Food & Beverage

COMPANY PROFILE

DOHA, QATAR



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Introduction

CML Food & Beverage is a dynamic company specialized in the trading and distribution of food and beverage with a portfolio including more than 250 SKUs of confectioneries, essential groceries and beverages.

CML Food & Beverage strategy mainly focuses on acquiring strong distribution partners in the Qatari market in order to achieve significant presence and assure sustainable market penetration.
We are a flexible company which is open minded for new ideas. The extensive experience our shareholders bring from Shannon Engineering gives us a strong push and benefit to start our operations.

CML Food & Beverage was established based on three main principles:
Outstanding product quality with strong brand marks and design
Competitive pricing
Advanced customer care with a focus on delivering our promise



Established in 2018.

Our Vision

To be the leading and most trusted food and beverage distribution partner in Qatar, recognized for bringing innovative, quality, and diverse products to every point of sale.

Our Mission

To provide our customers with high quality and best value products through the constant pursuit of innovation and excellence



Core Values

- **Quality:** We are committed to sourcing and distributing only the highest quality products.
- **Integrity**: We conduct our business with honesty, transparency, and ethical principles.
- **Customer Focus:** We prioritize the needs and satisfaction of our customers.
- **Innovation**: We are constantly seeking new and innovative products and solutions to meet the evolving needs of the market.
- **Partnership:** We build strong and mutually beneficial relationships with our suppliers and customers.
- **Excellence:** We strive for excellence in all aspects of our business.

Product Portfolio

CML Food & Beverage represents a diverse portfolio of international brands, catering to a wide range of consumer preferences. Our key product categories include:

Exclusive Agency Brands

green cola

A healthy and delicious cola alternative sweetened with stevia. We offer 10 unique flavors (10 SKUs) from Greek origin, catering to health-conscious

MYFITNESS

A premium peanut butter brand sourced from India and the USA. Available in 8 SKUs, offering a variety of flavors and textures to suit different tastes.

KANDIZ™

wide range of confectionery products, including gummies, puffs, biscuits, and surprise toy eggs, featuring popular characters from Nickelodeon, Disney, and Marvel. Sourced from Turkey, with 14 SKUs.

Confectioneries Distribution

In addition to our exclusive agency brands, we are a key distributor of Confectioneries International products in Qatar. We distribute over 200 SKUs, including popular brands such

- **M&M's**
- **Galaxy**
- **Oreo**
- **Snacker**
- **Mars**
- **Milka and many more.**

green cola

A healthy and delicious cola alternative sweetened with stevia.

NO SUGAR

NO ASPARTAM

100% TASTE



PREMIUM
TOASTED PEANUT

95% LESS
OIL SEPARATION

MYFITNESS
PEANUT BUTTER

A premium peanut butter

TASTY &
HEALTHY

HIGH IN PROTEIN



KANDIZ™











Barbie







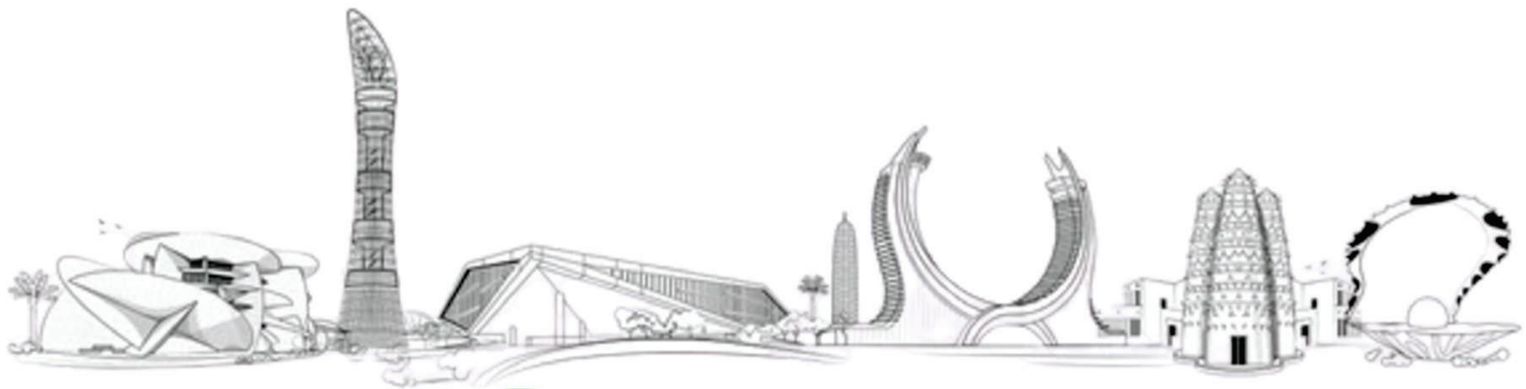
HOT WHEELS™

KANDIZ™

MARKET OVERVIEW

CML Food & Beverage has established a comprehensive distribution network that covers all key points of sale (POS) in Qatar. We serve over **1000 POS**, ensuring that our products are readily available to consumers across the country. Our distribution channels include:

- All Groceries
- All Online Retails
- +50 HORECA
- + 450 Modern Trades



Our Clients

Al Meera

65 Branch

carrefour

8 Branch

MONOPRIX

14 Branch

LuLu®

Where the world comes to shop, *safely!*

21 Branch

THE APPROVED MARKET

4 Branch

SPAR

12 Branch

ANSAR GALLERY

8 Branch

Family فاميلي

7 Branch

talabat

Your everyday just got better

Online

Online

CML Food & Beverage