

café  
**YOUNES®**

Specialty Coffee Roaster  
Since 1935

کافیہ یونس



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



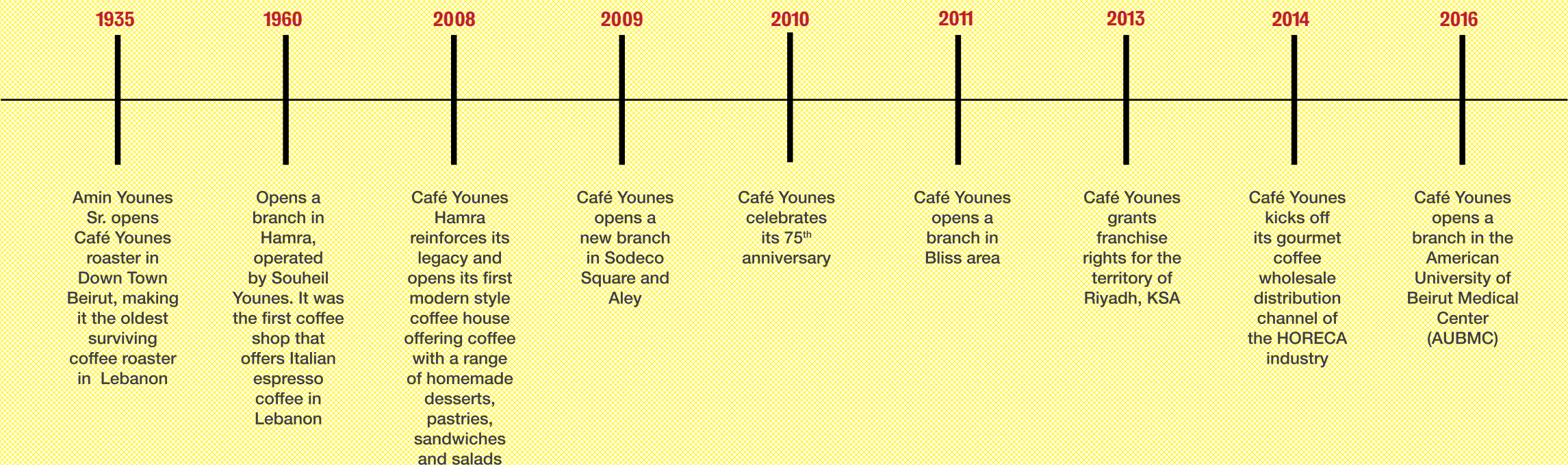
# History







# Café Younes timeline





# Development overview

Cafe Younes is one of the oldest surviving coffee roasters in Lebanon. It saw the light in 1935 when Amin Younes Sr. returned from Brazil with two coffee mills and a dream. Opening the first Café Younes branch in Beirut's Central District, he marked the beginning of a three-generation legacy to date.

Carrying the brand triumphantly from the heydays of the 60s, his son Souheil Younes shared the same intense passion for coffee, opening the second coffee roaster in Hamra in 1960.

Taking over the business in 1996, Amin Younes held on to the brand's promise by catering for a growing clientele of quality coffee lovers. He remained true to the honest origins and neighborhood feel that made Cafe Younes the success story it is today, growing the business into a flourishing enterprise.

**This is how, from one of the first specialty coffee roasters open in Lebanon in 1935, Café Younes expanded to include:**

- In 2008, a second outlet, the first modern-style coffee shop in **Hamra** offering soothing drinks and a range of homemade desserts, pastries, salads, and sandwiches.
- In 2009, a third outlet, a second coffee house in **Sodeco**, one of the first malls in Lebanon.
- In 2010, a fourth outlet, a coffee roaster in **Aley**.
- In 2011, a fifth outlet, a third coffee house in **Hamra, Abdel Aziz street**.
- In 2014, the first regional outlet in **Olaya, Riyadh**.
- In 2016, a sixth branch in **AUBMC**.



# Branches

## Espresso-based

|                 |      |
|-----------------|------|
| Espresso        | 1.00 |
| Doppio          | 1.50 |
| Double espresso | 1.50 |
| Cappuccino      | 1.75 |
| Cafe latte      | 1.75 |
| Mocha           | 2.00 |

## American Coffee

|          |      |
|----------|------|
| American | 1.00 |
|----------|------|

## Cold Drinks

|                    |      |
|--------------------|------|
| Fresh orange juice | 1.50 |
| Lemonade           | 1.00 |
| Minty-basil tea    | 1.00 |
| Water              | 0.50 |

## Roasted & Ground Coffee

|                                   |      |
|-----------------------------------|------|
| For French, American and espresso | 1.00 |
|-----------------------------------|------|

## مشروبات باردة

|                  |      |
|------------------|------|
| عصير برتقال طازج | 1.50 |
| ليمونادة         | 1.00 |
| شاي نعنع-بازيلا  | 1.00 |
| ماء              | 0.50 |

## قهوة مطحونة ومحمصة

|                                     |      |
|-------------------------------------|------|
| للقهوة الفرنسية، الأمريكية والبرغوت | 1.00 |
|-------------------------------------|------|



## Hamra - Neemat Yafet Street

Hamra Coffee Roaster  
Neemat Yafet Street, Beirut  
01 34 75 31







Open in the early 1960s, the first roaster is still the favorite place to enjoy an authentic cup of Lebanese coffee, just like the good old days, for many of Café Younes' regulars. For the past 50 years, it has been enchanting passersby with the same delicious aroma of coffee, comforting regulars customers and creating unforgettable moments for the neighborhood.



## Hamra - Neemat Yafet Street







In 2008, the roaster expands to include a coffee shop, which became in no time the neighborhood's hangout serving professors, students, young and old people their favorite coffee along with sandwiches, salads, and great desserts, fresh from the café's kitchen.



Sodeco Coffee Shop  
Sodeco Square, Beirut  
01 42 45 15







In 2009, the Sodeco branch sees the light, fitting, through its customized interior, a more corporate clientele, and naturally becoming the “neighborhood” café of residents and passers-by. Busting with life, it caters for businessmen on a quick lunch break, older women meeting for an afternoon coffee, students studying, and young professionals working actively from their laptops.



# Aley



Aley Coffee Roaster  
Aley Center, Aley  
05 55 94 52





Reminiscent of the Aley branch first opened in the 1940s, the 2011 Aley outlet recalls the good old days through its vintage ads and authentic interior, catering freshly roasted coffee to the area and its inhabitants who strive for high quality coffee and a large variety of beans. Located on the busiest street in Aley, a lively summer destination in Mount Lebanon, it offers the same quality, same aroma, and same taste of superb coffee.



# Hamra - Abdel Aziz Street



Abdel Aziz Coffee Shop  
Abdel Aziz Street, Beirut  
01 74 26 54

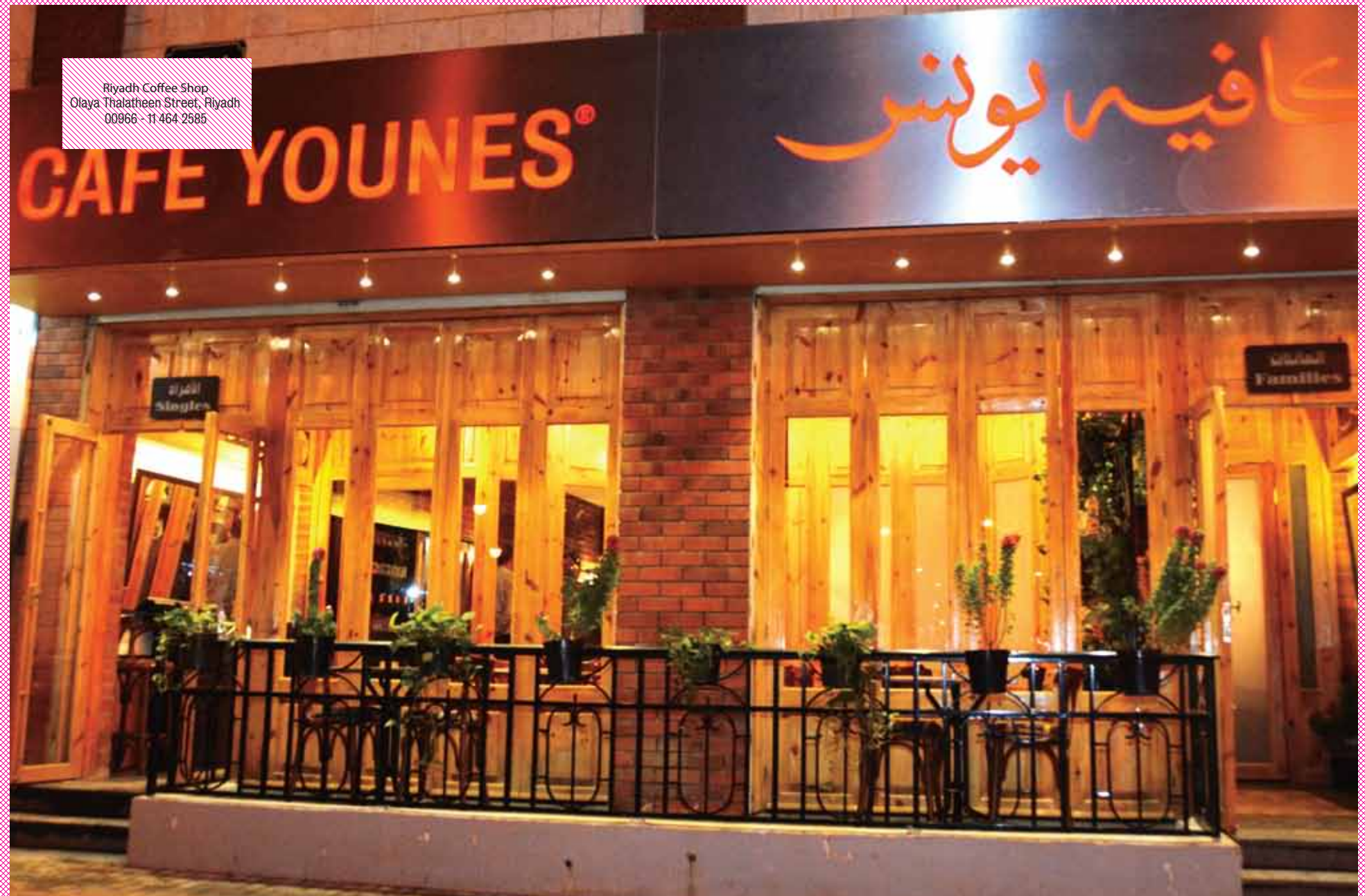




Just two steps away from AUB's medical gate and the university's medical center, the Abdel Aziz branch is the second Café Younes installment in the larger Hamra area. The first one to embody the new identity celebrating Younes' 75 years of operation, the coffee shop is already proving a favorite for students, doctors, and other Café Younes goers looking for a cozy and comfortable meeting place and study area. Integrating many experiences at once, the coffee shop offers a special setting that acts as a flagship for branches to come.



## Riyadh - Olaya Thalatheen



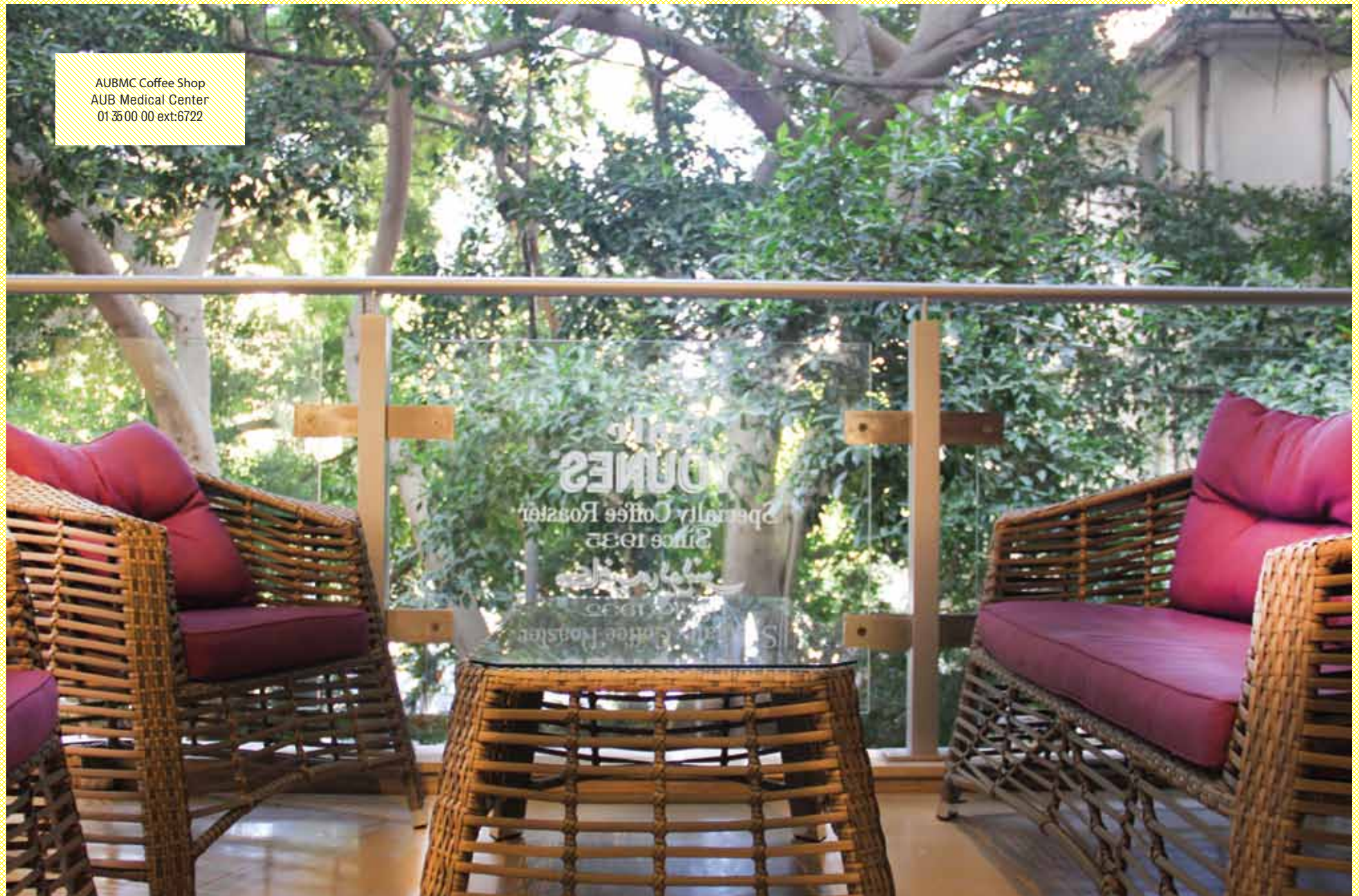




After a successful local expansion, Café Younes exports its knowhow and brand name and opens its first regional outlet in Riyadh, OlayaThalatheen street. Attracting a loyal clientele through its premium coffee, its heritage brand, and its unique atmosphere, the coffee shop brings back the memory of old Beirut with a modern flair, where people can connect over a cup of freshly brewed traditional coffee or purchase coffee beans to brew at home.



# AUBMC - American University of Beirut Medical Center







Passionate about delivering the taste of authentic coffee to its customers wherever they are, Café Younes is the first coffee house to reach the “premises” of doctors and patients. Earning its position as part of AUBMC, a leading medical center and healthcare institution in the region with the highest standards of patient-centered care and academic innovation, Café Younes serves the hospital’s staff, visitors, and patients through a relaxing coffee concept established inside the center. Designed with an outdoor terrace and a vertical garden beautifully embellished by plants and old trees, the coffee shop is a pleasant escape to the senses and an enjoyable stop for anyone looking for a comforting cup of coffee or a quick tasty bite. Respecting the fast life of “white coats” and catering to the hospital’s daily high traffic, Café Younes offers the same freshness of coffee and food through conveniently packaged items made to eat on-the-go, alongside a healthy section accommodating the needs of patients.

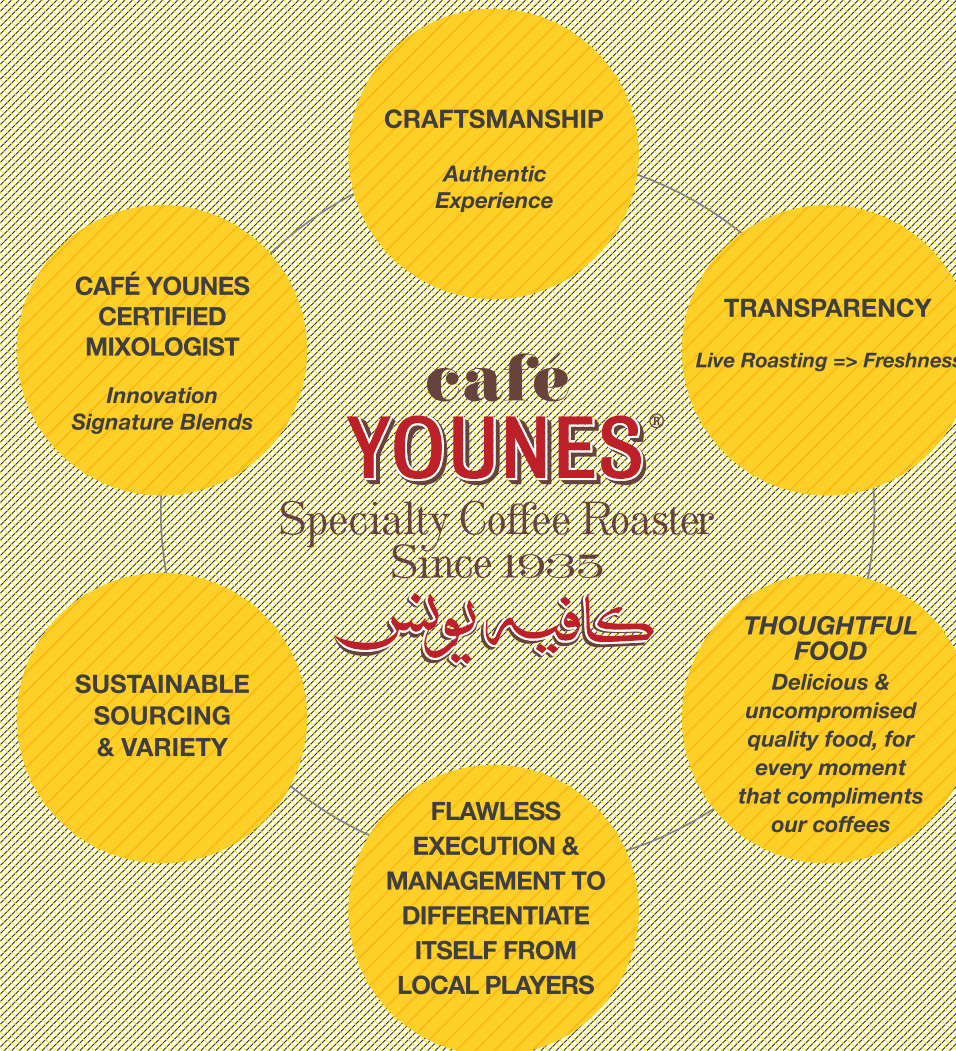


# تحيات من بيروت!





# Franchise



With a deeply-rooted heritage in coffee making and a solid presence across Lebanon, Café Younes is ready today to export the taste of Beirut to a clientele looking to enjoy premium coffee in a contemporary setting and a unique “neighborhood” atmosphere. Starting its regional expansion with Riyadh, Café Younes is striving to spread not only the authentic taste of Lebanese coffee but also a culture of coffee appreciation.





In order to cater to the market's different segments, three operating “models” were created:

- The quick service take-away coffee shop/roaster: size between 10 sqm and 100 sqm
- The bakery / coffee shop / roaster: size between 100 sqm and 150 sqm
- The kitchen equipped – full menu bakery / coffee shop / roaster: size above 150 sqm







# Concept and Future Project

Upon entering Café Younes, customers are enticed by the aroma of freshly-roasted coffee and the soothing ambience of the coffee shop. Genuinely embracing modernity throughout its history, Café Younes offers the genuine feel of a neighborhood café in each of its outlets. Preserving the authentic charm of Lebanon's golden days through its interior décor distinguished by vintage ads, history walls, and old-style floor tiles, the café revisits authenticity in a laid-back atmosphere and contemporary setting that makes it every neighborhood's favorite hang-out place.

To stay true to its "roaster" identity, Café Younes makes sure to integrate the roasting journey to its café experience, adding its specialty signature to every outlet, allowing a consistent and unique experience. Customers then become a part of the live coffee roasting "show", tasting the different coffees, learning about a variety of beans and blends sourced from all over the globe, and having the opportunity to purchase their own custom blend.





# CSR

Café Younes is committed to supporting the neighborhood of all of its outlets. From hiring university students, to showcasing budding artists' work (photography, painting, music performances...), to helping improve the local culture by offering regular cultural activities such as the monthly poetry reading. During the past years, Café Younes undertook several initiatives to foster its socially responsible role, among which were:



### **The Braille Menu:**

In its effort to inject social awareness in its food and beverage outlets, Café Younes developed the first Braille version of their menu, which is the first initiative of its kind in the Middle East and Gulf regions. This unique project, the goals of which also included training staff to deal with the visually-impaired customers, soon spread to other venues and many cafes and restaurants throughout Lebanon followed suit. This project was undertaken in collaboration with the Young Association of the Blind (YAB) and the American University of Beirut (AUB).

### **The Book Basket:**

“Bring a book, have a book” was the slogan used to spread the love of reading among the Lebanese society as well as to encourage people to share their books with others. A large book basket was placed in Café Younes for people to bring in books they no longer needed and take others instead. This initiative was supported by the non-profit organization JCI Beirut.

### **Eat Out for Life:**

Café Younes took part in this successful fundraising campaign launched by the Children Cancer Center of Lebanon to help sick children.

### **The Neonate Fund:**

In an initiative to support at risk newborns, Café Younes contributed to AUBMC’s Neonate Fund by selling pink-branded items like key chains and bracelets at its outlets.

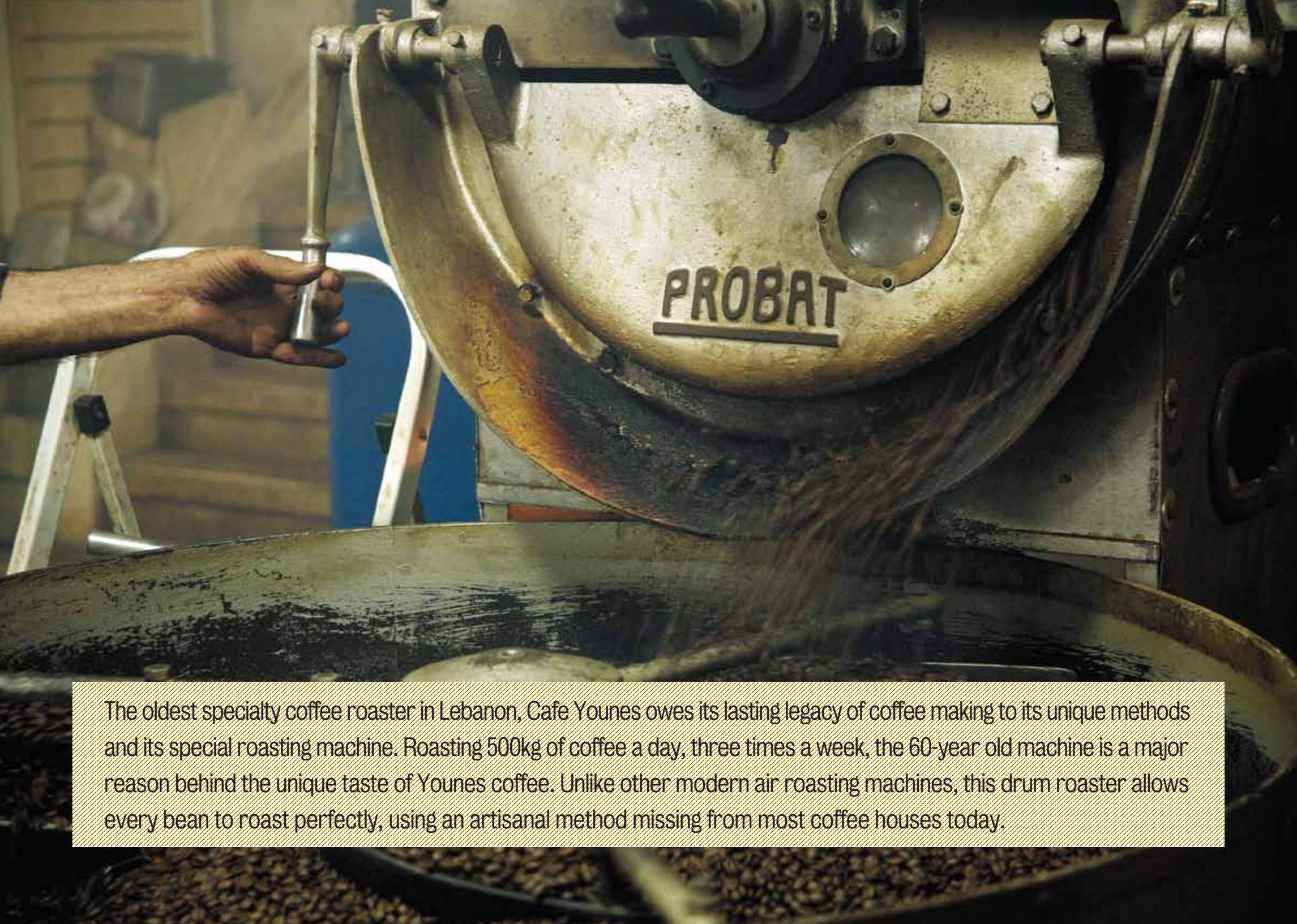
### **Himaya campaign:**

In support to Himaya, the only NGO in Lebanon that works to prevent abuse, rehabilitate abused children, and socially reintegrate them as active agents in society, Café Younes endorsed the sale of Himaya bracelets, which proceeds helped funding the center, by displaying them at all its branches.

### **Cultural events:**

Café Younes continuously encourages local writers and artists by offering its coffee shops as platforms to launch and spread their art. The outlets have hosted numerous events, including poetry readings, music performances, book signatures, painting and photography exhibitions for several artists.





The oldest specialty coffee roaster in Lebanon, Cafe Younes owes its lasting legacy of coffee making to its unique methods and its special roasting machine. Roasting 500kg of coffee a day, three times a week, the 60-year old machine is a major reason behind the unique taste of Younes coffee. Unlike other modern air roasting machines, this drum roaster allows every bean to roast perfectly, using an artisanal method missing from most coffee houses today.





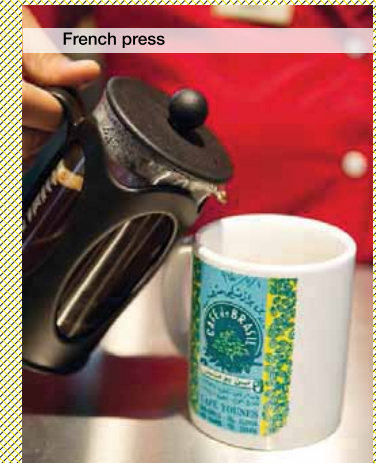
Rakweh



Espresso



Stove top



French press



Manual drip



Vacuum pot



Aeropress



Chemex

Besides roasting and grinding its own coffees, Café Younes offers an extensive range of artisanal coffees from over 10 countries around the world and a wide selection of signature blends. Catering for individual tastes and preferences throughout history, its signature blends are formulated through extensive knowledge and experience. Fresh green beans are roasted daily and distributed to the different outlets, whether in single-origin coffees or in various signature blends. They are expertly packaged to be enjoyed in the comfort of home, or at all of our welcoming coffee shops.



# Food

Although Café Younes' prime passion is reserved for coffee, high-quality world-class food and beverages are also served in our outlets. Designed to satisfy a loyal clientele visiting frequently, our menu is inspired by the Mediterranean flavors and includes a wide variety of hot and cold dishes and homemade pastries, always fresh, simple, and generous.

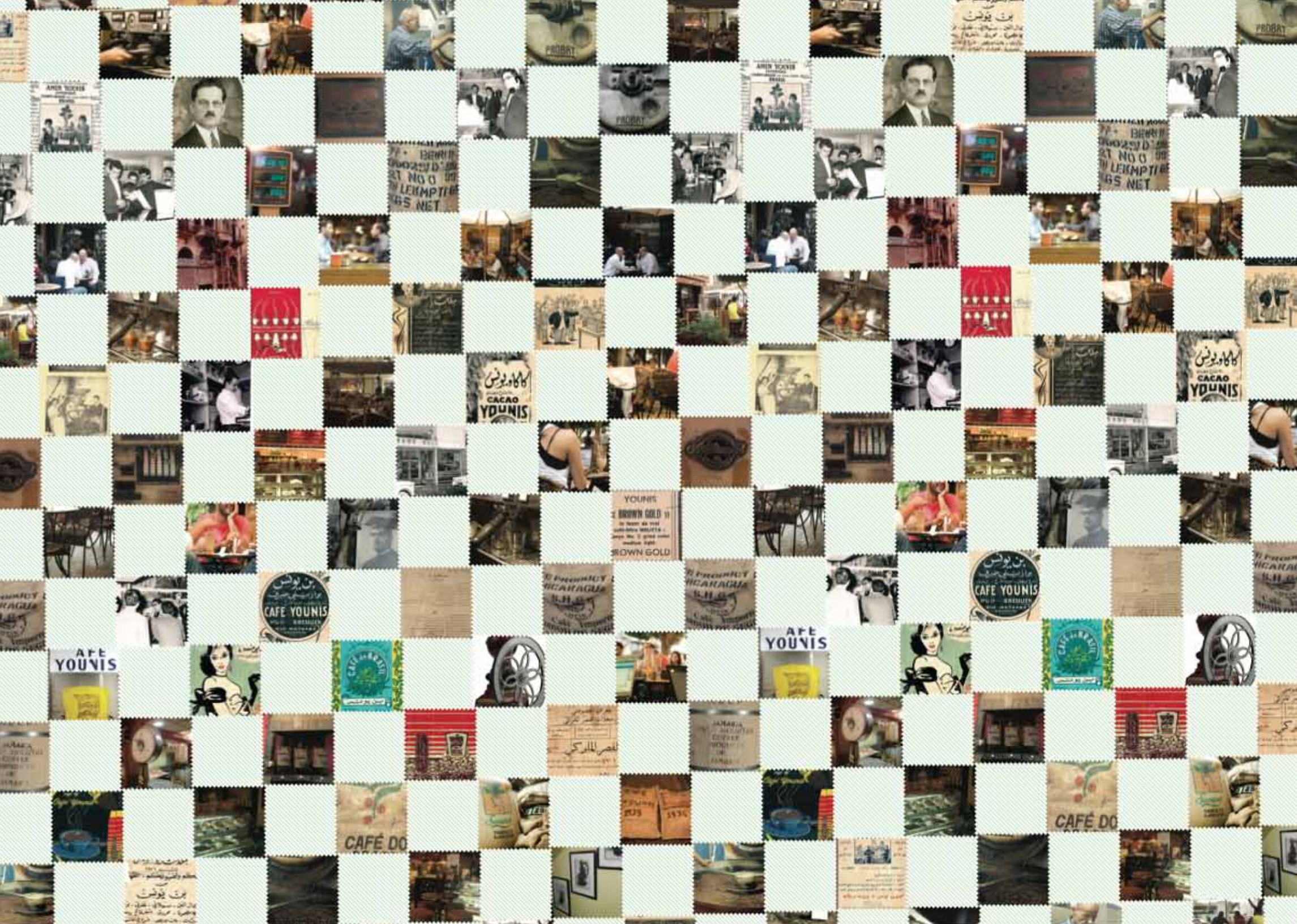




# Merchandising









**Head Office**

Makdessi Street, Beirut

01 74 16 54

**Hamra Coffee Roaster**

Neemat Yafet Street, Beirut

01 34 75 31

**Aley Coffee Roaster**

Aley Center, Aley

05 55 94 52

**Hamra Coffee Shop**

Neemat Yafet Street, Beirut

01 75 09 75

**Abdel Aziz Coffee Shop**

Abdel Aziz Street, Beirut

01 74 26 54

**AUBMC Coffee Shop**

01 35 00 00 ext: 6722

**Riyadh Coffee Shop**

Olaya Thalatheen, Riyadh

00966 11 464 2585