygiene and veterinary care.

The details are given:

1. Maintain Proper Nutrition:

Provide balanced nutritional diet with adequate fibers, protein, vitamins, minerals and

- Ensure free access to clean and fresh water at all
- Provide supplement with vitamins and minerals in the feed.

2. Maintain proper Cleaning and Hygienic surrounding:

- Ensure regularly cleaning and disinfection of animal housing, food, and water troughs.
- Ensure proper ventilation to prevent respiratory
- Dispose all type of waste properly on time to reduce the spread of bacteria and parasites.

3. Implement Biosecurity Measures:

- Quarantine new arrivals for at least 2-4 weeks to ensure they are not carrying the disease.
- Isolate sick animals from the healthy flock.
- Restrict unauthorized people and animals from entering animal areas.
- Disinfect all type of tools, equipment's, and footwears before handling animals.

4. Vaccination, deworming and Preventive Healthcare:

Vaccination: Vaccination is one of the best ways to prevent animals from the diseases.

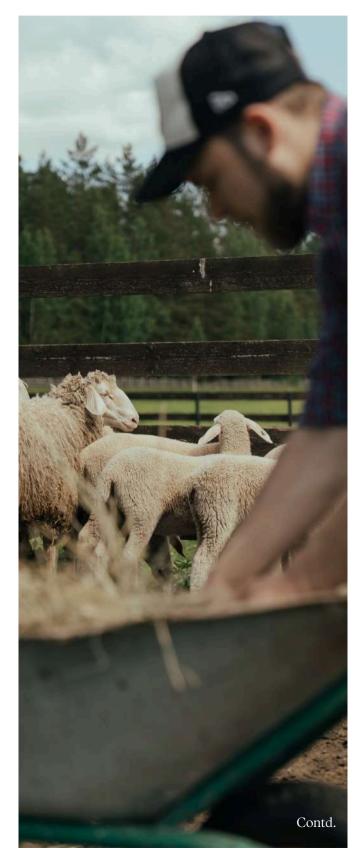
Follow a recommended vaccination schedule based on species and location.

- Cattle: Foot-and-mouth disease, anthrax, brucellosis and Clostridial.
- Sheep/ Goats: FMD, Anthrax, CCPP, PPR. Clostridial, Brucellosis

Deworming and Parasite Control:

Deworm the animals regularly to prevent them from internal parasites.

• Conduct routine health check-ups with veterinarian.



By Dr.Altaf Khan

5. Disease Monitoring and Early Detection:

- Daily animals inspection is necessary to observe them for signs of illness
- (loss of appetite, abnormal behavior, Coughing, discharge, wounds, weight loss, bloat, diarrhea, skin issues etc.).
- Always Isolate sick animals immediately to prevent the spread of disease spreading .
- Always maintain the records for illness and treatments.

6. Control Pests and Parasites:

- Routine implementation of pest control to prevent ticks, fleas, lice and rodents.
- Always keep the environment dry to avoid the parasite breeding.
- Use approved insecticides and parasite treatments for the control.

7. Reduce Stress and Overcrowding:

- Avoid overcrowding and to provide enough bedding space to the animals to avoid them from stress
- and aggression.
- Minimize noise and sudden changes in their given environment.
- Ensure comfortable shelter with protection from extreme weather condition i.e. (hot, cold and rain).
- Ensure proper and timely feeding to avoid them from stress.

8. Training and Education:

Education and training of the workers is the basic need of the farm development.

- Training for animals handling techniques.
- Training for animals feeding and watering.
- Training for the identification of basic signs of diseases.
- Training for record keeping and monitoring.
- Work closely with veterinarians for expert advice.

By following the above steps, you can protect the animals from disease outbreaks.





The Science of Cooking Meat: The Science of Cooking Meat: Understanding Safe Temperatures and Perfect Doneness



Cooking meat to the appropriate internal temperature is crucial for both safety and quality. Proper cooking eliminates harmful pathogens and enhances flavor and texture. Below is a comprehensive guide to the recommended internal temperatures for various meats:

Beef, Veal, Lamb, and Goat:

- Steaks, Roasts, and Chops: Cook to an internal temperature of 145°F (63°C) followed by a 3-minute rest period. This ensures the meat reaches a safe temperature throughout.
- Ground Meat and Sausage: These should be cooked to 160°F (71°C) to effectively eliminate bacteria introduced during grinding.

Poultry (Chicken, Turkey, and Other Fowl):

• All Cuts and Ground Poultry: Poultry must reach an internal temperature of 165°F (74°C) to ensure safety, as pathogens can be present throughout the meat.

Casseroles and Leftovers:

• Any Type: Reheat to an internal temperature of 165°F (74°C) to ensure safety.

General Recommendations:

- Resting Meat: Allowing meat to rest after cooking enables juices to redistribute, enhancing flavor and tenderness. For example, steaks and roasts benefit from a 3-minute rest period.
- Using a Thermometer: To accurately measure internal temperatures, use a reliable meat thermometer. This ensures meats are cooked safely without overcooking.
- · Avoiding Cross-Contamination: Use separate cutting boards and utensils for raw and cooked meats, and wash hands thoroughly to prevent the spread of bacteria.

By adhering to these temperature guidelines and safety practices, you can prepare meat dishes that are both delicious and safe to consume. **Meat Insider**



Amazing Fact

A sheep was the first-ever hot air balloon passenger





The origins of unmanned hot air balloons date back to ancient China, but the first passenger-carrying balloon took flight on September 19, 1783. Created by the inventive Montgolfier brothers of France, the balloon—named Aerostat Réveillon—marked a significant milestone in aviation history. Aboard the flight were three unusual passengers: a sheep named Montauciel (meaning "climb-to-the-sky"), along with a duck and a rooster, though the latter two appear to have gone unnamed. The balloon soared to an altitude of approximately 1,500 feet, traveling two miles in a brief but momentous eight-minute journey. Fortunately, all passengers, including Montauciel, landed safely, paving the way for the first-ever manned balloon flight soon after.



Guidelines for preventing animals from disease outbreaks By Dr Altaf Khan

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Let's Me

- Corporate EventsFamily GatheringsFriends Meetups



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