



ترفيه نيوز

TARFEEH NEWS



A SEDCO Holding Company

Marketing Department

Kamran Khan
Ghassan Dennaoui
Mustafa Ismail
Jessie Roman

Address

Khalidiya Street
Tel : 012 6929475
P.O.Box 51994 Jeddah 21553

info@tarfeehksa.com
www.tarfeehksa.com



First of all let me congratulate TARFEEH for an ongoing continuous successful year. This is the first Company magazine that is coming out and I hope that this will be the beginning of a very constructive initiative to keep all team members of the Company well connected with each other.

I also want to share my excitement and joy on everyone contributing and participating in this magazine. We started this Company back in 1996 and have faced many challenges but we are proud of how far we have come.

Important thing now is not to lose focus and sight on where we have to go.

We have a clear vision and it will take significant efforts, sincerity and dedication from each team member to make that vision come true.

When we reach that stage of success in future, I want the same team to celebrate together. Someone rightly said "If you want to go fast, walk alone but if you want to go far, walk together". 2015 is a great year where we will open a lot of new restaurants in different parts of the country.

We currently have 4 restaurant brands and we plan to add more brands to our portfolio. This will multiply the speed of growth whereby on one hand we will continue to grow our existing brands in new trade areas and at the same time launch new brands.

The goal is to make TARFEEH a company with restaurant brands in diversified segments and cover all parts of Saudi Arabia. Once again I wish everyone success in their professional and personal goals.

Waleed Bin Mahfouz
Chairman of Board of Directors



There is no doubt that the basis for the success of any company or establishment depends primarily on their employees, at TARFEEH we acknowledge that the basis of our growth and evolution of our work is the high professionalism of our team. All of our employees in all departments always work together to give our guests an exceptional experience in our restaurants which makes us proud.

Because we recognize that entrepreneurship requires the presence of talented leaders to support and promote stability and continuity, we strive to provide a positive working environment for our employees, accompanied by comprehensive training and development programs, to be able to achieve their personal goals and professional alike, and thus distinguish them as employees and the declaration of our leadership as a company.

In our company, we are keen to fulfill our social responsibilities towards our society in which we live in, therefore that is an integral part which depends on encouraging our employees to work with the local charities in order to participate in events that benefits the community within the services governed by the quality of integrity.

The way we serve is our focal point, we are working every day to create a unique experience and provide great service to our customers. We lay a great stress on food quality and hygiene.

I wish all the success for the upcoming magazine issues.

Ahmed Saleem Marashde

CEO

TARFEEH Vision & Mission :

Vision :

To be the leading food service provider in our region, delivering exceptional experience to our stakeholders and providing outstanding financial value to our shareholder.

Mission :

Achieving excellence through committed and responsible leadership, striving for excellence through innovations and team spirit.



Mr. Kamran Khan
VP, Marketing & Communication

Praise be to Allah. I am very happy to see the hard efforts of everyone involved coming to life with this first edition of TARFEEH Newsletter. It is indeed exciting times for our Company with new restaurants openings and new brands being signed. 2015 has presented several challenges but as a team we have converted those challenges into opportunities and sprung forward. This year is also the year which has the seen highest number of restaurant openings and number of customers crossing 1.5 Million mark. This is the hard work of a lot of team members, some of them from the front and some of them behind the scenes but each and every one played a very important role.

This newsletter is an effort to keep all our team members across all region of the country informed about the developments and events at TARFEEH and also individual news about our colleagues. So enjoy this edition and keep us informed about your updates so we can include them in the next edition.





Photo from Ocean Basket Opening Jeddah

Ocean Basket Opening :

A new franchise agreement between TARFEEH (leading Restaurant Company in Saudi Arabia) and Ocean Basket (leading Seafood restaurant chain from South Africa) was signed and now Ocean Basket restaurant has opened two new restaurants, one each in Jeddah and Riyadh. Ocean Basket has more than 190 restaurants around the globe and is growing rapidly across several countries. It is South Africa's most favorite and leading seafood restaurant chain which has now set its foot in Saudi Arabia partnering with TARFEEH (A SEDCO Holding Group Company) which also operates other famous restaurant chains like Applebee's, Macaroni Grill and China Gate in Saudi Arabia. TARFEEH has witnessed tremendous growth over the past few years, continues to scale new heights and is a promising company in SEDCO's diverse portfolio", said Anees Moumina, CEO of SEDCO Holding Group. It was a humble beginning for TARFEEH with only one restaurant chain but presently there are four highly successful restaurant brands out of which three are leading international chains and one domestic chain with a total of 29 restaurants under its dynamic portfolio across all regions of Saudi Arabia.



The opening ceremony of Ocean Basket was graced by senior executives from Ocean Basket, TARFEEH, SEDCO and several other Consul General and VIP's from the corporate and government sectors. Top executives from both companies expressed their confidence that the restaurant chain will be a huge success in Saudi Arabia due to the fact that the people in the Kingdom love great quality seafood. "There are no dominant international seafood chains in Saudi Arabia and hence there is a great opportunity in this segment", said Waleed Bin Mahfouz, Chairman of TARFEEH. "The Company has an aggressive plan to grow and add more strong brands under its portfolio. Acquiring franchising rights for Ocean basket is another great step in this direction", said Ahmed Marashde, CEO of TARFEEH. Over the last decade, dining out has gained huge popularity in Saudi market and lots of international chains are entering the market every year. Food and atmosphere plays an important role. In Ocean Basket, people will experience the joy of eating seafood in a very friendly yet relaxed atmosphere.

Launch Of Tarfeeh Magazine :

TARFEEH News magazine was launched early July 2015. The magazine will provide a single platform to share company and brands news (employee's news, corporate updates, campaigns, new restaurant openings, etc.) with all employees in all regions of the country. There will be both online and printed version of the magazine.



Photo from Al Reef Home Jeddah



Photo from Care Home of Orphans Riyadh

Orphanage Organizations

Applebee's Visit :

In the spirit of the holy month of Ramadan, Applebee's organized an orphanage visit in Jeddah. The orphanage gathering "Al Reef Home" was organized in Applebee's Prince Sultan branch. A group of 25 girls aged between 12-19 years visited and dines at the restaurant. During Eid Al Fitr, Thalia branch in Riyadh also invited an organization called "Care Home of Orphans". Both events created a positive vibe and TARFEEH is looking to expand the CSR program to a whole new level moving forward.



Applebee's Launch "All Burger Global Night"

The Global Burger Night was launched on August 17th, 2015 across all Applebee's restaurants around the globe. This promotional campaign is served only on Monday's starting at 6pm till closing hours. Burgers are one of Applebee's most popular items in their restaurants. This promotion is introduced to invite all burger lovers and try Applebee's famous and delicious burgers at a valuable price. Print media, Social media and CRM were aggressively utilized to promote this campaign which will continue to run till mid of November 2015.

«أبل بين» تعرض برغر الليلة العالمية

سواء لأنهم يستمتعون بوجبة مريحة سوية وهم يعلمون أن عائلات من جميع أنحاء العالم يفعلون الشيء ذاته، أو طبعاً لأنهم يتشاركون عرضاً رائعاً على برغر عظيمة.

مستفيداً من آراء الضيوف المهمة، ومضيفاً إليها خبرته العظيمة في إعداد أنواع البرغر المفضلة لدى الضيوف على مدى ٢٥ عاماً، قام أبل بينز بابتكار العديد من خيارات البرغر الشهية، والتي ستصبح جزءاً من العروض الخاصة

في فروع مختلفة حول العالم احتفالاً بليلة البرغر العالمية. تتضمن بعضها البوتين برغر، والمتوفرة في مطاعم أبل بينز الكندية فقط، والافوكادو برغر، والكابوي برغر الشهية المغطاة بشرائح البصل المقرمشة والمتوفرة في المكسيك وكندا والإمارات العربية المتحدة. ستقدم أنواع البرغر الخاصة في الفروع المشاركة الواقعة في: المكسيك، وكندا، والمملكة، والبرازيل، والكويت، والإمارات العربية المتحدة، وغواتيمالا، وقطر، وكوستاريكا، والبحرين، وتشيلي، وغوام، وإندونيسيا، والأردن.

بدأت ليلة البرغر العالمية في الولايات المتحدة الأمريكية منذ سنتين، كعرض صغير باسم "يوم الاثنين، ليلة البرغر"، والذي كان يعرض في فروع معينة فقط، قبل أن يتحول بعدها إلى العرض المفضل لدى

زبائن المطعم. حين أجرى أبل بينز أكبر دراسة ردود أفعال عالمية في ٢٠١٤، وبعد الآلاف من المقابلات مع ضيوفه الذين أجمعوا على أن البرغر هي من أكثر المأكولات طلباً حول العالم، أضحي وجوب نشر عرض "يوم الاثنين، ليلة البرغر" عالمياً، أمراً واضحاً.

تختلف العروض المتاحة في ليلة البرغر العالمية حسب المنطقة والبلد، لكن معظم فروع أبل بينز المشاركة ستقدم جميع أنواع البرغر لضيوفها بأسعار مخفضة بشكل كبير.

دانيل ديل أولمو، رئيس "DineEquity"، الشركة الأم لشركة أبل بينز الدولية قال: "استمعنا لما يطلبه ضيوفنا وراقبنا ما راق لهم أكثر، مما أوصلنا لنتائج لا تصدق. وأضاف: "نعلم أن ليلة البرغر العالمية ستعطي ضيوفنا وعائلاتهم وأصحابهم العديد من الأسباب للاحتفال -



عرض برجر من مطاعم أبل بينز .

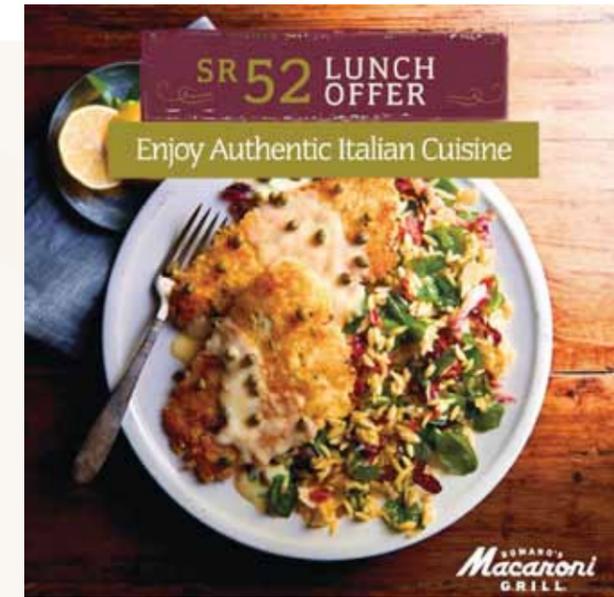


Tarfeeh Executives Visit Applebee's and Macaroni Grill Headquarters in US

In October, TARFEEH executives Mr. Waleed bin Mahfouz, Mr. Ahmad Marashde and Mr. Kamran Khan attended Applebee's Global conference and also visited the headquarters of Romano's Macaroni Grill in the United States of America. Future and strategic plans for both brands were discussed during the visit.

New Romano's Macaroni Grill Exciting Lunch Offer :

In October of 2015, Romano's Macaroni Grill launched an exciting and valuable weekday lunch offer. The offer is generating more lunch traffic and sales to the restaurant.



China Gate Launch New Menus :

China Gate launched a fresh, new and exciting menu with a dynamic design and new items in each menu category. There are a total of 5 China Gate restaurants in Saudi Arabia.





Photo from Branch Takhassusi Street Riyadh

New Romano's Macaroni Grill Branches in the Kingdom

On October 21st of the year 2015 Romano's Macaroni Grill opened its new branch in Riyadh. This marks the 2nd branch in Riyadh city, the restaurant is located in a very high traffic area (Takhassusi Street). Also the first Macaroni Grill opened in Jeddah on 26th December 2015 , located in Tahlia Street (Opposite side of Tahlia Mall). There are total of 3 Macaroni Grill restaurants in Saudi Arabia at the moment.



Photo from Branch Tahlia Street Jeddah





Photo from Branch Arabia Mall Jeddah

New Applebee's Branches In Jeddah :

The last 3 months of 2015 saw 3 more new branches of Applebee's opening in the city of Jeddah. The new restaurants opened in premium malls such as Al Salaam Mall (October 29th), Mall of Arabia (20th of November) and Khalidiya Business Center (December 17th). With these new additions, Jeddah now has six Applebee's branches with formidable locations for every single one of them and there would be a stronger plan in the year 2016 to add more branches in other cities. There are now a total of 19 Applebee's in Saudi Arabia which makes TRFEEH the largest franchisee of the brand in MENA region.



Photo from Branch Al Salaam Mall Jeddah



Photo from Branch Khalidiya Business Center Jeddah



Dine Chef Competition Applebee's :

TARFEEH would like to acknowledge and congratulate Chef Raed Elayyan of Applebee's Jizan branch for being one of the winners of Dine Chef Competition organized by Applebee's International across the globe.

Applebee's Launches New Menus

In December, Applebee's launched their new menu with a complete design change and new items in each menu category. Customers love the new bold flavors and choices.





Arabian Business Magazine Awards Tarfeeh :

Arabian Business Magazine awarded TARFEEH as the best hospitality company in Saudi Arabia for the year 2015. Mr. Kamran Khan (VP, Business Development & Marketing) received the award on behalf of TARFEEH.

Launch Of Tarfeeh Photo Catalogue :

TARFEEH launched a brand new "Photo Catalogue" which features and showcases its portfolio along with all of its brands, their presence in Saudi Arabia and media coverage.



THERE'S ALWAYS A REASON TO CELEBRATE

KIDS EAT FREE

(From Sunday to Wednesday)



- One Kids Meal Free with every Main Course
- Offer valid for Kids Meal only
- Not valid with any other offer or discount
- Offer valid for Kids under 12 years only
- Not valid for take away orders

This offer is available only at :

- Jeddah : Red Sea Mall · Mall of Arabia · Khaladeya Business Center
- Riyadh : Hayat Mall · Dammam : Corniche-Ashreah St.
- Khobar : Corniche Road · Al-Hasa : Riyadh Gallery



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Social Media Platforms Launh For Ocean Basket :

Ocean Basket Social Media Channels were launched in August 2015, this is a step forward as TARFEEH wants more people to know about the brand especially since it's new in the Kingdom. There is no better way to do so than having a presence across the highly used Social Media Channels. The very first opening will occur by the end of October2015. Social media will play a major part in helping to achieve a successful grand opening where the first restaurant opens its doors in Riyadh. This platform will help the brand to grow at a higher level as focusing on Social Media nowadays is extremely important and especially for a restaurant business. Current Social Media channels for Ocean Basket:

 /OceanBasketKSA

 @OceanBasketKSA

 @OceanBasketKSA



Applebee's & Macaroni Grill Ramadan Social Media Competition :

Applebee's & Macaroni Grill ran a competition during the last two weeks of Ramadan on their social media channels. Five winners from each brand won a free Ramadan Iftar meal. More competitions will come towards the end of the year with more exciting gifts and rewards.



Applebee's Photo Competition On Twitter & Instagram :

Applebee's launched a photo competition for guests to take part in their Twitter & Instagram social media platforms, this time Applebee's is giving away Nikon cameras hence more people had participated thus far.



Applebee's Wishes All A Happy Saudi National Day & Eid Mubarak :

Throughout all the social media channels, all TARFEEH brands celebrated and wished on Saudi National day and Eid holidays.



Employees News :

We would like to welcome our newest team members :



Mr. Mohannad Mohammed AL Abdi
Supply Chain



Mr. Mohsen Mohammed Al-Harbi
HR Coordinator



Mr. Syed Muhammad Ghayas Uddin
Accountant



Mr. Mustafa Ismail
Marketing Officer



Mr. Abdulaziz Al Ghamdi
Receptionist



Ms. Reem Mushabbab AL Otaibi
Accountant



Ms. Rehab Abdullah AL Refaei
Accountant

Applebee's Al Khobar Re-Opening :

Applebee's in Khobar had re-opened again its door in early July after renovating the restaurant with a new, fresh and better look. The renovation is already making a positive impact towards the guests and it has positively impacted the sales and traffic at the restaurant.

We are Back
with new exciting look
at
Al Khobar

