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BE BAX
ON
THE GO





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WHO & WHAT WE ARE

BeBax Coffee is a company that is very passionate about coffee. We are in Dubai. Unknown to many Dubai is in the middle of the best coffee-



We satisfy and delight our customers. We strive to meet or better yet exceed their expectations each time they buy from us. We value our partners. We thrive in an environment of transparency and mutual respect.

producing regions of the world known as the coffee belt.

The coffee belt is the geographical region between the Tropics of Cancer and Capricorn where the majority of the world's coffee is grown. This area spans roughly 25

degrees north and south of the equator and includes over 70 countries.

The coffee belt provides the ideal growing conditions for coffee plants, including

has its own unique growing conditions and processing techniques, which contribute to the distinctive flavors of the coffee beans.

BEBAX COFFEE is in a

a warm and humid climate, abundant rainfall, and fertile soil. The altitude of the region also plays a significant role in the flavor of the coffee, with higher altitudes generally producing more complex and nuanced flavors. Every country in these regions

favorable location. All of the best coffee-producing countries on two continents are well within our reach and we import coffee beans from each of them. This is the main reason why our coffee has an exquisite flavor and aroma. And if we want to add

a more intriguing taste, we blend coffee beans from Latin America to give our coffee a truly unique and satisfying taste ready for the world market.

Our roasting process employs the use of “artificial intelligence” mimicking the roasting process of its origin country to preserve its original taste, body and aroma to every cup we serve.

Our coffee blends from Dubai are exported to our branches and franchises in the UAE, the Middle East, and the whole world.



BEBAX RESERVE

Our exclusive line
of premium coffee
which are rare
and extraordinary.



Reserve only for people with discriminating taste!

BeBax Reserve is our exclusive line of premium coffee. Our passion for coffee is evident in every carefully crafted cup, made from only the finest, hand-selected beans sourced from the world's most renowned coffee-growing regions.

With BeBax Reserve, you'll experience a level of quality and flavor that is unmatched. Our master roasters and expertly trained baristas use time-honored techniques to bring out the unique notes and characteristics of each bean, resulting in a cup of coffee

From the plains of Africa to the high-lands of Central and South America to the mountains of Asia and the Pacific we searched for the rarest and the most extraordinary coffee variety, those that are cared for naturally from infancy to maturity until they produce red ripe berries with the most pleasant aroma and exquisite tastes to qualify to be labeled as BeBax Reserve.



that is truly one of a kind.

From rich, bold roasts to delicate, fruity blends, BeBax Reserve offers a wide range of options to suit every taste preference.





THE COFFEE BELT

The coffee belt, also known as the coffee zone or the bean belt, is a region that spans the globe around the equator, between the Tropic of Cancer and the Tropic of Capricorn. This region is known for its ideal climate and geography for the cultivation of coffee.

The coffee belt encompasses approximately 70 countries, including Brazil, Colombia, Ethiopia, Kenya, Vietnam, Indonesia and Philippines, among others. The region is characterized

by its warm temperatures, high humidity, and ample rainfall, all of which create optimal conditions for coffee plants to grow and thrive.

The coffee produced in the coffee belt is renowned for its unique flavors, aromas, and characteristics, which vary depending on the specific country and region where it is grown. For example, Colombian coffee is known for its mild, well-balanced flavor, while Ethiopian coffee is known for its fruity, floral notes.





WHY YOU MUST HAVE BEBAX ON THE GO!

BUSINESS & ORGANIZATIONS

- Hotels
- Colleges & Universities
- Government Offices
- Police & Military Facilities
- Convenience & Grocery Stores
- Parks & Recreational Centers
- Corporate Offices

A partnership with Bebax Coffee can be a mutually beneficial arrangement that allows your business and Bebax to leverage both our strengths and expertise to create a successful coffee program.

In this partnership, Bebax would be responsible for providing your business with high-quality coffee equipment, coffee beans, and the necessary coffee specialty know-how to operate a successful coffee program. Your business, in turn, would provide a space for the coffee program and the in-house marketing and distribution channels to promote and sell the coffee.

Bebax coffee shall provide you with a range of coffee equipment options, from espresso machines to drip coffee makers, and work with your business to select the best equipment for your needs. Bebax will also provide your business with a steady supply of premium coffee beans, sourced from the coffee belt or other high-quality coffee-growing regions.

To ensure the success of the coffee program, Bebax Coffee will also provide your hotel with training and support on how to prepare and serve the coffee, as well as ongoing maintenance and support for the coffee equipment.

In exchange for our services, BeBax Coffee would typically receive a portion of the profits

generated by the coffee program, either through a revenue-sharing agreement or through the sale of our coffee products to your hotel at a wholesale price.

Overall, a coffee business partnership between your business and Bebax Coffee can be a win-win arrangement that allows us both to benefit from our respective strengths and expertise.

How BeBax is Different			
	BeBax Coffee	Starbucks	Costa Coffee
Franchise / License Fee	No	Yes	Yes
Royalty Fees	No	Yes	Yes
Marketing Fees	No	Yes	Yes
Online Learning	Yes	Yes	No
Support & Training	Yes	Yes	Yes
Price of Beans	Wholesale	Retail	Retail

WHAT WE OFFER



NO FRANCHISE FEE

We provide 100% support without you having to spend money.



NO ROYALTY FEE

We do not take any percentage of your income.



WHOLESALE PRICES

The prices of the beans and ingredients is low at wholesale prices.



All over the world, we perpetually search for the best coffee beans, even the rarest and the most extra ordinary to give our customers nothing but the best cup, full of exquisite flavors and aroma.



BARISTA TRAINING

You will acquire knowledge and skills and tradecraft of specialty coffee for free.



IN-HOUSE MARKETING MATERIALS

We provide posters and table talkers for your in-house advertising.



MARKETING MILEAGE

Your hotel will be included and given exposure on our social media channels and paid ads.



OUR
COFFEE



ESPRESSO



AMERICANO



CAPPUCCINO



FLAT WHITE



SPANISH LATTE



WHITE MOCHA



CARAMEL MACCHIATO



HOT PISTACHIO



DARK MOCHA



COLD
COFFEE



BAX LATTE



CARAMEL FRAPPE



CARAMEL LATTE



CHOCOLATE FRAPPE



ICE CARAMEL MACCHIATO



KINDER FRAPPE



LION KING



ICED LATTE



ICED SPANISH LATTE



BEVERAGES



LIME MINT BREEZE



BLUE LAGOON



HIBISCUS



ICE GREEN TEA



ICE BLACK TEA



PASSION FRUIT



RASPBERRY LIME MINT



STRAWBERRY MOJITO



PEACH ICE TEA



BEBAX RESERVE



PANAMA CATURRA



ETHIOPIA HIGHLAND



SUMATRA GAYO



BRAZIL CAFE



PRIDE OF COLOMBIA



COLOMBIA TOLIMA



NUSA BLEND



ESPRESSO BLEND



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