



THE FLAVOUR OF THE FUTURE

# CORPORATE PROFILE





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## EXECUTIVE OVERVIEW

Welcome to our stimulating world. We are delighted to take you through an overview of Java Time's genesis, progress and future vision.

Behind the Java Time success profile is a story rooted in the company's heritage of delivering the highest quality coffee experience. What began as a humble dream today is a lifestyle experience across the KSA that defines a refined, timeless elegance.

## THE FLAVOUR OF DISTINCTION



At Java Time, we are committed to “make our customer’s lives more flavourful and more enriching, one sip at a time.”

In fact, everything we do comes back to making people's lives a little easier. As one of the most loved coffee brands in the region, we reach thousands of customers every day who are constantly on the go.

We sincerely believe that we are more than just a coffee shop. We are a haven where you can unwind and escape the hectic world beyond our doors.

When you enter one of our stores, the fragrant aromas of some of the world's finest coffees and teas will soothe and delight you.

In a highly competitive industry, we believe our superior blend and market insights give us real advantages. Our ambitious plans for growth are underpinned by innovative thinking and we have demonstrated multiple times how we can turn an idea into a market-ready product quickly, effectively.

## WHAT MAKES US DIFFERENT?

Java Time takes immense pride in offering customers a genuine coffee culture experience. Uncompromised quality in everything we do is the hallmark that distinguishes us from other retailers.

We are experts in the production and preparation of coffee, from growing the bean to delivering the perfect cup.

We value consistency, both in the training we provide our employees and the care and maintenance of our equipment. By setting our standards high, we bring added value to every single cup we serve.

The Java Time experience is truly unique. We offer more than just incomparable coffee concoctions--we offer a refuge where you can rejuvenate your spirit.



THE  
FLAVOUR OF  
**INDIVI –  
DUALITY**

# THE FLAVOUR OF SUSTAINABILITY

## A RICH HISTORY

Java Time was born of a need for local venues where customers could rely on excellence in quality and service, and an environment designed to calm and appease.

Before we introduced the authentic coffee culture experience to Riyadh, locals had never considered coffee as anything more than a hot brewed drink, often stale and bitter, purchased from a vending machine, and with very little variety.

We realized that coffee had the potential to become a part of daily life in Riyadh. In all its many flavors and assorted blends, coffee offered a world as yet unexplored by Riyadanians—a delectable journey upon which they had not yet embarked.

We wondered if the coffee culture, so relished in other parts of the world, might find a place in Riyadh. Excited by the prospect, we decided we had to find out.

Our first objective was to learn everything we could about the coffee industry for ourselves. If we were to market the revered coffee bean, we needed to become experts.

We spent the next two years learning about coffee: how the plants are grown, how the beans are cultivated and tilled, the optimal time for picking, and so on.

We became masters in the fine art of roasting and brewing. And we devoted ourselves to absorbing as much knowledge as we could about the extraordinary world of coffee—the tiny bean that yields so much magic.





# THE FLAVOUR OF EXCELLENCE

## MISSION AND PHILOSOPHY

At Java Time, our mission is to exceed customer expectations in every way, by encouraging feedback and providing exceptional products and service.

We are dedicated to enhancing the lives of our employees with fair compensation and a workplace that fosters self-esteem and self-confidence.

We do this by providing a rigorous training program that cultivates team spirit and a sense of ownership, which translates into an authentic and gratifying coffee culture experience for our patrons.

Undeterred focus on our core values, transparency in business practices, and a strong sense of team spirit drive our commitment to customer satisfaction.

# THE FLAVOUR OF TRUST



## OUR STORES

Java Time stores are visible throughout the city, and, because we know that our customers have different needs, we offer a variety of retail formats so we can deliver your coffee just as you like it.

If you are on the go, try one of our drive-thru cafes—you don't even have to leave your car! There's no quicker way to grab your drink and go. Our walk-in stores offer a stress-free environment where you can sit down and watch the world go by.

Our comfortable furniture and refined décor are designed to compose and relax. All our stores have a no-smoking policy and ample seating. Our friendly, courteous staff will cater to your every need.

We also have coffee kiosks located in strategic locations, so the perfect cup of coffee is never far away.

JT AL MADHAAR  
JT AL MUGHRIZAT  
JT AL RAWABI  
JT ISDIHAAR  
JT MUNISIYAH  
JT MUROOJ  
JT MURSALAT  
JT OLAYA  
JT RAHMANIYAH  
JT SALAHUDDIN  
JT YARMOOK

# THE FLAVOUR OF ME-TIME



## TIME PROMISE - UNWIND WITH THE PERFECT CUP

At Java Time, we are committed to giving our customers the ultimate coffee culture experience. Our stores are designed with you in mind, from the aesthetically appealing ambiance to our delectable menu of exquisite coffees and scrumptious treats.



We want to be your harbour from the chaos that exists in today's fast-paced world, where we're all constantly racing to keep up. Just as there is a time and place for rushed routine and breathless burden, so is there a time for serenity – We think of this as Java Time – time to unwind and catch your breath – time to nurture the one and only you.

Java Time offers a delightful atmosphere where patrons can mix work with fun. Take your time: Bring your laptop and get down to business, or lose yourself in one of the many periodicals we have available for your enjoyment. If you'd rather chat up some friends, our accommodations are comfortable and cozy. When you're on the run, feel free to grab a cup and go! We understand if you can't always stay for a visit.

Java Time is a brand new experience—it's all about YOU and the bean. We think you'll find that this is one powerful combination. So come in and treat your mouth to something sensational. Once you do, you'll never think of coffee the same way again.



# THE FLAVOUR OF DEPENDABILITY

## MEET THE JAVA TIME FAMILY

At Java Time, we work with the best to give you the best. We hire only highly qualified candidates, and each one must undergo a grueling training protocol.

Our program includes on-the-job training and compulsory attendance of external training courses. Our team is comprised of professionals who come to us from various positions in the hospitality industry. Their combined experience and expertise enhances our work culture and our store operation.

Our staff members are outgoing, fun people who are genuinely interested in interacting with our customers and having fun while working and learning.

We believe that hard work and self-improvement deserve to be commended. For this reason, we conduct periodic staff evaluations so that we may reward staff members who have performed admirably, and assist those who might need help achieving their milestones. Together we are one large family dedicated to realizing the goals of Java Time.



what we offer  
**Drinks**

Espresso Drinks

Coffee & Tea

Coffee Alternatives



# Java Time





 [www.javatime.com](http://www.javatime.com)

604, King Abdul Aziz Road North Salahuddin District,  
P.O Box 67642, Riyadh 11517 Kingdom of Saudi Arabia  
Tel: +966 11 416 1747 Fax: +966 11 461 7622