



REEF FOOD
SINCE 1968

Your Partner for Authentic Products

Major distributors of imported foods, beverages and other consumer goods.

Table of Contents

03 Our Story

04 About Us

06 Our Products

11 Our Vision

12 Our Mission

13 Our Customers

14 Client Testimonial

17 Our Main Products

30 Contact Us

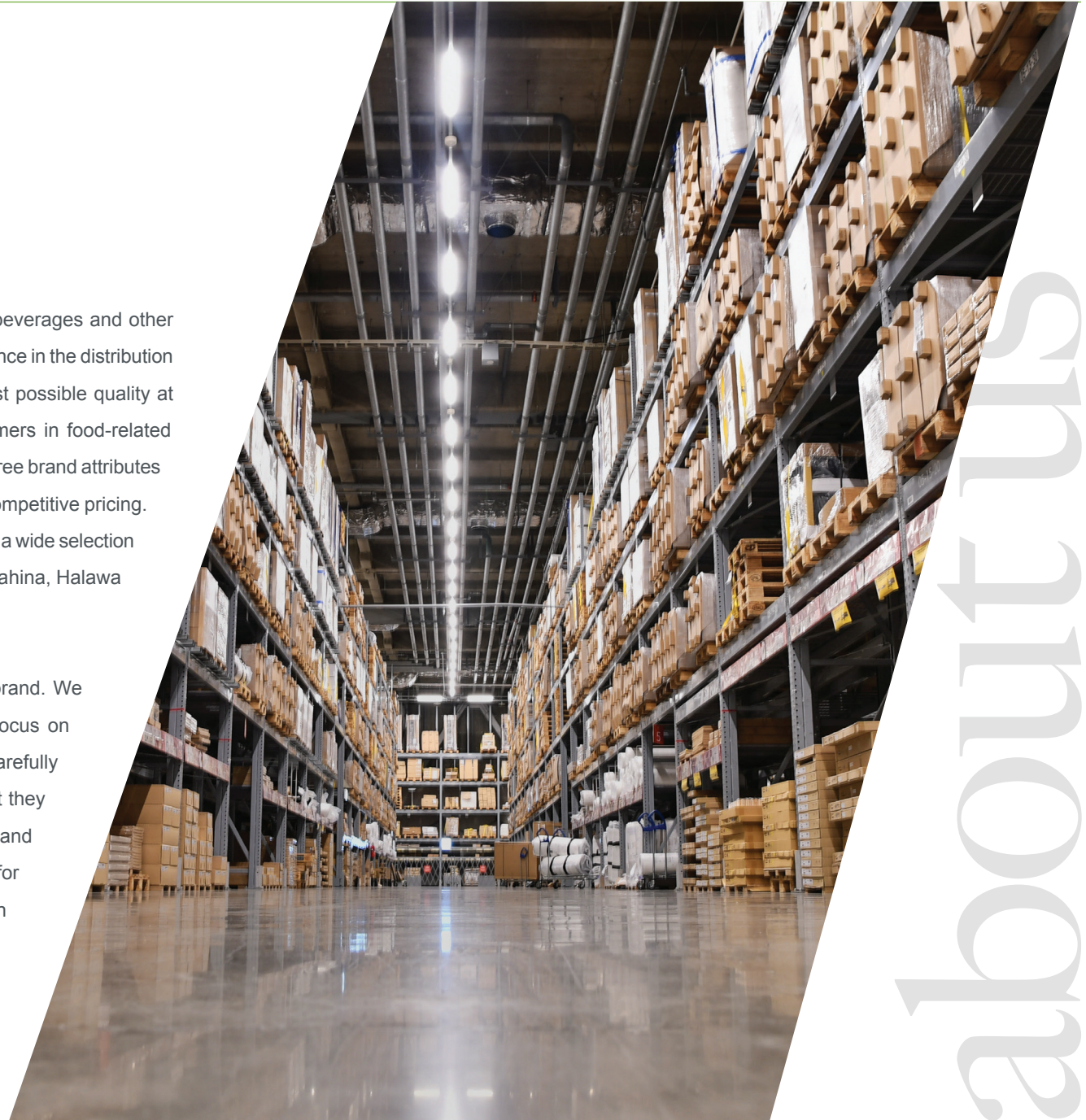




Our Story

Reef Food is one of the major distributors of imported foods, beverages and other consumer goods in the UAE. It has more than 30 years of experience in the distribution business, and we are dedicated to bringing our clients the best possible quality at competitive prices. Reef Food addresses the needs of customers in food-related industries. We have built a successful business by focusing on three brand attributes that are common to most of our brands - Quality, Service and Competitive pricing. Our distribution covers all seven Emirates in the UAE. We provide a wide selection of popular Arabic brands for Tahini, Akkawi Cheese, Hummus Tahina, Halawa & Olive Oil, which are available at all major department stores.

The wholesale business of GCS operates under Reef Food brand. We distribute a wide range of food and related products with a focus on Arabian products, both fresh and frozen. Our products are carefully sourced and customers can be assured of finding exactly what they need at Reef Food. A focus on high quality, competitive prices and responsive customer service has made us the preferred partner for large food-related businesses in the UAE. Our reputation has been built over the years and it is now a major factor in the success and growth of our wholesale business.



about us



About Us

Reef Food LLC is an international trading company dating back to 1968, and it proudly offers high-quality products across various market sectors, catering to diverse tastes from all ethnic backgrounds. Our enduring and future successes, with both our customers and brand partners, are firmly grounded-in our commitment to honesty, integrity, reliability, and trustworthiness. We eagerly anticipate our continued growth alongside our principles, always ensuring that we deliver superior products that meet the ever-evolving demands of our customers.

Our aim is to introduce our customers to the latest products that are at the forefront of our culture. We strive to cultivate strong, long-term relationships with our partners, enhancing communication to expand our product range and meet the ever-changing needs of our end customers. Rooted in our belief that brand awareness is pivotal for any product's sustained success and portfolio growth, we actively pursue above-the-line marketing, cross-marketing between products in different market segments, and below-the-line marketing to help consumers appreciate the quality and significance of our brands. These principles serve as the building blocks and the foundation for the success of all our brands.

The strength of our brands and the wide array of products at our disposal empower us to forge closer connections with all our customers. This advantage enables us to compete successfully, ensuring ongoing, sustainable growth.



“ YOUR
PARTNER FOR
AUTHENTIC
PRODUCTS ”



Tahini



Halawa Plain



Tahini



Tahini



Halawa



Halva



Apricot Spread



Pickled Cucumbers



Beans

our brands

tayara



Pickles



Olive oil



Olives

products



Turkish Coffee



Spices



Akkawi Cheese



Basmati & Sella Rice



Leaves



Nuts

“Quality you can depend on”

We distribute local and international brands.

We benefit from a strong presence in **HORECA** and the retail sector.

1968

YEAR ESTABLISHED

1000+

TOTAL EMPLOYEES

8000 sq ft

WAREHOUSE

7000

PALLET CAPACITY

28

FMCG DIVISIONS

Abu Dhabi, UAE

HEADQUARTERS



Our Vision

Our vision is to offer customers products that seamlessly integrate into their daily lives, fostering a lasting connection with their past, present and future.





Our Mission

Our mission is to collaborate closely with our suppliers and establish enduring relationships founded on integrity and trust. Through these partnerships, we aim to transform our vision into reality.



Our Customers

100+
CLIENTS &

Counting



Client Testimonial

Exceptional Service and Support

"I cannot speak highly enough about the exceptional service I received from AI Reef Food. From the moment we made contact, I was met with professionalism, courtesy and a genuine commitment to deliver great products and exceptional service. I highly recommend AI Reef Food to anyone seeking a top-notch service and support in Abu Dhabi".

Sameer Ebrahim - Purchasing Supervisor
Zee Stores LLC

Testimonial

Client Testimonial

A Truly Seamless Experience

"I recently was on the lookout for a new supplier and had the pleasure of using AI Reef Food, I must say it was a delight right from the start. The level of attention to detail and dedication to their products was evident throughout the entire process. If you're looking for quality ingredients and want to work with a company that delivers on its promises look no further than AI Reef Food, they will exceed your expectations".

Asharaf NK – Purchasing Manager
Eat and drink group of restaurants

Testimonial

Client Testimonial

Unbeatable Freshness and Quality Products

"I've been using AI Reef Food for a few years, and their coffee and nuts are simply unmatched. Their dedication to providing the freshest and finest products in the market sets them apart from other players in the UAE".

Maryam – Owner
AI Mukhtar Bakery Group

Testimonial



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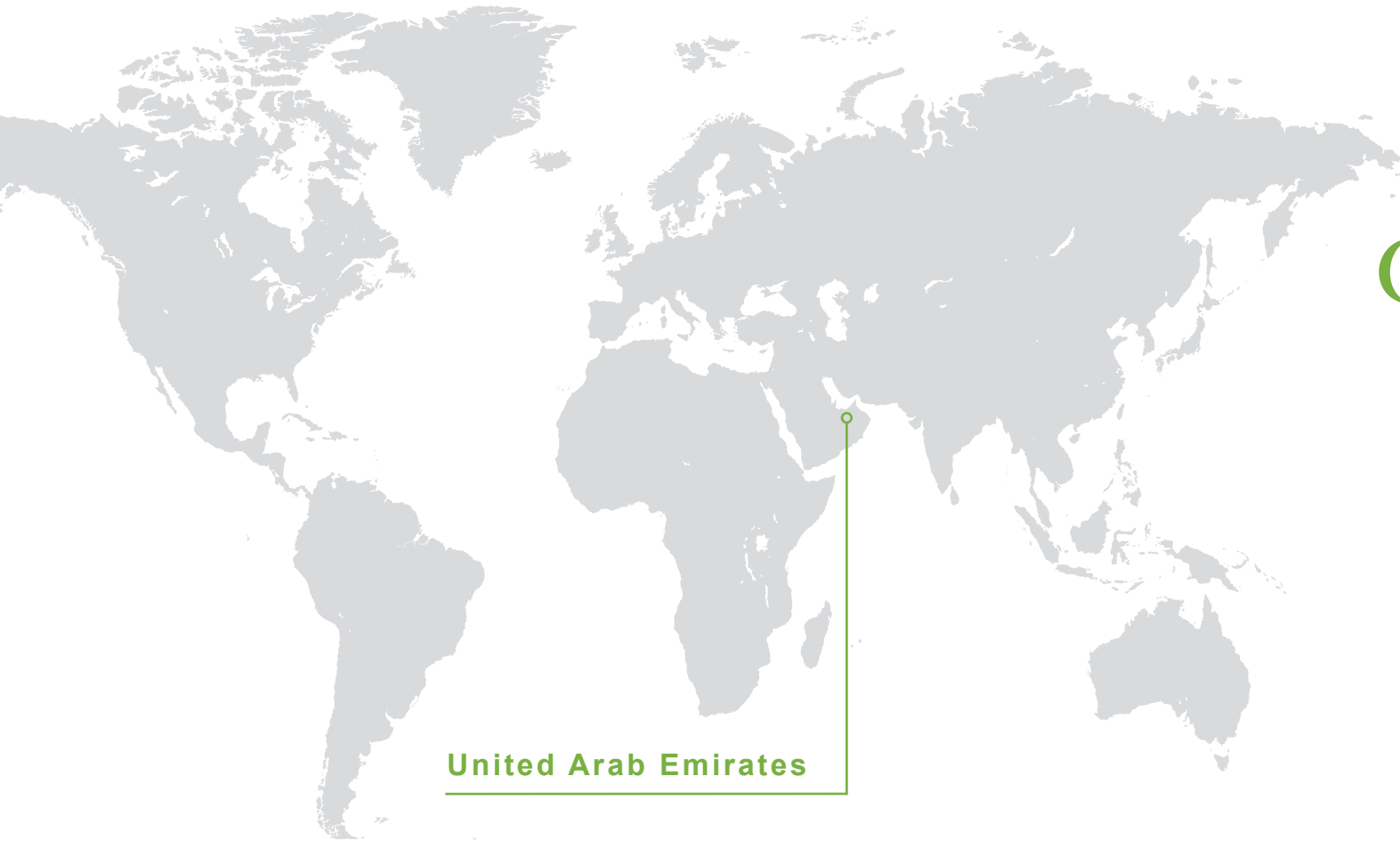












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