



Reliable **DISTRIBUTION PARTNER**

100% QATARI-OWNED | FMCG DISTRIBUTION | HORECA |
RETAIL | PRIVATE LABEL | CLOUD KITCHENS



WHO WE ARE

Basmat Sama Food Trading (BSFT) is a 100% Qatari-owned FMCG distribution company specializing in the procurement and distribution of premium food products across Qatar. Built on the principles of quality, consistency, and long-term partnership, we have earned a strong reputation as Qatar's preferred supplier and distributor, serving HORECA, Retail, Food Services, Airlines, and Government Tenders with dependable products and exceptional service.

Unlike conventional distributors, BSFT manages every stage of its operations through dedicated in-house teams, from procurement and warehousing to logistics and last-mile delivery. Our fully integrated, technology-driven supply chain provides complete end-to-end visibility, ensuring every product is handled with precision, delivered efficiently, and meets the highest standards of quality and reliability for our partners.

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Basmat Sama Food Trading
Reliable Distribution Partner





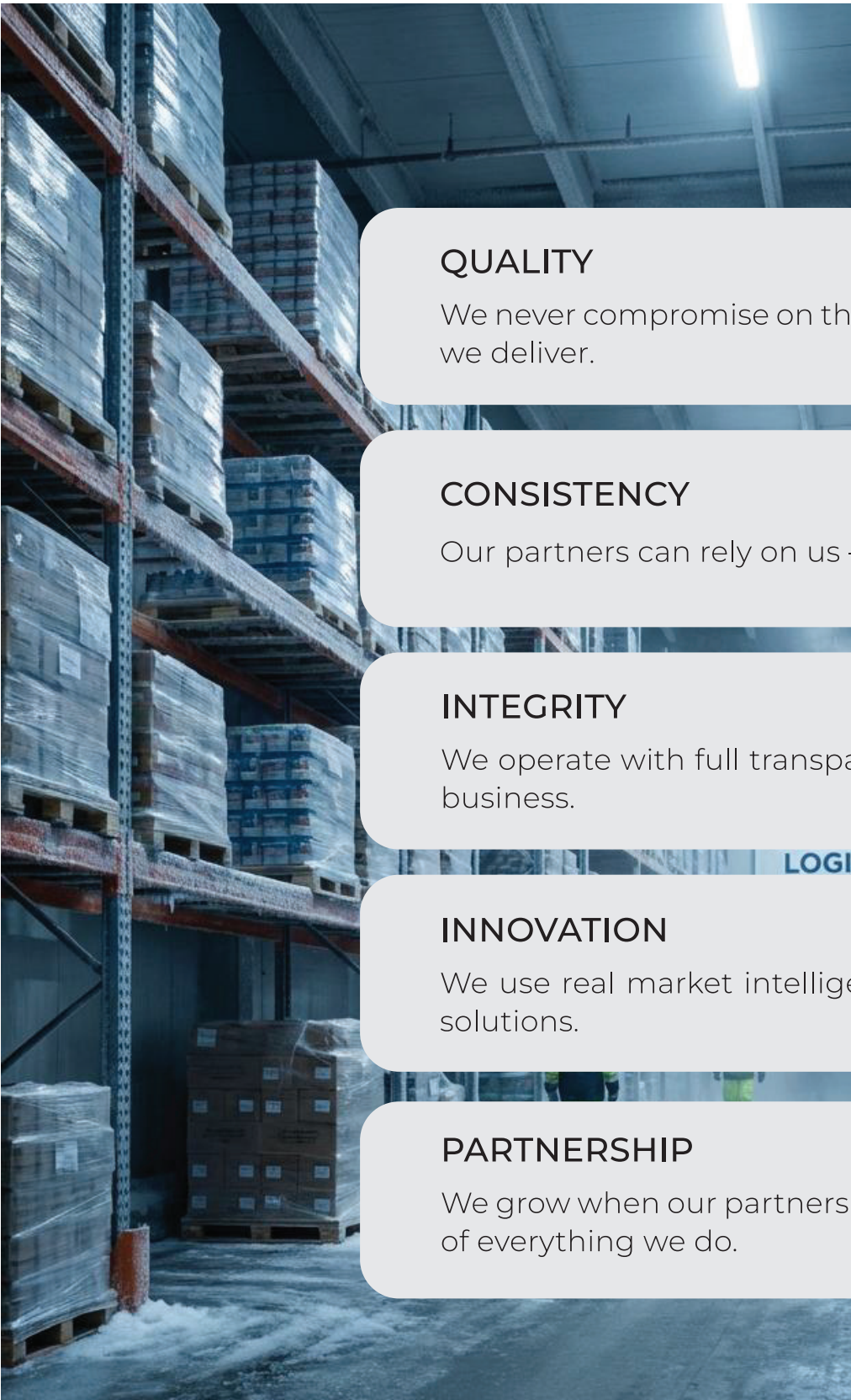
MISSION

Our mission is to empower businesses by delivering reliable supply chain solutions, high-quality products, and innovative food concepts that support sustainable growth and enhance customer satisfaction. We are committed to building lasting partnerships through operational excellence, consistent service, and a customer-focused approach.



VISION

Our vision is to become the preferred supplier of comprehensive supply chain solutions, recognized for delivering exceptional quality, reliability, and long-term consistency. We strive to create lasting value for our partners by continuously improving our services and maintaining the highest standards across every aspect of our operations.



OUR VALUES

QUALITY

We never compromise on the standards of the products we carry or the service we deliver.

CONSISTENCY

Our partners can rely on us — every delivery, every order, every time.

INTEGRITY

We operate with full transparency and accountability across every part of our business.

INNOVATION

We use real market intelligence to stay ahead of trends and deliver smarter solutions.

PARTNERSHIP

We grow when our partners grow. Long-term relationships are the foundation of everything we do.



WHY CHOOSE BSFT

In a market where many distributors rely on third-party logistics, outsourced warehousing, and fragmented supply chains, BSFT is built differently. Every advantage we offer stems from one core decision: we keep everything in-house.



100% QATARI-OWNED

Deep local market credibility, regulatory relationships, and a genuine understanding of Qatar’s food landscape.



FULLY IN-HOUSE OPERATIONS

No outsourcing — every department is run by our own specialists, ensuring accountability and consistent service quality at every step.



END-TO-END SUPPLY CHAIN

From global procurement to last-mile delivery, we manage the full journey, giving partners a single point of accountability.



REAL-TIME MARKET INTELLIGENCE

Our Cloud Kitchen network of 150+ brands gives us live insight into consumer behavior and menu trends — intelligence we apply directly to distribution strategy.



EXCLUSIVE DISTRIBUTION RIGHTS

We hold exclusive rights for multiple premium international brands, giving our partners access to products competitors can't offer.



PREMIUM PROCUREMENT NETWORK

Our global sourcing team secures high-end brands from across the world, continuously expanding our portfolio.



ADVANCED LOGISTICS

Automated, data-driven logistics ensure consistent on-time delivery — from fine dining kitchens to large-scale government tenders.



LONG-TERM PARTNERSHIP FOCUS

We don't just distribute products — we build lasting relationships, providing market insights, support, and growth-focused solutions to every partner.

WHAT SETS US APART

Alongside our core distribution business, we own and operate a Cloud Kitchen network hosting over 150 brands. This gives us a unique, real-time window into consumer behavior, menu trends, and operational realities that most distributors simply don't have access to. It means every distribution decision we make is informed by live market intelligence — not assumption.

Our procurement team specializes in securing exclusive distribution rights for high-end international brands, giving our partners access to products that set them apart in a competitive market.



Cloud Kitchens
150+ Brands



Sourcing Global Brands
Delivering Local Success



Exclusive Distribution
Rights Trusted Partnerships

COMPANY SNAPSHOT

• **100%** •
Qatari-owned

• **150+** •
Cloud kitchen brands

• **100%** •
In-House Operations

• **SERVING** •
HORECA, Retail, Airlines & Government

• **INDUSTRY** •
FMCG Distribution & Food Trading

OUR SERVICES

BSFT offers a comprehensive suite of distribution and supply chain services, all managed in-house and built to the highest standards of quality and reliability.



FMCG DISTRIBUTION

End-to-end procurement and distribution of premium FMCG products across Qatar, backed by automated logistics and a fully in-house supply chain.



HORECA & FOOD SERVICES

Reliable supply of premium food products to hotels, restaurants, cafés, food service operators, airlines, and government tenders.



RETAIL

Distribution across Modern Trade and Traditional Trade channels, supported by real consumer insight from our own Cloud Kitchen operations.



PRIVATE LABEL BRANDS

End-to-end support for businesses building their own branded food products from sourcing and development to packaging and distribution.



DISPOSABLE SUPPLY CHAIN

Consistent, reliable supply of disposable products for HORECA, food service, and retail clients, backed by the same quality standards as our food distribution.



CLOUD KITCHEN OPERATIONS

In-house ownership and management of a Cloud Kitchen network hosting 150+ brands — providing real-time consumer intelligence that powers all our distribution decisions.



GOVERNMENT TENDERS

Experienced in large-scale government food supply tenders, with the logistics infrastructure, product range, and compliance standards to deliver at volume and on time.

OUR MARKET COVERAGE

BSFT covers the full spectrum of Qatar's food and hospitality supply chain — from premium hotel kitchens and fine dining restaurants to airline catering, government institutions, and every retail shelf in between.

HOTELS & RESORTS

Five-star properties, business hotels, and resort F&B operations across Qatar.

RESTAURANTS & CAFÉS

From independent dining concepts to large multi-outlet restaurant groups. Food Service & Catering

FOOD SERVICE & CATERING

Large-scale catering operations, event caterers, and institutional food service.

AIRLINES

In-flight catering and airline food service supply for Qatar-based carriers.

GOVERNMENT TENDERS

Bulk food supply for government institutions, hospitals, schools, and public sector entities.

MODERN TRADE RETAIL

Complete shelf coverage and timely replenishment for hypermarkets and supermarket chains.

TRADITIONAL TRADE RETAIL

Independent grocers and neighborhood retailers across Qatar's communities.

CLOUD KITCHENS

150+ in-house operated brands across our Cloud Kitchen network.

GLOBAL PARTNERS

Global producers and manufacturers seeking entry and growth in Qatar.



PRODUCT PROFILE

BSFT's portfolio covers a broad range of premium food categories, sourced from trusted international and regional producers. Our procurement team holds exclusive distribution rights for multiple brands and continuously expands our portfolio to meet the evolving demands of Qatar's food market.

Category	Product Types / Segments
Dairy & Cheese	Fresh dairy, UHT milk, cream, butter, artisan cheeses, specialty cheese
Meat & Poultry	Fresh, chilled & frozen meat cuts, processed poultry, deli meats
Sauces & Condiments	Hot sauces, ketchup, mayonnaise, mustard, specialty dips & dressings
Oils & Fats	Cooking oils, olive oils, specialty fats, spray oils
Beverages	Juices, flavored water, energy drinks, specialty coffee & tea
Dry Goods & Pantry	Rice, pasta, flour, legumes, canned goods, specialty grains
Frozen Foods	Frozen vegetables, ready meals, frozen pastry, specialty frozen products
Snacks & Confectionery	Premium snacks, chocolates, nuts, health bars, artisan confectionery
Organic & Health Foods	Organic produce, health-focused products, gluten-free, vegan ranges
Disposables	Food service packaging, eco-friendly cutlery, containers, takeaway supplies



OUR COMMITMENT

At Basmat Sama Food Trading, our commitment goes beyond getting products from point A to point B. We are committed to being a genuine business partner — one that our clients, brand partners, and the broader Qatar food industry can depend on for the long term.



TO OUR BRAND PARTNERS

We represent your brand with the same care and quality standards you uphold. From storage and distribution to market positioning, we treat every brand as our own.

- Market-ready distribution from day one
- Transparent reporting and sales performance feedback
- Exclusive representation where agreed — protecting your brand's position in Qatar
- Access to our Cloud Kitchen intelligence for smarter product and market decisions



TO OUR HORECA & RETAIL PARTNERS

We ensure a reliable supply of quality products, delivered on time, every time. Your success is our responsibility, and we are committed to earning your trust.

- On-time delivery backed by automated logistics and in-house fleet
- Consistent product quality from procurement to doorstep
- Responsive account management and flexible order support
- Access to premium, exclusive products your competitors may not carry



TO QATAR'S FOOD INDUSTRY

As a 100% Qatari-owned company, we are dedicated to supporting the growth of Qatar's food and hospitality industry. We invest in local talent, maintain the highest standards of food safety and compliance, and bring world-class brands and innovative food solutions to the Qatari market.



*Reliable Distribution
Partner*

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