

# CORPORATE PROFILE



منش  
bakery

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# How did it all start?

Munch started with an idea to share happiness and smiles through mouthwatering delights that can give people a reason to congregate with family & friends or simply indulge and savor the moment. Whenever a craving kick in, it triggers a noble pursuit we call "Munch". It's a calling that has no defined time, place or occasion, so you just answer it instinctively with your favorite cupcake, cheesecake, cake or candies at MunchBakery.

Here at Munch we try and come up with the most imaginative and creative ways to share with you the sweetest taste of happiness. Munch is a true believer in what people can achieve through sheer imagination and creativity. Thus, every product of Munch delivers a unique sense of fulfillment that is incomparable.



# How We Manufacture Happiness?

A product of pure imagination, **MUNCH** offers creative and decadent ways to share sweet samples of happiness with our consumers on daily basis. We are true believers in delivering our unique formula to provide an incomparable sense of fulfilment.

As such, we encourage you to join our burgeoning brand.



# The Munch Brand



## State-of-the Art Production

When the task at hand is to satisfy all the taste buds of our loyal customers on a large scale, we need the assistance of the most advanced technologies. Munch makes every delight on a state-of-the-art production facilities to ensure consistency and quality.

## Special Ingredients

We use only the best of natural ingredients to deliver a unique flavor in all Munch products. The secret to our taste and quality is in the superiority of our ingredients, which allows us to make the best munchies, just for you.

## Imagination & Creativity

We are at our best when we use our imagination and creativity to do what is considered impossible by most people. This is one of the most fundamental values that we nurture at Munch, as well as a mantra that we enchant in our workplace, day-in & day-out.

## Innovation

The epitome of our efforts is to come up with new ways to add fun and excitement to your Munch experience. Hence, we are very keen on adding innovative processes to deliver consistent quality throughout our branch network.

## Human Touch

The essence of our brand is to connect with the people who love to Munch. It is the sole reason we create such delectable range of awesome treats. Everything is carefully designed to reach the hearts of our customers, and deliver a wholesome experience of what we stand for and what we want to share. It is what keeps us close to you, it is what makes us human.

## Fun & Excitement

It is our promise to add fun & excitement to your experience every time you visit our stores or visit our social networks.





**Satisfying the world's cravings:**

Munch wants to take this undying appetite of each and every person on the planet and set out to satisfy it. This vision is large enough to be a noble ambition, and is relevant enough to sit in the core of Munch.



**Develop the most desirable products through:**

sheer imagination - innovation - creativity  
Hiring the most passionate individuals and polishing them into the most talented one. Perfect every aspect of Munch Bakery's operation to deliver top-notch quality in every product.

# Company Goal

- 1.** Providing the best types of sweets.
- 2.** Supplying and equipping sweets to restaurants and cafes.
- 3.** Opening new production lines for healthy products that keep pace with the consumer's need while preserving their taste, as this contributed to the movement of social awareness by shifting them to search for more healthy products, such as (sugar-free products, low-sugar products, gluten-free products).
- 4.** Adopting the ecosystem that contributes to making the company (environmentally friendly).







# Past 15 Years

Thank you very *much!*

# The Growth



## Number of employees per year

2008	15
2009	28
2010	37
2011	75
2012	101
2013	137
2014	260
2015	320
2016	466
2017	454
2018	412
2019	555
2020	469
2021	320
2022	312

The success of Munch is the direct result of four concrete principles: **Outstanding quality, unique taste, something new and a munchified experience.**

We see growth as a way to deliver on these four overarching principles that govern the nature of our brand.

**A Munchified Experience**

**Something New**

**Unique Taste**

**Outstanding Quality**





# Team and Culture



Munch has the most talented and skillful teams working in every discipline of a corporate bakery, be it Research & Development, Food Styling, Design & Decoration, or Business Operations.

We hire individuals who have a passion to exhibit the best of their skills and creativity which paves the way to create the most innovative production techniques employed by Munch. When you have such a great pool of talents, competitiveness, thinking out of the box becomes part of your culture. Imagination & creativity are the paramount ideals that every member of the Munch family lives by and plays a vital role in achieving the vision of Munch.

# Products and Branches





## Cupcakes



Red Velvet  
Dream  
Chocolate Souffle  
Carrot

## Mini Cupcakes



Red Velvet  
Blue Velvet  
Dream  
Chocolate Souffle  
Strawberry  
Carrot  
Ferrero Rocher  
Marshmallow  
Purple Velvet  
Pistachio  
Nutella Maltesers  
Lotus  
Churros  
Pretzel  
Snickers

## Break Cake



Applelicious  
Marble Madness  
Cinnamon Walnut

## Cakes



Red Velvet 1800gram  
Dream 2350gram  
Unicorn Cake  
Chocolate 1950gram  
Roblox Character  
Unicorn Character  
Chocolate Lava Cake Box  
Blue Velvet  
Strawberry  
Chocolate 1260gram  
Red Velvet 1235gram  
Dream 1065gram  
Carrot  
Lotus  
Chocolate 625gram  
Vanilla  
Chocolate Velvet  
Red Velvet 585gram  
Dream 535gram  
Pound Cake Cardamom  
Cardamom Walnut 1612gram  
Cardamom Walnut 625gram  
Comic Round Cake – Red Velvet  
Comic Triangle Cake – Red Velvet  
Medium Cardamom Walnut Cake  
Peanut Butter Cake  
Red Velvet Slice Cake  
Cardamom Slice Cake  
Chocolate Slice Cake  
Fruit Cake  
Chocolate Crunchy 1650gram  
Chocolate Crunchy 850gram

## Jar Cake



Red Velvet  
Chocolate  
Dream

## Mini Jar Cake



Mini Red Velvet  
Mini Chocolate  
Mini Dream  
Mini Cardamom

## English Slice Cake



Carrot Slice  
Cardamom Slice  
Chocolate Slice  
Banana Walnut Slice

## Brownies



Chocolate Truffle Crumb  
Brownies with Cookie  
Date Bites (Vegan)

## Churros



Munchurros 25cm  
(KitKat, Lotus, Pretzel or Nutella sauce)

## Cookies



Taghmes Nutella  
Cookies Rich Chocolate  
Golden Cookies  
Brownie Cookies  
Velvet Cookie  
Double Chocolate Cookies

## Cheesecake



Lotus Cheesecake  
Pistachio Cheesecake  
Munch Melt  
Strawberry Cheesecake  
San Sebastian Slice  
Strawberry Slice  
Lotus Slice  
Coffee Late Slice  
Mini Munch Melt  
Mini Pistachio Cheesecake

## Lunch Cakes



Lotus  
Chocolate  
Ferrero Rocher  
Red Velvet

## Drinks



Fluffy Latte  
Fluffy Caramel Latte  
Fluffy Mocha  
Saffron Latte  
Hail Latte  
Nutmeg Latte  
Fluffy Hot Chocolate  
Fluffy Macchiato  
Nutmeg Spanish  
Nutmeg Latte  
Saffron Latte  
Hail Latte  
Ice Mocha  
Double Espresso  
Cappuccino  
Café Latte  
Macchiato  
Double Macchiato  
Americano  
Passion Fruit Mojito  
Blueberry Mojito  
Raspberry Mojito  
Pineapple Cobbler  
Vanilla Milkshake  
Red Velvet Milkshake  
Chocolate Milkshake

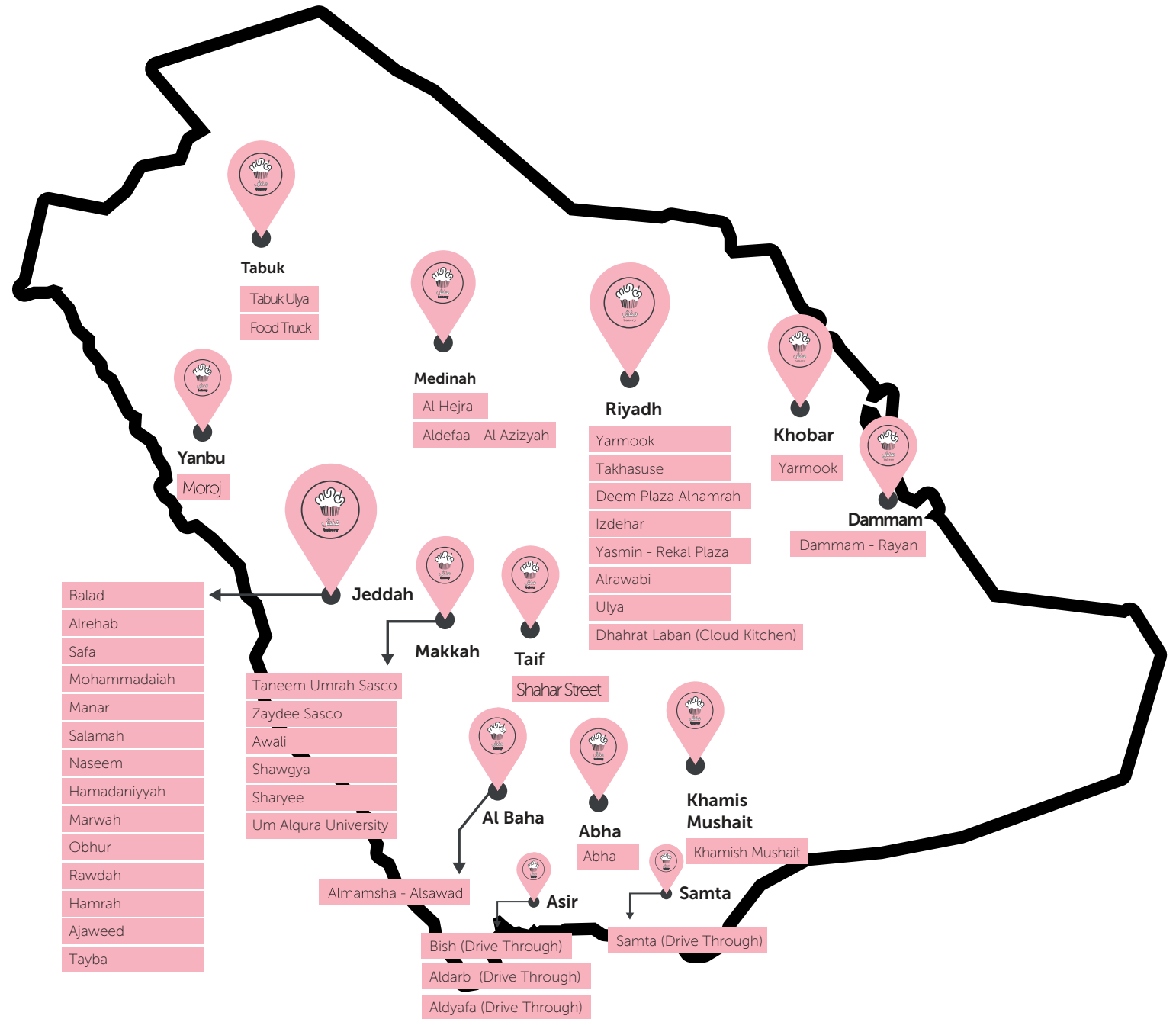
## Occasions



Decoration Cupcakes  
Photo Occasions (10 - 200 persons)  
Frosting Cakes (10 - 200 persons)  
Occasion 3D Cakes (10 - 200 persons)

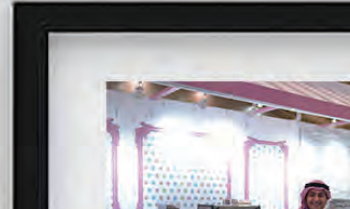
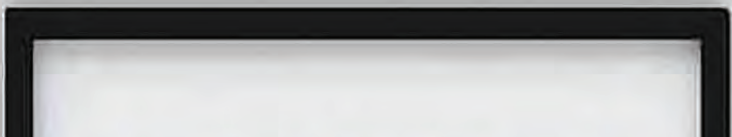
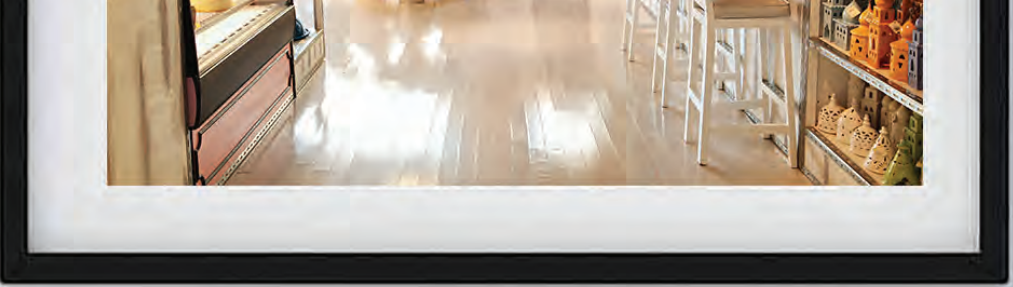


# Munch Bakery Branches

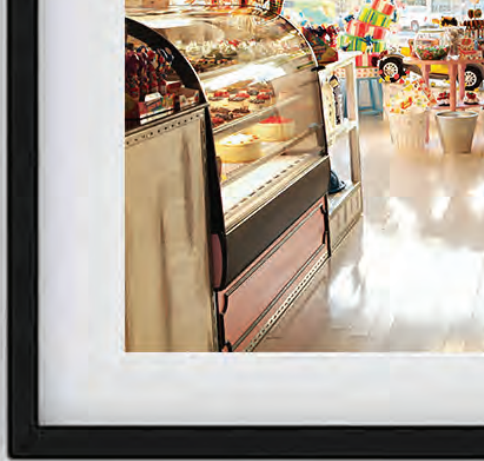


# The Munch Shops

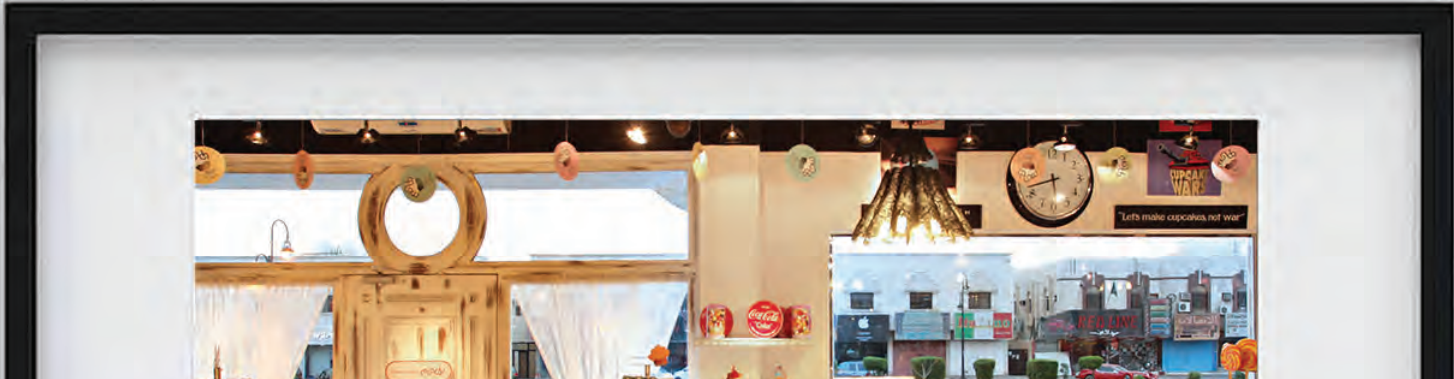






















# Events







Thank you very **mocho!**



# Competitions



1st Prize









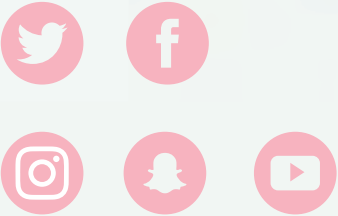
# Munch Awards

ISO certified

## King Abdulaziz quality award

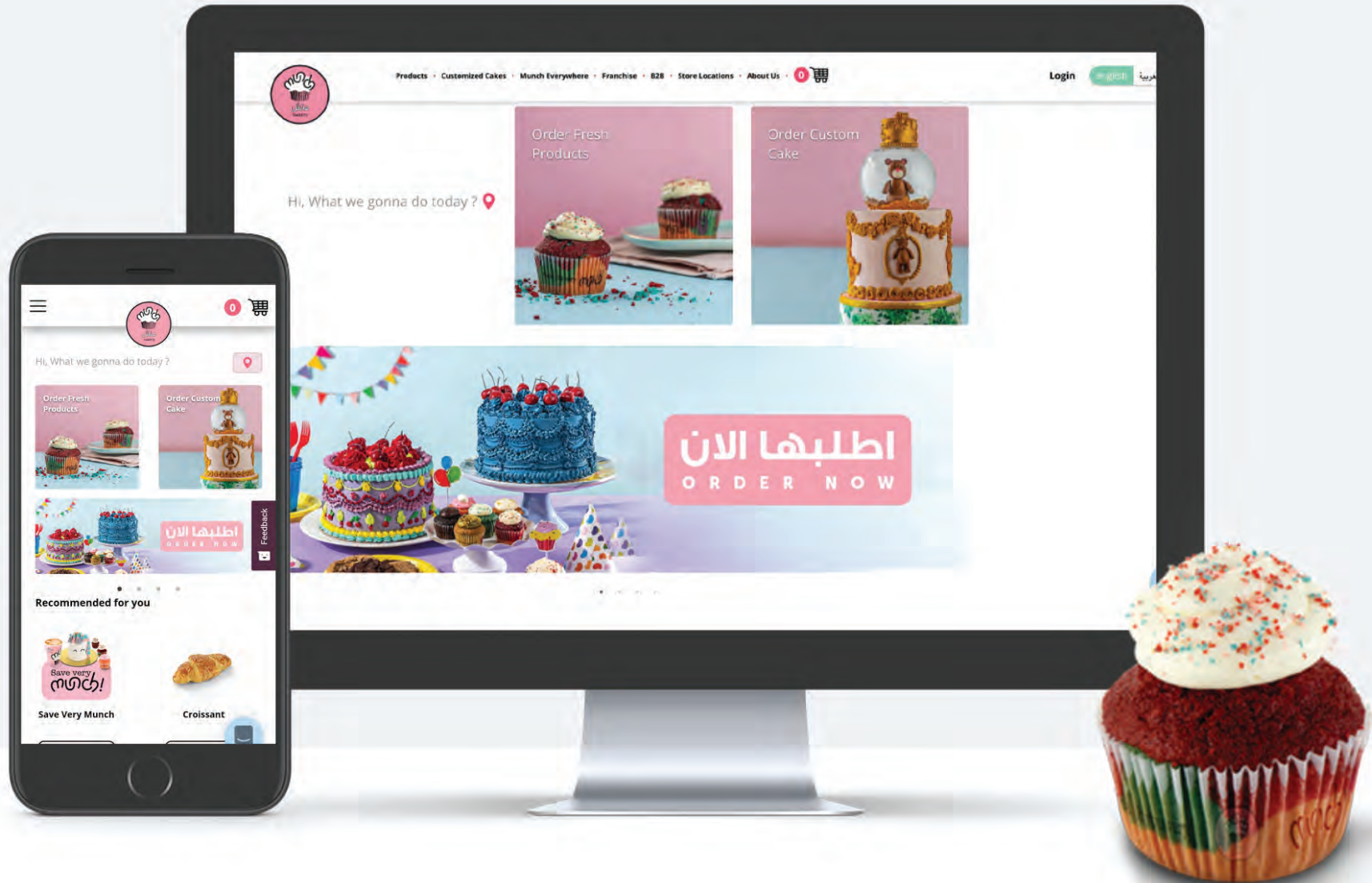


# Social Media





# Online Sales



Thank you very *munch!*

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