



## MARKET

When the first La Poire shop opened in 1975 the goal was to create the best pastry chain in Egypt. They wanted to produce food inspired by the very finest traditions of French patisseries, combined with specialist Egyptian and Oriental pastries.

Some 34 years on, La Poire is a household name in Egypt and the business has evolved to encompass shops, cafés and coffee bars totaling over 100 outlets. In this highly competitive and rapidly expanding market worth hundreds of millions, La Poire are proud to be the market leader. Their outlets are visited by over four million customers annually who buy more than three million La Poire products every year, either to take home for themselves, give as gifts, or to sit and enjoy with friends in our cafés and coffee bars.

As a privately owned company, they are not restricted by the short-term requirements of quarterly reporting cycles, but are able to take a longer-term strategic view. They place a high priority on reinvestment into the company to ensure the necessary capital expenditure and acquisitions for the company's future. This, alongside their focus on quality and service, is what enables them to grow and remain competitive, and able to respond quickly to market demands and opportunities.

They listen and react to the requirements of their customers. Anticipating change, finding innovative ways to meet customer needs, and developing employees... these are their key corporate strengths which drive La Poire's development in Egypt.



## ACHIEVEMENTS

When the first La Poire shop opened in 1975 in Garden City, Cairo it became the first link of the first pastry chain to be established in Egypt.



Over 34 years on, there are now 46 La Poire pastry outlets in Egypt, with 37 of them in Cairo. Café La Poire, Beano's and La Poire Express bring the total of La Poire group outlets in Egypt to 101, clearly testifying that La Poire has become Egypt's largest and most well known food production and service company.

La Poire Corporate has a workforce of over 2,000 employees and a highly focused and motivated Egyptian management team. With top pastry chefs from France and Syria and a London-based design consultant, La Poire uses international expertise to strategically enhance their business operations.

La Poire's purpose-built 4,000 square metre production centre forms the hub of all La Poire's operations and provides a self-contained research and development, distribution and sales and marketing facility which is unique in Egypt. This ten million US\$ investment offers new levels of output, service, quality and freshness of goods and gives La Poire an enviable advantage in ensuring customer satisfaction and loyalty.

La Poire and its sub-brands continue to develop apace and bring numerous business opportunities. A proactive management team, specialist product development, rigorous quality control and intensive training programmes all help to safeguard La Poire's potential for growth in the future.

## HISTORY

La Poire is a privately owned Egyptian company which was conceived and developed as part of the Pico Group, one of the most diverse and highly successful consortia in Egypt and the Middle East. Established in 1974 Pico now operates companies across a wide range of industries including agriculture, petroleum, engineering, energy, real estate, investment and food and has developed extensive expertise in the many areas into which it has ventured and established itself.

The La Poire group of companies consists of a food production company – La Poire Sweet Production, and a retail company – La Poire Touristic Enterprises, both of which have their own professional management teams. These two companies combine to form a unique distribution facility which not only produces and delivers the products to all organisations and outlets but also takes the responsibility of both the retailing and running of the individual businesses.

Their experience, expertise and excellence in the food industry and unrivalled knowledge of the Egyptian marketplace is recognised by ExxonMobil, one of the world's most successful, profitable and internationally acclaimed companies. This forged the basis of La Poire's valued partnership with ExxonMobil and the development of La Poire Express – a brand specifically designed to supply, operate and service the food and catering facilities within ExxonMobil's On-The-Run backcourt outlets. Having completed their initial five-year contract successfully – and as testament to ExxonMobil's trust in La Poire to meet all their requirements – La Poire is proud to continue in this long term partnership.

## PRODUCT

### La Poire

La Poire's business is, in essence, that of a French patisserie, and this is reflected in their core products. To produce the finest fare and to ensure both top quality and authenticity, they have selected specialist chefs to oversee and develop their product ranges.

Tourtes and gateaux, specialist breads and viennoiseries, salaisons, petits fours, gateaux soirée and a range of premium chocolates are produced under the expert guidance of their French chef. Highly respected within his field, his international experience and flair has guaranteed La Poire's levels of excellence. Their Oriental products ensure that they supply the local market with specialised Egyptian produce and cater for particular cultural festivals, including their wide range of kahk for the feast. Here their chef is Syrian, bringing not only his own personal talents and excellent reputation, but also the traditions and secrets of his country's finest pastry makers.

They understand the importance of home deliveries for customers with busy lifestyles in a congested city. Their home deliveries are coordinated via their call centre facility. The designated telephone hotline allows customers to place their orders quickly and conveniently and their fleet of over 40 delivery vehicles ensures that every customer receives their order on time and in perfect condition.

Their range of speciality products are available throughout their 46 La Poire pastry outlets.

These include beautifully created engagement and wedding cakes, birthday and celebration cakes, desserts, petits fours, gateaux soirée, orientals and kahk, salaisons and canapés, special savouries and set menus. This extensive selection combines convenience and quality, perfectly catering for corporate events, private parties and celebrations.

### Beano's Café

Beano's Café pioneered the introduction of contemporary coffee bar culture to Egyptian consumers. Its strategic growth and defined objectives has secured its position as one of the key brands in this competitive, vibrant and rapidly developing market.

Now with 25 branches throughout Cairo and Alexandria and with an impressive schedule for further expansion, the brand is widely recognised as a very popular, high-profile chain of coffee bars. Targeted towards the style-conscious youth market, its customers are educated, informed and very discerning. Beano's is also the preferred choice for many well-travelled, affluent foreigners – this indicates their status and success alongside a number of international brands. An awareness of global style trends – from food to fashion, music to media – helps to maintain Beano's superior position.

Beano's Cafés have established themselves as coffee experts. They truly understand the secrets of producing and serving the very finest coffees... from selecting the very best beans, through to roasting, grinding and blending. Beano's baristas are highly skilled in making both classic and creative coffees to suit their customers' individual tastes. Also recognised for producing the finest desserts in town – from creamy cheesecakes to rich chocolate brownies, from moist carrot cake to spicy apple tarte tatin – these provide the perfect coffee complements.

### Café La Poire

Café La Poire responds to the ever-present need for high-quality food at a reasonable cost. They offer a selection of the high quality patisserie items from their parent company, La Poire, but

their menu goes far beyond this. They provide an appetising choice of items from hot dogs to pizza, from salads to shawerma. All freshly made

to order from the finest ingredients to satisfy their diverse customer base.

They particularly cater for the family market and they provide their customers with a relaxed and comfortable environment in which to enjoy their appealing products. Their outlets are designed as friendly café environments and their welcoming staff are trained accordingly. They recognise that many of their guests have young children and they have produced a children's menu and activity

pack to address this special audience – they realise that they will be their customers in years to come.

Café La Poire occupies some of Cairo's best locations including The Shooting Club, The Gezira Club, The Ahly Club and international schools and universities.

### La Poire Express

Their partnership with ExxonMobil marks La Poire's entry into the convenience store category and this association forges a relationship of mutual benefit with one of the world's major corporations. This valued collaboration has resulted in the highly successful development of the La Poire Express brand, its products and services, to address specific consumer requirements within the Egyptian marketplace.

La Poire Express is the servicing division of On-The-Run and offers La Poire's finest pastries, gateaux, freshly-made sandwiches and salads. With 22 outlets already operational, and an aggressive growth strategy in place, their major retail expansion throughout Egypt is already underway.

## PROMOTION

The collective talents of their team in production, customer understanding, research and development as well as in presentation and display ensure that La Poire's exacting standards are



maintained at all times. Having sourced the experts in their field, they are proud to boast a reputation for excellence which is second to none.

They've worked hard to earn their reputation for the production of superior goods made with the highest quality ingredients. Their discerning and loyal customers have high levels of expectation and these standards are supported by their excellent customer service. Furthermore their strategic business expertise and acumen has positioned them as a key player in the Egyptian food production and service industry.

## BRAND VALUES

Their success is founded on sound business ethics and their focus is on the growth of the business and partnership opportunities without compromising their professional integrity.

### Quality

Their dedication to the principles of quality and continuous improvement has earned La Poire a reputation of distinction in the market. They demand excellence from all their staff, their partners and their suppliers to ensure that customers always receive the best service and the highest quality products.

### Partnership

They believe that their ability to develop and maintain close working relationships with their customers, suppliers, employees and business partners is one of their most important corporate assets. They encourage flexibility to ensure that they find the best way of working with all their associates and place high value in developing long term partnerships.

### Innovation

They are forward thinking and take a pioneering approach to the introduction of new products and services and to the development of their business activities. They appreciate the value of consumer research, feedback and insights to ensure that their products and services meet customer requirements. They embrace creativity at all levels of their business to encourage fresh thinking and new ideas to continually take their business forward and ahead of the competition.



## Things you didn't know about La poire

La Poire has built its reputation as innovators in the food industry, introducing new and original products and services to the Egyptian market.

La Poire place great value in research and development and invest highly in this area.

La Poire directly responds to consumer feedback and insights to meet and exceed customer requirements.

Superbrands