



COMPANY  
PROFILE

# ABOUT THE GROUP:

Our story started in 2014, and with three ambitious brothers from the offspring of Um Khalil. Those three, united by their love for their grandmother, were driven by a passion and desire to keep her memory, heritage, and personal dream alive.

In 2014, those three brothers established Beyti Group as a brand to take on the same challenge that their grandmother took before, offering exceptional food experiences to people.

With their knowledge and experiences, the three brothers managed to keep the legacy alive and expand the business scope. Starting with opening a new branch for Lebanese Um Khalil restaurant in Amman, the brothers introduced two more concepts that took the form of Kahwet Um Khalil and LB Lounge.

Today, Beyti Group is a pioneer in the hospitality sector in Jordan and the Middle East, owning and managing several outlets distinguished by a continuous strive to elevate food and hospitality experiences by adding a touch of modernity to the already-unique experience.

The ambition and passion of Beyti Group know no limits, aiming to expand the reach of this unique experience offering to people all around the world.

Beyti Group core business encompass 4 leading Fine dining restaurants, cafes and lounge, as well as cloud kitchen delivery offering oriental & international cuisines, a catering service, and an events management company in Jordan, Beyti Group is renowned for its dedication, innovation, trend setting and provision of the highest standards in the hospitality sector.

# OUR STORY

A passion-filled story began in 1977 in Jerash in Jordan. That is when a food-passionate Lebanese woman took on the challenge of introducing the Jordanian people to the authentic Lebanese dishes made even more special by her personal touches. Antoinette Rami Saliba, or Um Khalil, got herself a spot near the monuments of the ancient city, where she started introducing locals and tourists to her tasty, authentic Lebanese recipes. Thanks to those exceptional dishes and hospitality experiences that people found in her restaurant, Lebanese Um Khalil restaurant became a remarkable landmark in the city; and is currently one of the oldest in Jordan.

Being known for providing guests with exceptional experiences, Lebanese Um Khalil enjoyed the privilege of hosting numerous VIP guests throughout the years. Our honor guests list includes kings, queens, and presidents, high-ranking officials, and several celebrities in the field of music, cinema, and sport.

Today, Lebanese Um Khalil restaurant keeps the rich legacy of authenticity alive while adding a unique touch of modernity to the experience. Expanding the great food experience to new locations and heights, The descendants of Um Khalil introduced a new branch in Jabal Amman, in addition to the new concept of Kahwet Um Khalil.

# VISION

To satisfy our customers' unique tastes and fulfill their expectations of distinguished and unique food experiences.

We take our passion for food alongside our experience and knowledge of the global standards to devise a distinguished food experience for our customers.

We know that success does not come over night, which is why we keep a close eye on every detail looking for chances to improve and enhance.

# MISSION

To set the bar for customers' food and hospitality experiences to reach never-before horizons.

We comply with a distinguished benchmark for the experiences that we offer to our clients. Starting from the tasty recipes we prepare to the top-notch service, passing by the atmosphere of the place, we devised our strategy to be a guiding star through our path to success and excellence.

We work with the target of earning our clients' trust before our eyes, this is how we translate our passion, and this is how we aim to build a lifetime relationship with them.



# PHILOSOPHY

To use food as a bridge that brings people together to celebrate their differences and uniqueness.

We believe that food is a common culture shared by all people around the world, and this shared culture can be the bridge that gets people together.

Through food, we get introduced to others; while giving them a chance to know us. We can't think of a better way for people to celebrate their differences and unique characteristics.

We believe that we share our culture through sharing food and food experiences, and we strive to keep our culture memorable and loved by all people.





Lebanese لبناني  
Um Khalil أم خليل



Lebanese Um Khalil restaurant is the meeting point between authenticity, modernity, and generosity. Lebanese Um Khalil restaurant proudly serves a fine collection of mouth-watering dishes from the oriental cuisine, with the delicious Lebanese one as the cherry on top of the cake.

At Lebanese Um Khalil, you get to enjoy the tranquil atmosphere and a good time with your loved ones while having a splendid food experience and hospitality with each bite.

The authentic oriental dishes, with a modern twist  
A distinguished landmark in the fine-dining industry in Jordan, Lebanese Um Khalil restaurant is a revival to the authentic Lebanese dishes made even more special by Um Khalil's personal and tasty touches. Today, and in addition to the Lebanese cuisine, guests can enjoy a wide collection of dishes from several cuisines around the globe, adding more magic to the experience, and offering something tasty to every taste.



لبناني  
Um Khalil أم خليل

## Guests list who visited lebanese Um Khalil

**HIS MAJESTY KING  
ABDULLAH AND HER  
MAJESTY QUEEN RANIA**

**CARDINAL SFEIR**  
Former Maronite  
Patriarchate

**KURT WALDHEIM**  
Former Secretary-  
General of the United  
Nations

**TERJE RØD-LARSEN**  
Norwegian Diplomat

**BOUTROS  
BOUTROS-GHALI**  
Former Secretary-  
General of the UN

**AHMED BEN BELLA**  
Former Prime Minister  
of Algeria

**MARC GARNEAU**  
Minister of Transport  
in the Government of  
Canada

**KOFI ANNAN**  
General of UN

**THE LATE KING HUSSEIN  
AND HER MAJESTY  
QUEEN NOUR**

**NELSON MANDELA**  
Former President of  
South Africa

**ALEKSANDER  
KWASNIEWSKI**  
Former President of  
the Republic of Poland

**DANLO TURK**  
President of the  
Republic of Slovenia

**CATHERINE ASHTON**  
Former Vice President  
of the European  
Commission

**CARLOS GHOSN**  
Former Chairman  
CEO of Renault and  
Nissan

**JOSETTE SHEERAN**  
Former CEO of World  
Program

**PRINCESS BASMA  
BINT TALAL**

**PRINCE ALI BIN  
AL HUSSEIN**

**MAHA CHAKRI  
SIRINDHORN**  
Princess of Thailand

**VALÉRY GISCARD  
DESTAING**  
Former President  
of France

**AYAD ALLAWI**  
Former Vice President  
of Iraq

**AHMED ASMAT  
ABDEL-MEGUID**  
Former Secretary-  
General of the Arab  
League

**DAVID HALE**  
United States  
Diplomat

**AMERICAN  
CONGRESS COMMITTEE**

**BAHAA RAFIQ HARIRI**

**JORDANIAN MINISTER  
OF HEALTH**

**JORDANIAN MINISTER  
OF CULTURE**

**MINISTER OF CULTURE  
OF UKRAINE**

**MOHAMMAD BIN  
SALMAN AL SAUD**  
Crown Prince of Saudi  
Arabia

**NASSER JUDEH**  
Former Minister of  
Foreign Affairs

**PETTER OLBERG**  
Former Ambassador of  
Norway in Jordan

**HUSSEIN AL MAJALI**  
Former Jordans Interior  
Minster

**LATIFA AL-TUNISIYA**  
Singer

**MELHEM BARAKAT**  
Lebanese Singer

**RAGHEB ALAMA**  
Lebanese Singer

**WALEED TAWFIQ**  
Lebanese Singer

**NAJWA KARAM**  
Lebanese Singer

**ROMEO LAHOUD**  
Lebanese Composer

**RICHARD GEAR**  
Actor

**MR. BEAN**  
Actor

**DUREID LAHHAM**  
Actor



LB Lounge is where the tiresome of a long day is washed away and replaced with excitement and relaxation. At LB Lounge, you get to treat yourself with options from the lounge menu catered to satisfy your taste while enjoying the melodies of oriental music & DJ nights; or watching your favorite football game. Being one of the top lounges in Amman, LB Lounge is sure to add a touch of charm to your relaxation and chilling time.





The oriental calming atmosphere and the great bites of authentic Lebanese food; this is what sets Kahwet Um Khalil apart from the rest. At Kahwet Um Khalil, you get to enjoy a diverse collection of Lebanese dishes and drinks in an atmosphere that redefines the concept of calmness and relaxation.

In 2017, and with the memory of Um Khalil enjoying her morning coffee in a calming corner at her restaurant, Um Khalil descendants decided to share the experience with others through the concept of Kahwet Um Khalil.



# أم خليل مطبخ

UM KHALIL'S KITCHEN

Fancy food experiences are now at your doorstep. Enjoy the spectacular authentic Lebanese dishes from the comfort of your home with your loved ones. At Um Khalil Kitchen, we work to add more value to your comfort time, giving you delicious bites of meals prepared with the same level of love you would put into them, but minus the effort in preparation.

Our goal is to extend the reach of these exceptional food experiences beyond the actual boundaries of Um Khalil's restaurant. At Um Khalil Kitchen, we add value to all your family gatherings, occasions, or even your daily meals, through exceptionally high-quality dishes prepared with love for you and your loved ones.



# SERVICES

## EVENTS HOSTING

Whether it's a formal business meeting or a loving-family gathering, the Lebanese Um Khalil restaurant is the ideal place to host your event.

At Lebanese Um Khalil, a spectacular dining experience awaits you and your guests thanks to the diverse menu of oriental dishes that satisfy all tastes and are served according to the highest global standards in an atmosphere of privacy and comfort.

We were honored to host numerous huge events with VIP participants including local and international royals and celebrities.

## CATERING

Soon to be: With global standards in mind and Arabian generosity in heart, our catering services add a dash of personality to your special occasions.

Our top-notch catering service takes on the task of satisfying your discrete taste with the diverse menu and exceptional standards of hospitality, transforming the experience to a whole new level of sophistication and making your special occasions even more elegant and memorable.

## DELIVERY

If you crave a delicious homemade meal but do not feel like putting in the effort to make one, we have got you covered.

With our delivery service, you can order that tasty meal you desire online and get it delivered to your doorstep to enjoy it at the comfort of your home.

The wide range of dishes available between your hands will be the magic wand capable of transforming any moment into a mouth-watering, satisfying experience.

# FRANCHISING



## ADMIX BUSINESS DEVELOPMENT:

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# What we provide

- Location preliminary survey.
- Interior decoration guidelines and detailed layout requirements.
- Site visits and works follow up (2 day every 2 weeks when abroad).
- Transfer of Know-how, Franchise manual, technical sheets..
- Key Employees (Chef, sous-chef and manager) hiring and training for 2 months in our restaurant in Amman & Jerash).
- Suppliers sourcing and ingredients quality selection.
- Grand opening preparation and assistance.
- Monthly visits for assistance and quality survey (2 days/month).



## What you should provide

- A very prime location for the intended restaurant in the requested city within the desired territory.
- The complete building, furniture and requirement of each location according to our concept guidelines.
- Hiring of qualified staff as per our requirements.
- Salaries and hired key employees during their training in Jerash or Amman.
- Airline tickets lodging of our delegates for their visits to your restaurant.

## Franchise terms

- The fee will be determined after negotiation between the franchisor and franchisee.
- 7% on gross sales on a monthly basis royalty including local advertising cost.

The franchise is for 10 years renewable, covering all territories, with one outlet.

### D.FRANCHISE FEES ARE PAID AS FOLLOW:

- 50% in contract signature.
- 20% on location approval.
- 20% on delivery of Franchise Manuals and Training Manuals.
- 10% within 20 days from opening.



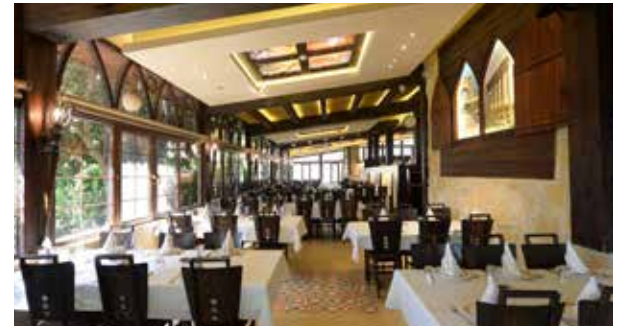
Lebanese لبناني  
Um Khalil أم خليل

The beginning was in 1977 in Jerash, Jordan, when a food-passionate Lebanese woman, known as Um Khalil, decided to share her tasty recipes with other people.

Those mouth-watering recipes are from Lebanese cuisine and made even more special by the personal touches of the culinary artist. She started a restaurant near the monuments of Jerash, a prominent city in the Roman Empire, where she served her tasty recipes in a space that reflects the originality and authenticity of the city and brimming with the oriental spirit.

Soon after, these exceptional experiences became an attraction for locals and tourists in the city. The visit to Um Khalil's restaurant became as authentic as visiting the city monuments for tourists and a weekly routine for local families during the weekends.

Today, the Lebanese Um Khalil restaurant still operates with the same spirit and passion, yet in a modernized setting that fits the highest global standards of hospitality.





What is a perfect morning? It is the one when you can enjoy the quietness and the aroma and taste of a cup of roasted coffee. A lot can relate to this, and Um Khalil was one of those people; who could relate to this.

That was the reason behind seeing her every day sitting in a tranquil corner at her restaurant, in which she enjoyed the smell of roasted coffee while sipping it from her cup.

Keeping that loving memory of Um Khalil in mind, along with the passion and desire to share this spectacular yet simple experience with other people, Um Khalil's descendants developed a new concept to the business chain; that is Kahwet Um Khalil.

Since 2017, Kahwet Um Khalil has become the place to go for everyone looking to enjoy their gatherings in a place brimming with originality and authenticity; while experiencing exceptional food and beverage experiences.





Enjoying a tasty bite is a moment to celebrate on its own and a great addition to any occasion as well. So, why limit yourself when you are at home?

The idea behind Um Khalil Kitchen is to add value to your special occasions, or even your everyday meals, in the form of tasty bites delivered to your doorstep. This kind of mouth-watering addition will make your time at home with your loved ones even more memorable and spectacular.

Um Khalil Kitchen is the answer for all those who crave a homemade meal prepared with love but don't feel like investing the effort. With those delicious, authentic, and lovable bites delivered to your doorstep, your comfort of being at home elevates to a whole new level of awesomeness.





Nothing would beat a place where you can fulfill two basic human needs, food, and social interaction. Throw some distinguished experiences in the mix, and the result would be an out-of-this-world one.

LB Lounge is your place to be if you want to enjoy one of a kind exceptional experience. The oriental atmosphere, mouth-watering dishes that fuse oriental with international cuisines in an implacable blend of magic, and refreshing drinks, make LB Lounge the place that takes the joy and awesomeness of a night out with friends to a whole new level.

Today, LB Lounge is a prominent and distinguished landmark on the Amman lounges map, a well-deserved spot for the unique and extraordinary experiences it offers to the guests. Wrapped in an aura of orientality, LB Lounge sets new standards for a night out with your friends.





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