



الحطاب للمواد الغذائية و التجارة
Al Hattab For Food Stuffs & Trading

- Import
- Distribution
- Brand Building
- Market Development

**Delivering Excellence
Across Qatar**



Al Hattab Holding

A Foundation of Stability and Growth

Al Hattab Foodstuff & Trading operates as part of Al Hattab Holding, a well-established and diversified business group in the State of Qatar.

Al Hattab Holding was established in 1995 and has grown over more than 30 years into a stable and reputable organization with a strong presence across multiple sectors. Starting with an initial capital of QR 2.4 million, the group has expanded significantly to reach a current capital of approximately QR 500 million and an annual turnover of around QR 690 million.

The group operates across a diverse range of sectors including Trading, Investment, Hospitality, Industrial, Engineering, and General Services, allowing it to maintain a balanced and resilient business portfolio. With a network of over 5,900 clients and a workforce exceeding 4,000 employees, Al Hattab Holding continues to contribute to the economic development of Qatar.

Recognized for its structured business approach, operational stability, and long-term partnerships, the group has built a strong reputation for reliability and consistent performance, supported by high client retention levels exceeding %97.

As part of this established group, Al Hattab FMCG benefits from a solid operational foundation, enabling it to grow, expand its market presence, and deliver long-term value to both partners and customers.



**AL HATTAB
HOLDING**
ENDLESS CONFIDENCE

Al Hattab FMCG

Import • Distribution • Brand Building • Market Development

Established in 2017, Al Hattab Foodstuff & Trading is a Qatar-based FMCG distribution company operating as part of Al Hattab Holding.

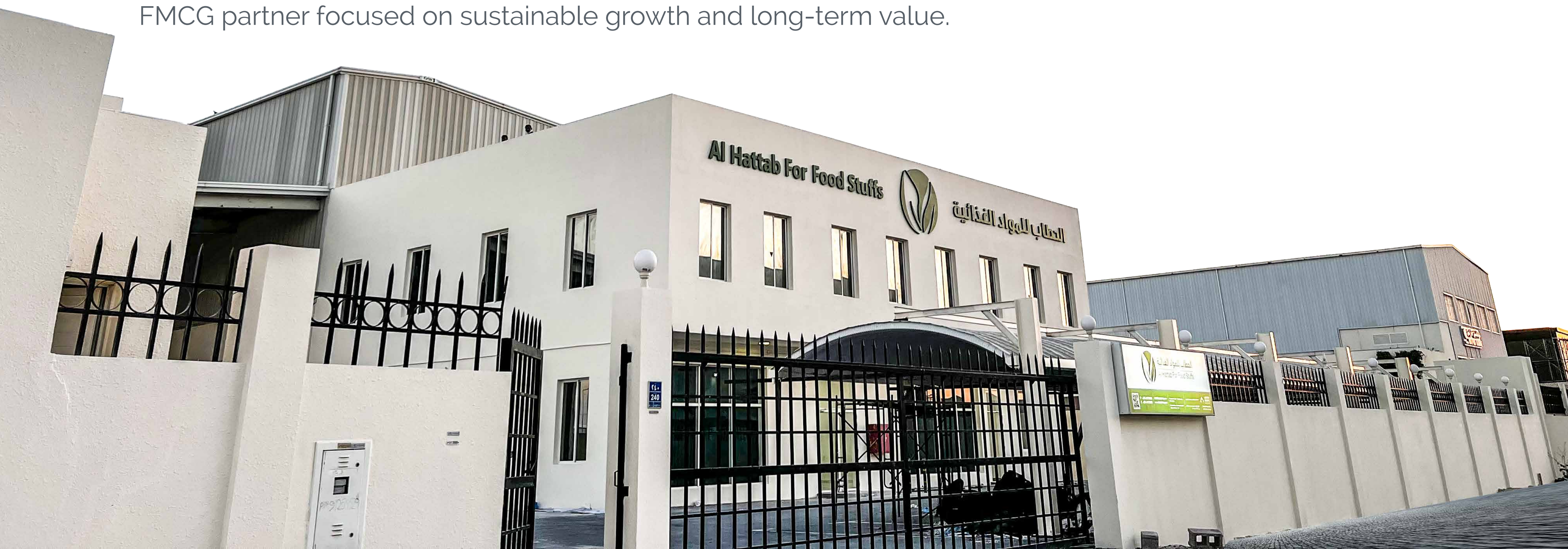
The company specializes in the import, distribution, and market development of high-quality food and non-food products, supported by exclusive agency agreements with leading international and regional brands. Its portfolio focuses on key high-demand categories such as beverages, staple foods, frozen products, fresh and frozen meat, cooking oils, and sauces and condiments.

Al Hattab FMCG manages a diversified portfolio of more than 500 SKUs, supported by a structured multi-channel distribution model covering Key Accounts, HORECA, Wholesale, Cash Van, and tenders, enabling effective coverage of modern trade, traditional trade, and food service sectors across the Qatari market.

With advanced warehousing facilities across dry, chilled, and frozen categories, and a dedicated fleet of delivery vehicles designed to handle different product requirements, the company ensures consistent supply, product integrity, and efficient market execution.

Today, Al Hattab FMCG continues to strengthen its market presence through a growing product portfolio, extensive market coverage, and an efficient distribution network supported by strong operational capabilities.

Through its integrated operations and market expertise, the company positions itself as a reliable FMCG partner focused on sustainable growth and long-term value.





Saad Bin Khalaf Bin Hattab Al Kaabi
Chairman

Leadership & Vision

Leading with clarity and purpose

Chairman's Message

Over the past decades, Al Hattab has evolved from a trading business into a trusted FMCG partner in the State of Qatar, driven by a clear vision, strong partnerships, and a commitment to excellence.

At Al Hattab, we go beyond distribution. We are brand builders, market developers, and strategic partners, focused on creating value, expanding market reach, and driving sustainable growth.

Our success is built on the trust of our partners, the loyalty of our customers, and the dedication of our team, positioning Al Hattab as a company recognized for reliability and long-term vision.

Looking ahead, we remain focused on growth and innovation, aligned with Qatar National Vision 2030, and committed to strengthening our role in the FMCG sector.

With a solid foundation and a forward looking mindset, Al Hattab is well positioned to lead and create lasting value in the years ahead.



Abdul Aziz Saad Al Kaabi

Vice-Chairman & Managing Director

What started as a vision has grown into a strong and trusted FMCG business under Al Hattab Holding.

Through dedication, strong partnerships, and market expertise, we continue to expand our presence and create lasting value in Qatar



Eng. Mohamed Amer

Chief Executive Officer

Guided by the vision of Al Hattab Holding, we focus on efficient distribution, brand growth, and market development.

With a committed team and a clear direction, we continue to strengthen our position and drive sustainable growth across the FMCG sector.

Global Partnerships

Exclusive Agencies



Al Hattab FMCG represents a portfolio of exclusive international brands in the State of Qatar, sourced from across Europe, Asia, the Middle East, and other global markets.

The company is committed to importing high-quality products that meet international standards while aligning with local market needs. Through its global sourcing strategy, Al Hattab FMCG ensures a consistent supply of reliable and competitive products.

Beyond distribution, the company actively develops its brands in the Qatari market, strengthening their presence and driving sustainable growth.



International Certifications

ISO Certificates

Our commitment to quality, food safety, and operational excellence is supported by internationally recognized certifications.



ISO 9001:2015

Quality Management System
Ensures quality consistency and continuous improvement.



ISO 22000:2018

Food Safety Management System
Ensures food safety across the entire supply chain.



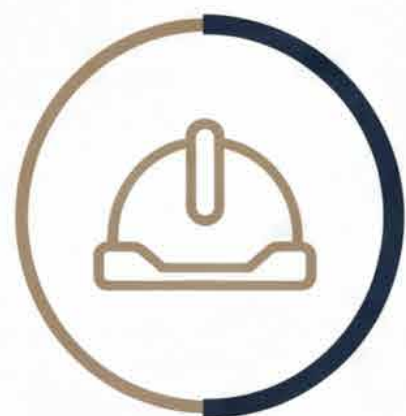
HACCP

Hazard Analysis and Critical Control Points
Identifies, monitors, and controls food safety risks.



ISO 14001:2015

Environmental Management System
Promotes sustainability and environmental responsibility.



ISO 45001:2018

Occupational Health & Safety Management System
Protects employees through a safe and healthy workplace.



Certified Standards



“

*Quality is not just a standard
It is the foundation of every product,
every process and every partnership we build.*

”

Business Model

Al Hattab FMCG operates through a structured, scalable, and fully integrated business model spanning the entire value chain, from global sourcing and import to warehousing and multi-channel distribution. This model is designed to ensure operational efficiency, supply continuity, and a strong market presence within the State of Qatar.

The company maintains strategic partnerships with carefully selected international suppliers, ensuring consistent product quality, reliability in supply, and alignment with market demand across key FMCG categories.

This is supported by a coordinated import and logistics framework, where shipment planning, customs clearance, and inbound operations are managed with precision to minimize lead times and maintain uninterrupted product flow.

At the operational level, organized warehousing facilities and structured inventory systems ensure product integrity, optimized stock levels, and efficient order fulfillment.

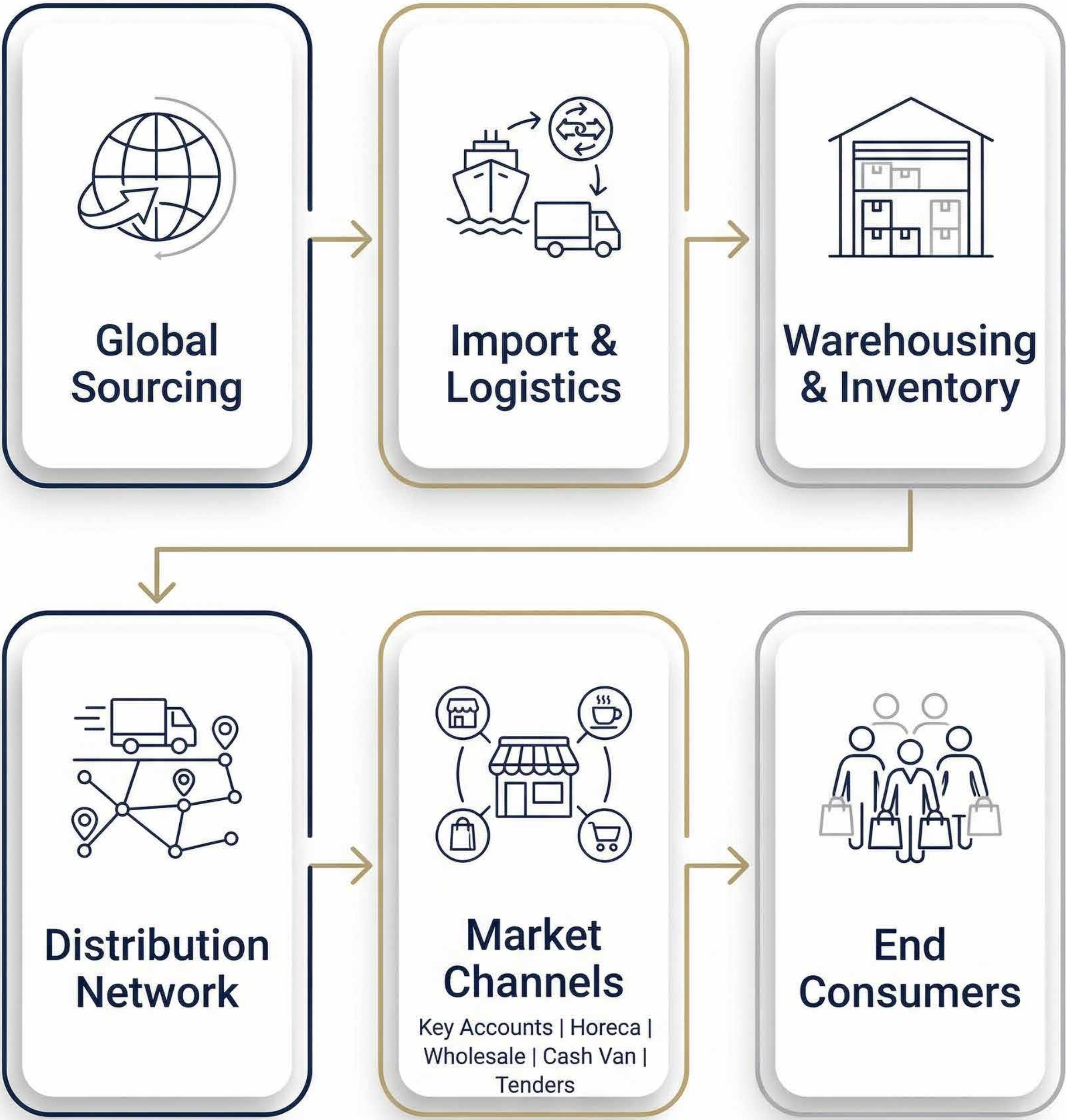
The model is completed by a robust distribution network supported by a dedicated fleet and optimized route planning, enabling delivery across key accounts, horeca, wholesale, cash van, and government tender channels.

Through this integrated approach, Al Hattab FMCG ensures a seamless flow of products from origin to shelf, delivering speed, reliability, and strong market coverage while supporting sustainable growth.



Operational Flow

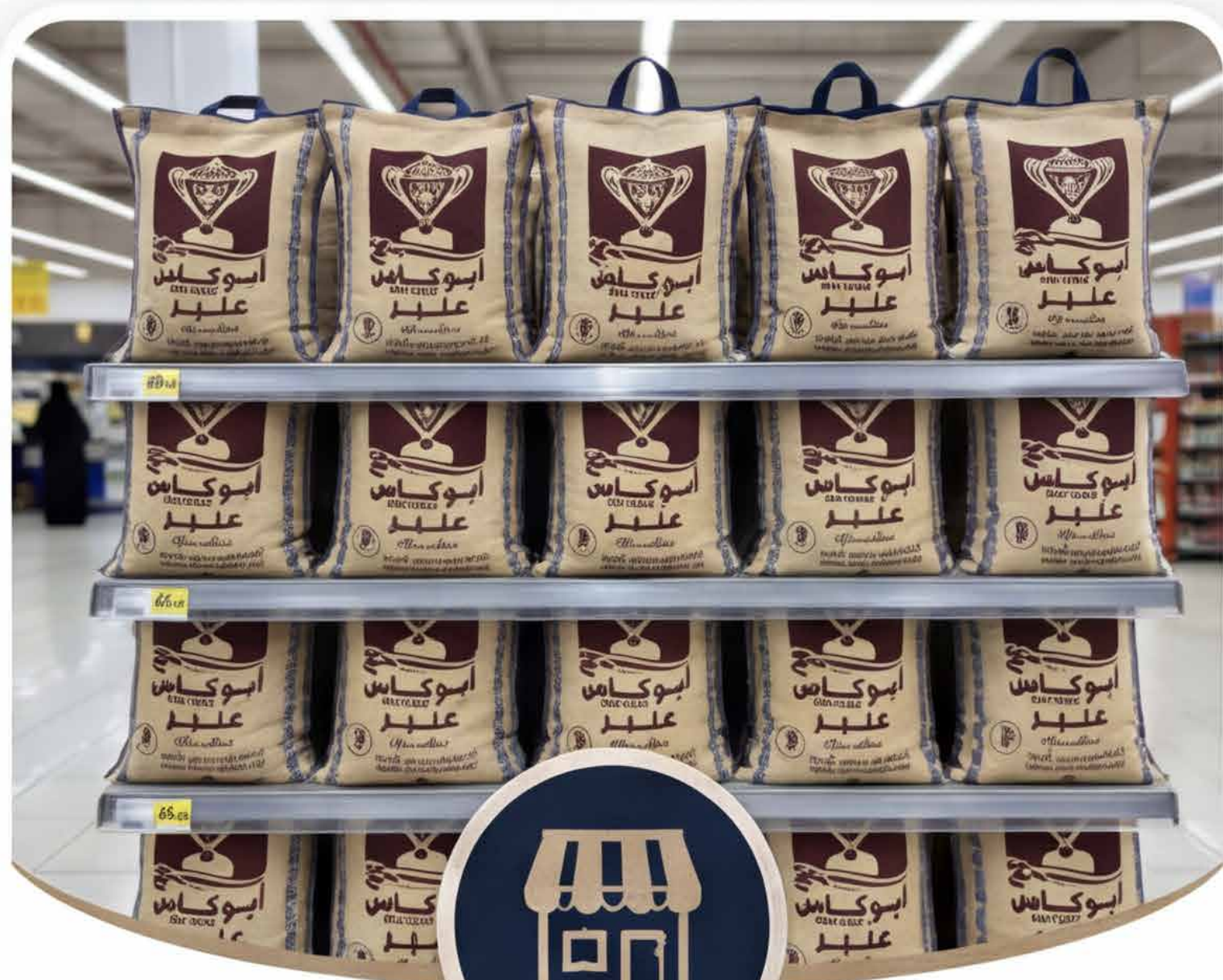
How We Operate



Al Hattab FMCG follows an integrated operational flow that ensures the smooth movement of products from global sourcing to final delivery. Through efficient import, organized warehousing, and a reliable multi-channel distribution network, the company maintains consistent product availability and strong market coverage across Qatar.

Distribution Channels

Main channels



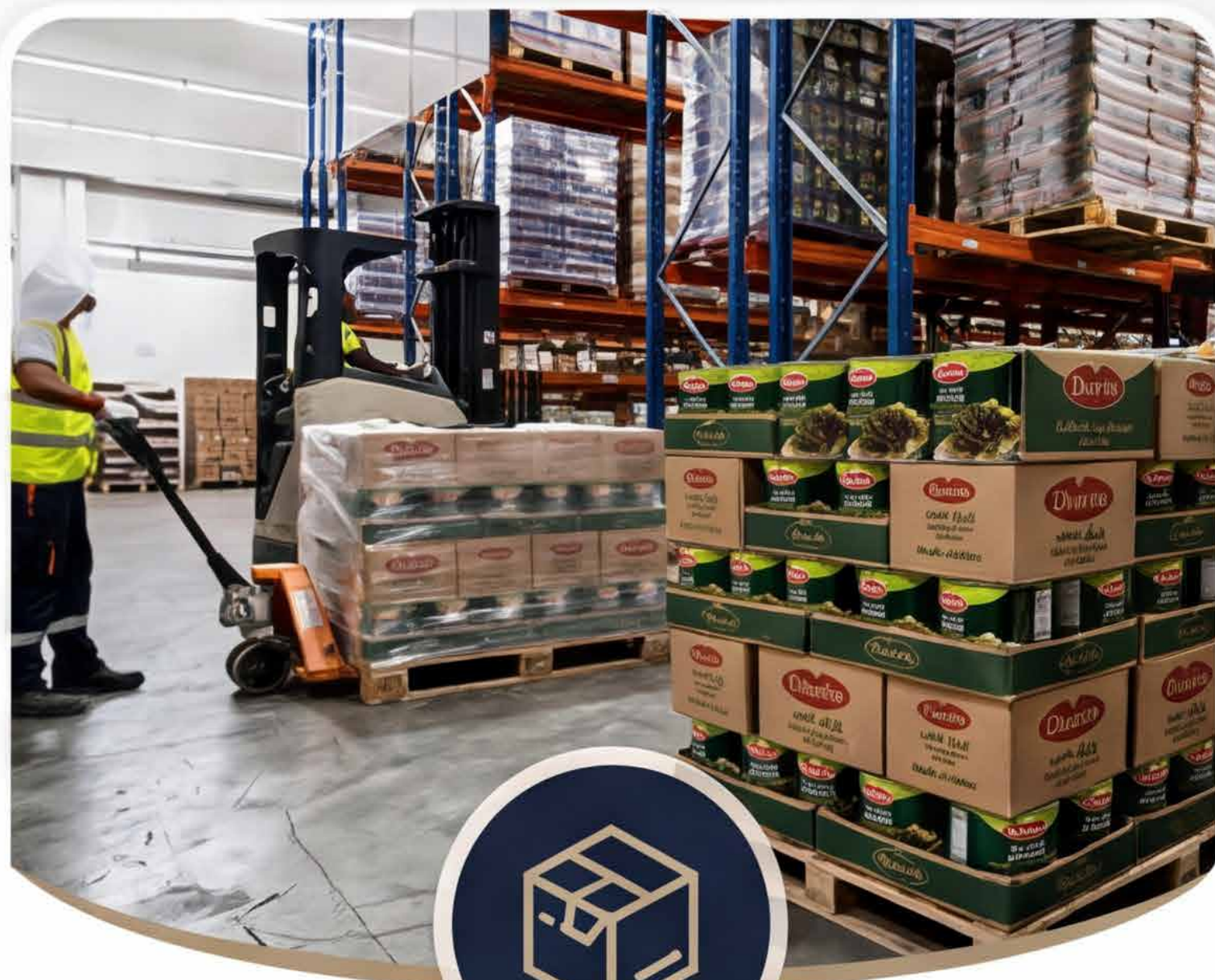
Modern Trade

Al Hattab FMCG serves 29 leading modern trade retailers across Qatar, ensuring strong product availability and consistent in-store execution.



HORECA

Serving hotels, restaurants, cafés, and catering businesses through reliable and consistent product distribution.



Wholesale

Supplying wholesale partners across Qatar to maximize market reach and product availability.



Traditional Trade

A dedicated sales and distribution network serving groceries and neighborhood supermarkets across Qatar with regular replenishment.



Tenders

Providing reliable supply solutions for institutional, government, and project-based contracts.



Fresh & Frozen Meat

A specialized division supplying fresh and frozen meat through temperature-controlled storage and distribution, ensuring quality and food safety.

Trusted by Leading Clients

Serving key sectors across Qatar

Government | Institutional



Top retail | Hypermarkets



Hotels | Hospitality | Foodservice accounts



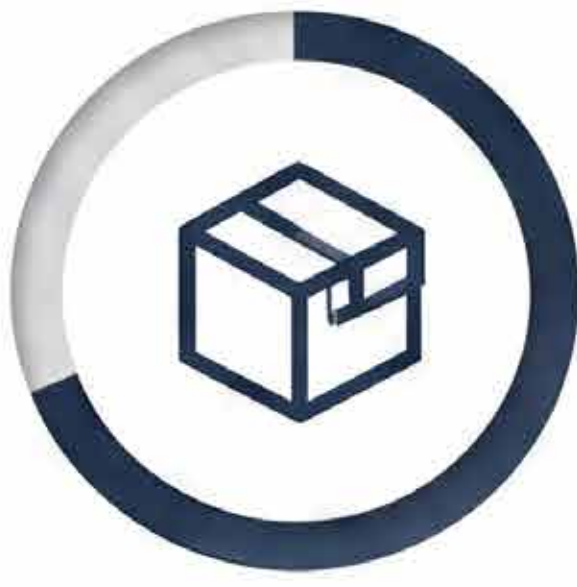
Company at a Glance

A snapshot of Al Hattab FMCG and our strengths that drive value for our partners and customers.



30+

Years of Holding
Experience



500+

Active
SKUs



29

Modern Trade
Partners



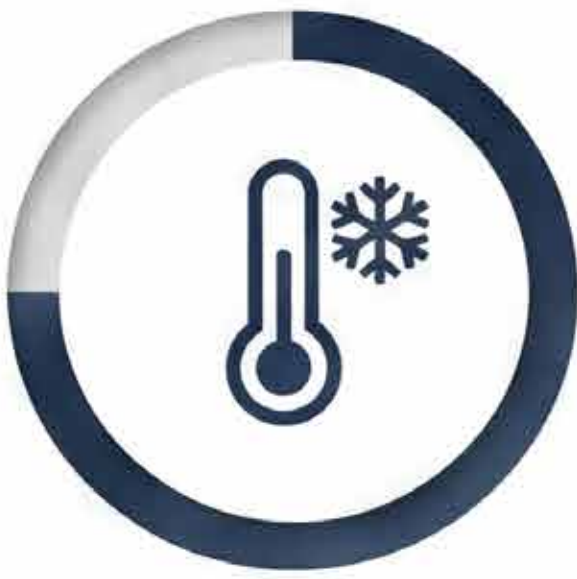
5,900+

Clients Across
the Group



4,000+

Employees
Across the Group



Dry • Chilled • Frozen
Warehousing
Facilities



Multi-Channel
Distribution
Network



Nationwide
Coverage Across
Qatar

Built on the strength of Al Hattab Holding, Al Hattab FMCG combines operational excellence, market expertise, and nationwide distribution to deliver sustainable growth for global brands.

Why Al Hattab FMCG

More Than a Distributor. A Long Term Growth Partner.



Proven Market Coverage

Serving major retail, wholesale, HORECA, and institutional sectors across Qatar.



Brand Building Expertise

Supporting suppliers with market development, visibility, and long term brand growth.



Reliable Distribution

Dedicated fleet and structured logistics ensuring consistent nationwide delivery.



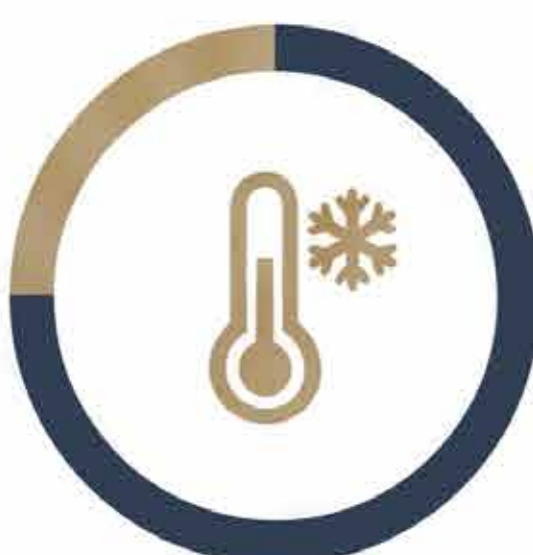
Sales Execution

Experienced sales teams driving product availability and in-store excellence.



Marketing Support

Promotions, activations, digital marketing and consumer engagement.



Temperature Controlled Supply Chain

Dry, chilled, and frozen operations maintaining product integrity.



Strong Retail Relationships

Long standing partnerships with Qatar's leading retail groups.



Sustainable Growth

Focused on building long term value for both suppliers and customers.

“ Growing Brands. Building Markets. Delivering Excellence. ”



Import



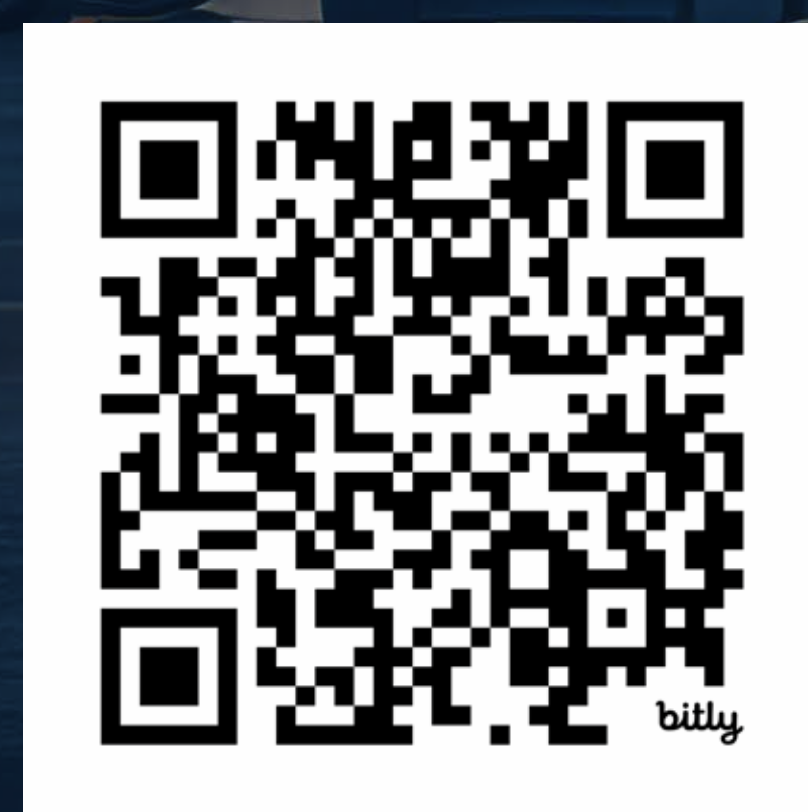
Distribution



Brand Building



Market Development



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