



Simply Gourmet

Foodstuff Trading L.L.C

*Feasting
on life*

www.simplygourmet.ae



Simply Gourmet Foodstuff Trading is one the most preferred food distribution partners for upscale hotels and fine-dining restaurants across the UAE. Our supply of premium meat products enables delivering a unique gourmet experience to end customers.

We have earned reputation as a reliable partner in all the markets that we operate in, partnering with premium suppliers from across the world. We pride ourselves on our excellent service, competitive pricing and efficient distribution skills.

Transactions for us are secondary. We believe in building relations delivered through quality, integrity and outstanding customer service.

Our people are our biggest strength. We are a close-knit group with respect for every individual irrespective of what they do in our organization while creating great work culture and providing a happy work environment which reflects in the attitude and behavior of each one of us in Simply Gourmet.

Our thoughts are simply young and progressive, which allows us to become reliable associates to the businesses we partner with.





Simplified

It all started in 2008 when Prairie Halal Foods was formed in Alberta, Canada. The goal was to establish Prairie Halal Foods as leading Canadian company in the export of premium Canadian halal meat which led to the inception of Simply Gourmet in Dubai to jumpstart our business journey across the Middle East. Prairie Halal Foods soon established itself as the unrivaled supplier of premium Canadian beef, veal and lamb. We now offer our customers a greater range of products

at the most competitive prices, besides providing the finest quality and service. Today, we are fortunate to connect with hundreds of customers every day across UAE.

Our current portfolio covers a wide range of products from across the world. We are in the constant lookout for premium quality and innovative products to help our customers create an unforgettable offering for the discerning palate.



A Simple Lineup

Seafood

The seafood we bring to you is freshly caught, cut and flash-frozen immediately to lock in the flavours. So, no matter when you cook, it always tastes like "fresh catch".

Gourmet Quality Meat

Simply Gourmet Foodstuff Trading brings only the best to your table. It is fresh, prime, and simply convenient. The premium quality meats we deliver are hand-cut, prime and aged to perfection.

Beverages (Syrups, Cocktails)

A growing list of Simple Syrups and Cocktails that can be mixed and matched to create anything that you imagine.





Dairy

Simply Gourmet's wide range of dairy products is known for its natural taste, consistency and quality. Right from fresh milk to cooking butter and more. You name it, we've got it!

Gourmet Essentials

Simply Gourmet Foodstuff Trading understands food lovers. We have the most hot-ticket items on our shelves that cuisine connoisseurs will find irresistible



Oils and Condiments

We bring in a wide range of oils and condiments that allow you to make a myriad of cuisines at the spur of the moment.





Simple yet Pure

Simply Gourmet is certified to international standards. We are HACCP certified and follow stringent quality control procedures. Essentially, HACCP is a management system in which food safety is addressed through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product. At Simply Gourmet we understand what our customers expect from us in terms of quality, consistency and above all food Safety. Our QA/QC teams monitors all aspects of safety right from where the product is sourced until it reaches you.



ISO Certified

Simply Gourmet is ISO certified. We follow all the requirements demanded in the Food supply industry. The Food Safety Management System (FSMS) specifies the measures we need to take as an organization to avoid food safety risks and ensure that the products are safe for consumption. We have been following the rules to the HACCP and the ISO certification validates our efforts.





State-of-the-Art Facilities

We believe in staying one step ahead and our proactive investments help us do so. We use state-of-the-art facilities for preparing, processing and packaging, which in turn keeps our quality standards high.

Simply Advanced

Gourmet Quality Meat

While there are many others in the business, a few things set Simply Gourmet Foodstuff Trading truly apart. Our products are both unique and of higher quality and this we ensure through:



Distribution Capabilities

With growing demands, we have upped the game of distribution chain at Simply Gourmet. The inclusion of technology has played a key role in transformation. Our end-to-end distribution process is traceable and provides quality and safety assurance.





Excellent service

Service is another aspect that sets Simply Gourmet apart. We not only deliver premium quality products but also ensure that we provide a courteous and quick service so that our customers always have what they need.



Competitive pricing

Quality is our culture and customer satisfaction is our core goal. Fool-proof processes and up-to-date technology used to process and deliver our products help us offer quality for competitive prices.



Simple Collaboration



Relationships Simple yet Strong

Hotels



Restaurants





Simply Gourmet

Trading L.L.C



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