

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.

IBRAHIM ALSHEMIMRY
Founder



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 14 Years

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



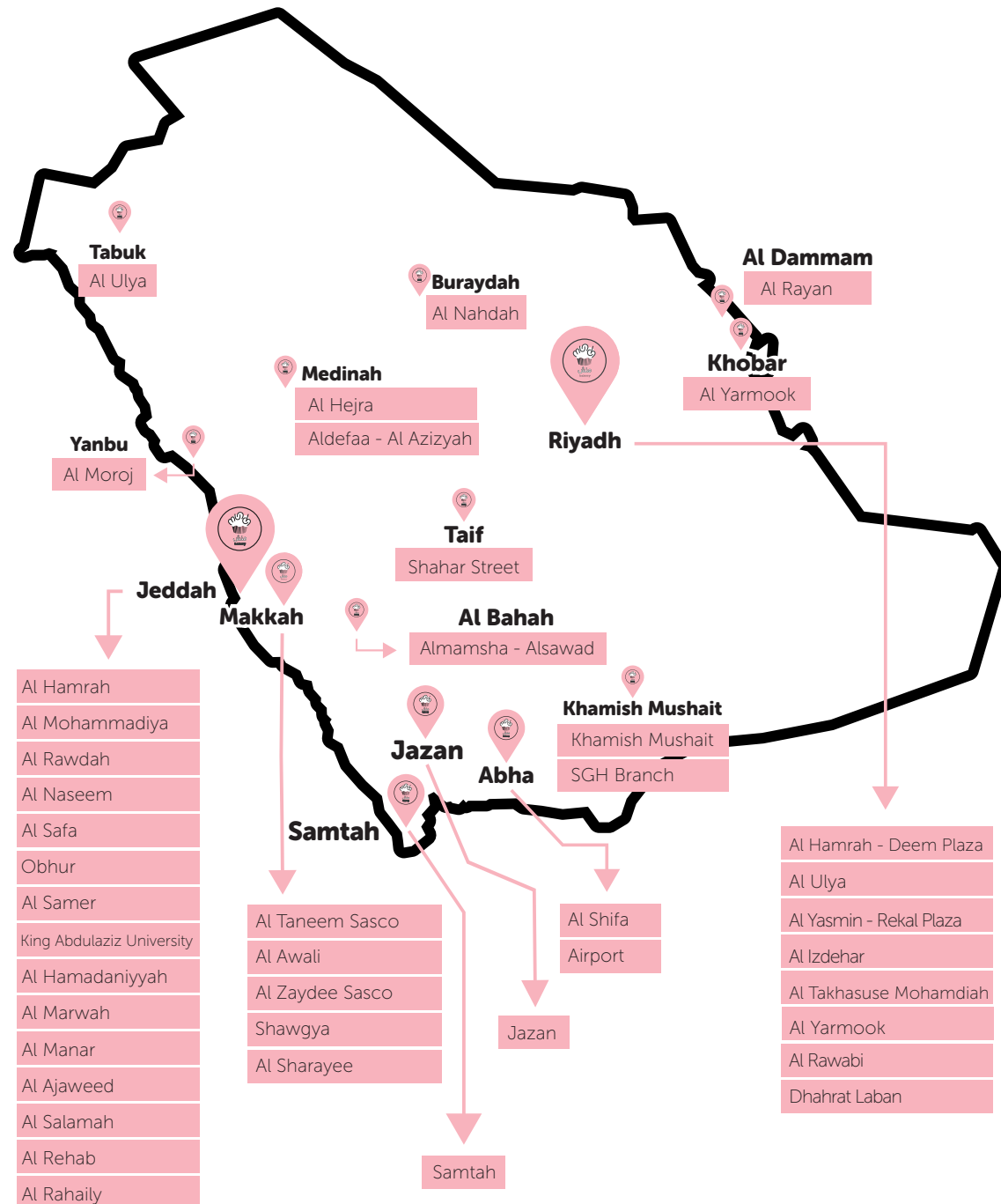
Fluffy Latte
Fluffy Caramel Latte
Fluffy Mocha
Saffron Latte
Hail Latte
Nutmeg Latte
Fluffy Hot Chocolate
Fluffy Macchiato
Nutmeg Spanish
Nutmeg Latte
Saffron Latte
Hail Latte
Ice Mocha
Double Espresso
Cappuccino
Café Latte
Macchiato
Double Macchiato
Americano
Passion Fruit Mojito
Blueberry Mojito
Raspberry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

Occasions



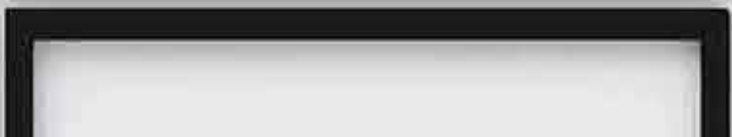
Decoration Cupcakes
Photo Occasions (10 - 200 persons)
Frosting Cakes (10 - 200 persons)
Occasion 3D Cakes (10 - 200 persons)

Munch Bakery Branches



The Munch Shops











Events & Competitions



Events





Competitions



1st Prize



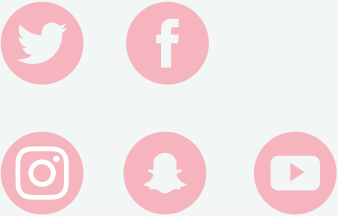
Munch Awards

ISO certified

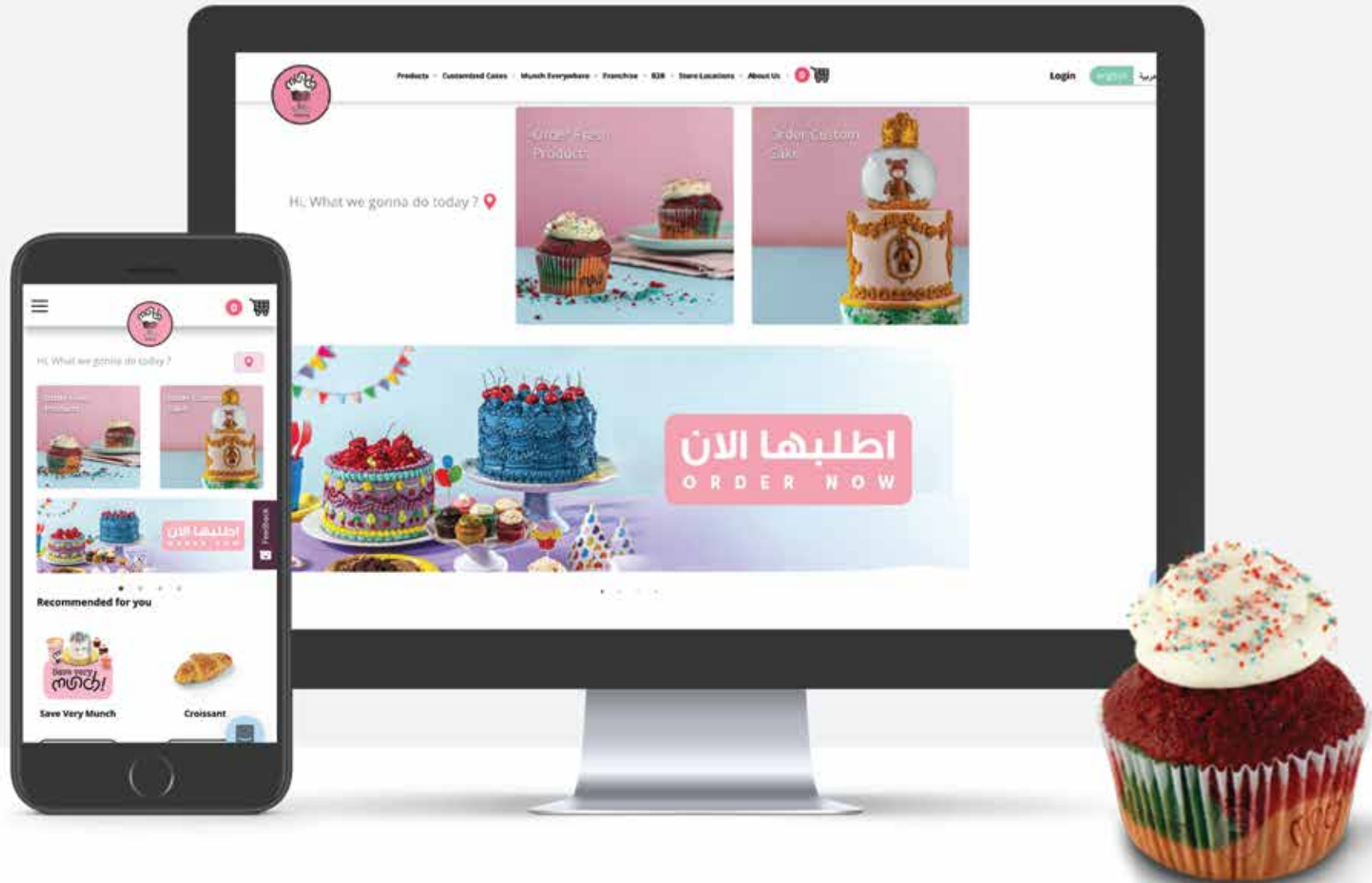
King Abdulaziz quality award



Social Media



Online Sales



Thank you very **much!**

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