

GOLDFOOD®

PORTFOLIO
2025

 GOLDFOOD



About Us

Golden Empire is a UAE-based company with over 30 years of continuous operations and a team of 100+ professionals.

We are active across technology, IT, dairy products, olives, and now green coffee through our specialized division, GOLDFOOD.

Our mission is to elevate coffee quality while keeping it accessible and competitively priced, ensuring that everyone can enjoy exceptional coffee.

With two strategically located warehouses, one in the Jebel Ali Free Zone (2,000 sqm) and another in Al Quoz Mainland (500 sqm), we provide seamless logistics and rapid service across both international and domestic markets.

- The Jebel Ali Free Zone facility serves as our export hub, allowing us to efficiently ship coffee to international clients with minimal customs barriers.
- The Al Quoz warehouse is dedicated to local UAE operations, ensuring fast and reliable delivery to domestic partners and clients.

Together, these facilities and our expert team guarantee efficiency, transparency, and quality, from farm to cup.



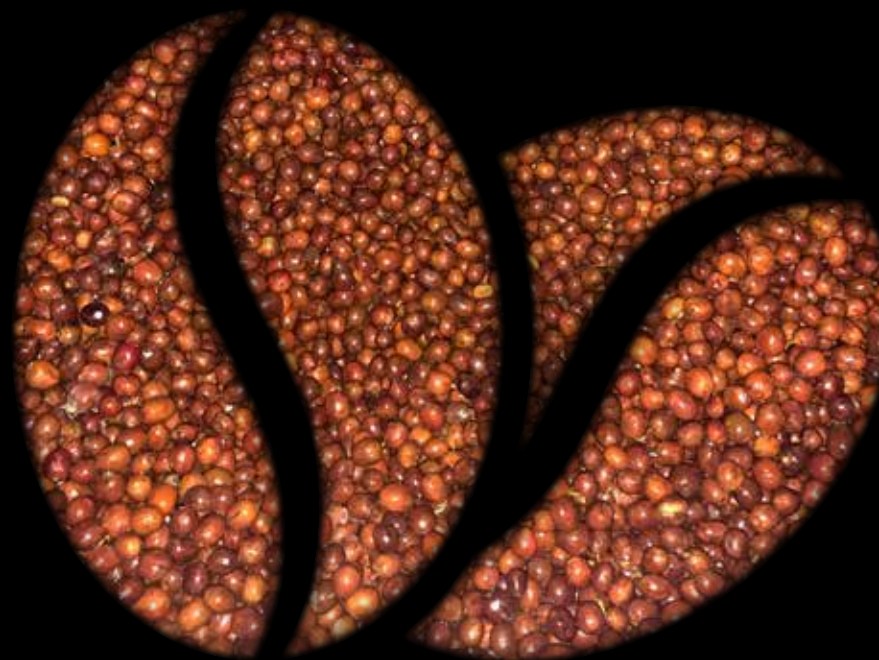
GOLDBREW

www.goldbrew.ae

Our Team

GOLDFOOD operates within the Golden Empire Group, supported by a diverse and passionate team of 50–100 professionals who specialize in green coffee sourcing, roasting, logistics, education, and sensory quality control.

We believe that true growth comes through collaboration, blending technical knowledge with creativity and respect for the coffee value chain.



Key Members

Hootan Salemi

Business Development Manager

 hootan.salemi@goldfood.ae

 CQI Instructor | SCA Authorized Trainer (AST)

 Barista Champion – Iran
3rd Place – UAE Barista Championship

Grace Kinyanjui

Sales Executive

 grace.kinyanjui@goldfood.ae

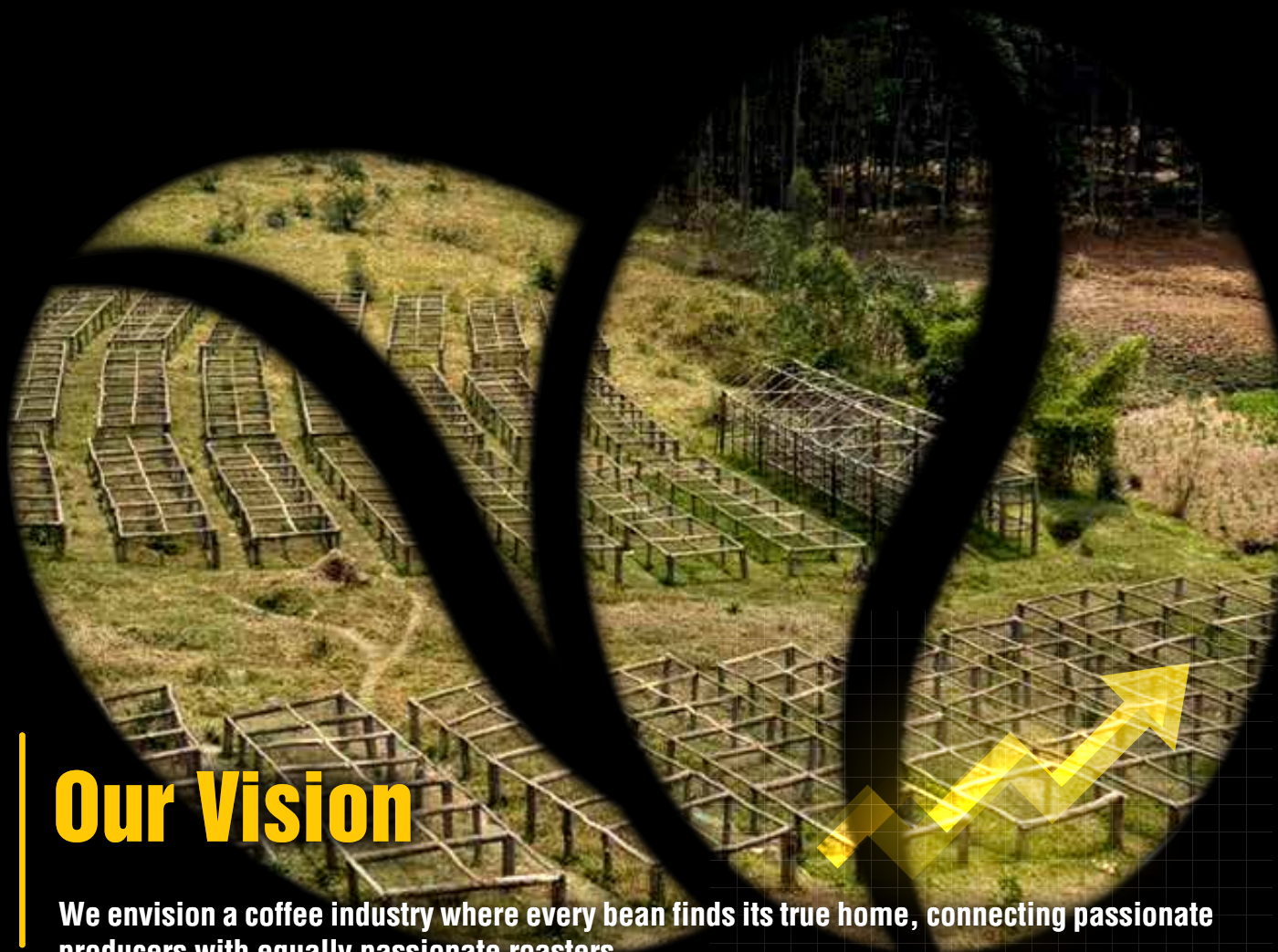
 Expert in sourcing high-quality coffees and connecting roasters with the right origins.

Our Mission

To deliver high-quality coffee at fair prices, while empowering both producers and roasters through education, transparency, & innovation.

We aim to expand our coffee academy, integrate technology into the coffee ecosystem, and lead the transition from traditional trade to a modern, data-driven, & traceable market, where quality, ethics, and efficiency align.



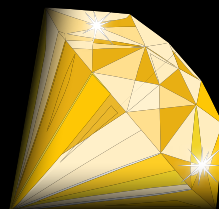


Our Vision

We envision a coffee industry where every bean finds its true home, connecting passionate producers with equally passionate roasters.

Our commitment is not only to trade coffee, but to build bridges across continents, empower farmers, and nurture long-term sustainability throughout the supply chain.

Our Values



- Transparency, honesty & traceability in every transaction.
- Direct Trade, building long-term relationships with producers.
- Farmer Sponsorship, supporting & empowering farms at origin.
- Education & Knowledge Sharing, continuous growth for professionals and partners.
- Efficiency & Logistics, fast, reliable delivery through our UAE warehouse network.
- Innovation, combining coffee with technology to create smarter, more connected systems.



Coffee Sourcing

GOLDFOOD sources premium green coffees from Ethiopia, Brazil, and Uganda, and is expanding to include Colombia, Costa Rica, Guatemala, Panama, Rwanda, Burundi, Kenya, and Tanzania.

Our sourcing philosophy is rooted in scientific evaluation, sensory expertise, and ethical trade practices. Each coffee we select undergoes careful analysis for moisture, density, & cup score, ensuring only the best lots reach our partners.

We work closely with farmers & cooperatives to develop sustainable long-term relationships, providing both market access and shared value across the chain.

Facilities & Operations

- Jebel Ali Free Zone (2,000 sqm)

Serves as our export hub, designed for efficient international distribution.

- Al Quoz Mainland (500 sqm)

Dedicated to domestic UAE clients, with fast delivery, storage, & training capabilities.

Both warehouses are equipped for green coffee storage, quality control, sample roasting, cupping, packaging, & dispatch, ensuring every step meets international standards.



A circular collage of four images showing coffee beans drying on wooden racks. The beans are dark brown and appear to be in the process of being dried. The racks are made of wood and are arranged in a way that shows the beans from different angles. The background is black.

Education & Academy

Our upcoming GOLDFOOD Academy will focus on professional coffee education, offering SCA and CQI-certified courses, workshops, and consulting services for roasters and café owners.

The goal is to build a bridge between science, technology, and the art of coffee, helping professionals develop real-world skills and practical understanding of the entire value chain.

Partnership & Growth

GOLDFOOD continuously partners with farms, roasteries, & distributors worldwide.

We welcome collaborations that share our vision of sustainability, innovation, and knowledge exchange.

Through strategic partnerships and transparent operations, we aim to become a leading green coffee supplier & educational hub in the Middle East.





Head Office: Al Quoz Mainland, Dubai, U.A.E. (Local)



Warehouses: Jebel Ali Free Zone, Dubai, U.A.E. (Export)



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Website: goldfood.ae

