



VERSION 2024-2023



**TASTE THE  
EXTRAORDINARY**

SAMRAH: RIYADH'S CATERING REDEFINED.

Welcome to Samrah, where we celebrate the art of fine dining and transport you on an unforgettable odyssey through the culinary landscape. Prepare to be mesmerized by the extraordinary, as we redefine the essence of culinary excellence.



- BESOPKE CATERING, UNMATCHED MOMENTS. -



01

**UNMATCHED  
GASTRONOMIC MOMENTS**

"Samrah" represents cherished gatherings, fusing fine dining with deep connections.



02

**YOUR RELIABLE  
CATERING PARTNER**

Crafting captivating, elegant bespoke catering for distinctive, unmatched occasions



04

**THE  
JOURNEY**

Cultivating relationships from inception to beyond project completion.



06

**THE  
SETUP**

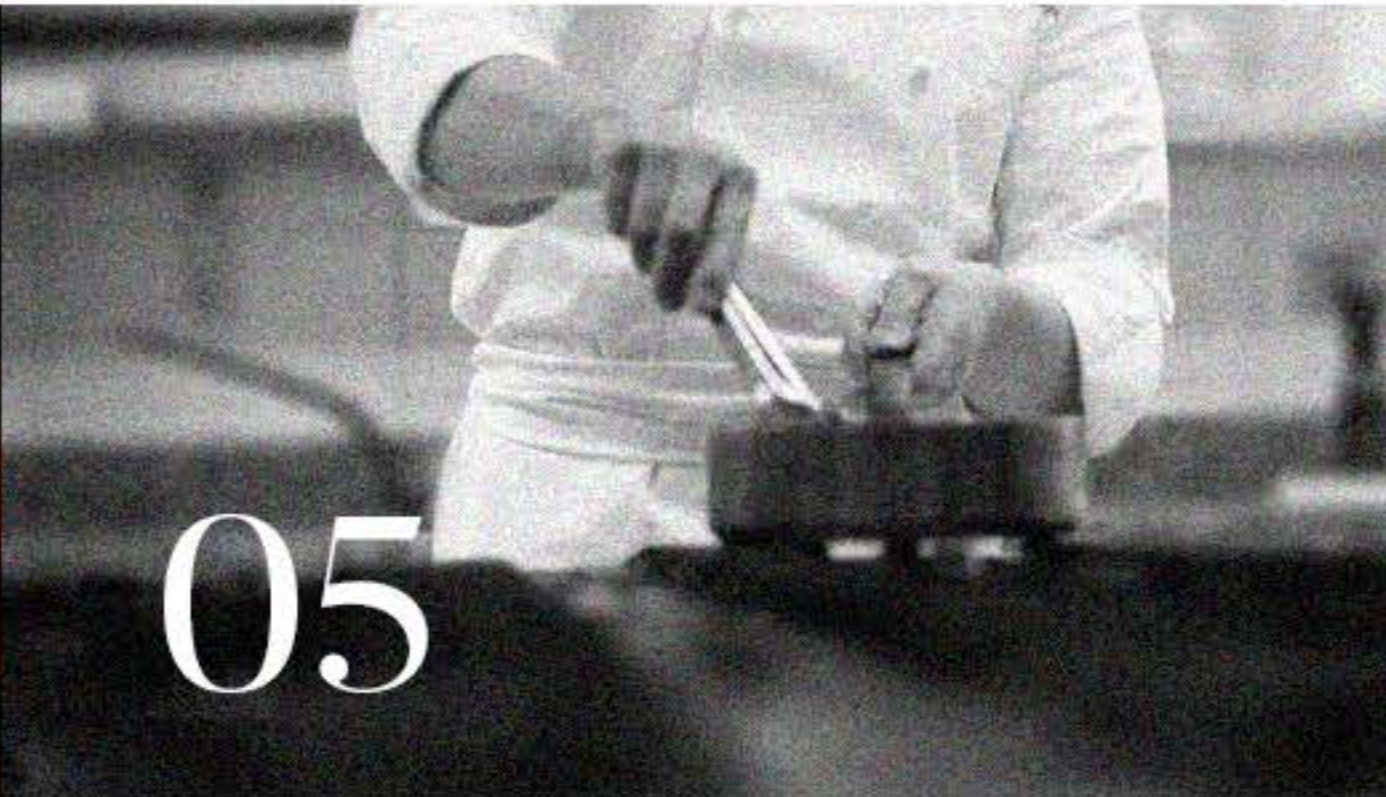
Bespoke, flawless setups elevate occasions and exceed expectations.



03

**THE  
PHILOSOPHY**

Guided by clients' aspirations, we orchestrate extraordinary, precious experiences.



05

**THE  
FOOD**

Quality ingredients and imaginative chefs craft distinguished culinary delights.

# UNMATCHED GASTRONOMIC MOMENTS

"**Samrah**" an Arabic tradition, embodies evening soirees where loved ones engage in heartfelt dialogues, reflecting Arab society's deep-rooted values of connection. Amidst delectable food, calming tea, and robust coffee, guests relax in cozy settings, fostering strong bonds and exchanging ideas, insights, and tales.

'**Samrah**' personifies precious moments with loved ones, echoing through time. Our premier catering brand, inspired by 'Samrah's' heartfelt connections, fuses gastronomic excellence and human bonds, crafting bespoke offerings for an unmatched sensory journey that captures 'Samrah's' true spirit.



سامرة  
SAMRAH

“ Food brings people together on many different levels. It's nourishment of the soul and body; it's truly love. ”

GIADA DE LAURENTIS

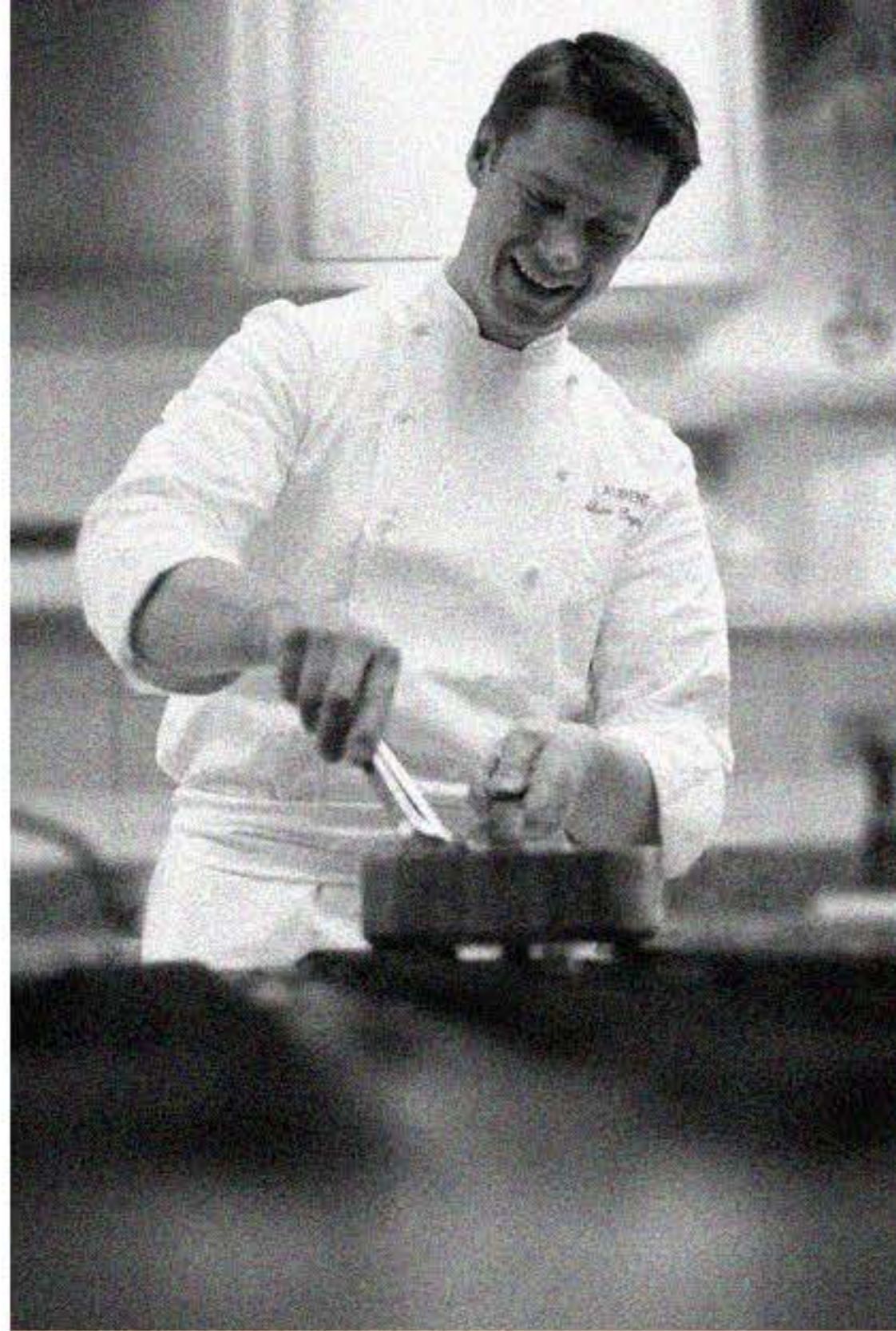


- Besopke Catering, Unmatched Moments. -



# YOUR RELIABLE CATERING PARTNER

At Samrah, we excel in crafting bespoke catering experiences for events, from sophisticated afternoon teas to opulent gala dinners. Our dedication lies in transcending conventional catering, transforming it into a captivating affair. Showcasing expert talent, we uphold highest industry standards in modern facilities. Pursuing unparalleled experiences, our clientele seeks upscale distinction. With Samrah, each event is captivating, elegant, and leaves a lasting impression on those charmed by it.



# THE JOURNEY

Our clients' journey originates well before a sale, and reaches beyond project completion. We nurture authentic relationships from the outset, attentively addressing needs and grasping preferences. Ensuring our clients' aspirations materialize,

We collaborate closely, sustaining transparent communication and consistent updates. Samrah's unwavering dedication reinforces lasting relationships, built on dependability, trust, and outstanding services.



# THE PHILOSOPHY

As esteemed assets, our clients' visions guide us in delivering exceptional service meticulously tailored to their unique preferences. We're wholeheartedly committed to nurturing enduring relationships and orchestrating extraordinary, heartwarming experiences that resonate with our clients, leaving an indelible mark on their memories and surpassing their expectations in true Hotelier style.



At Samrah, exceptional ingredients are vital for dish success and taste. Our team selects fine hand-picked elements, meeting exacting standards. Pursuing perfection, we source fresh ingredients from reliable, ISO 22000-compliant suppliers. Our quality commitment ensures every dish prepared with care and precision, delighting senses, surpassing expectations.

Our chefs showcase creativity and imagination, crafting distinguished dishes, drinks, and desserts, while observing global culinary trends.

سمره  
SAMRAH

“ Excellence is not a destination; it is a continuous journey that never ends. ”

BRIAN TRACY




- Besopke Catering, Unmatched Moments. -



# THE SETUP

We pride ourselves in delivering bespoke food setup options tailored to our clients' distinct needs. Our comprehensive offerings encompass tables, chairs, floral arrangements, silverware, glassware, printed materials, and additional services to elevate any occasion. Samrah team collaborates closely with clients to truly understand their preferences and design a setup that is both functional and aesthetically captivating.

Our meticulous attention to detail and unwavering dedication to quality ensure that every facet of the setup is executed flawlessly. This commitment results in a seamless, unmatched experience that leaves a lasting impression on all who attend, reflecting our pursuit of excellence and devotion to exceeding expectations.



At Samrah, we embody dedication to delivering unparalleled, upscale service that transcends expectations. From the moment our team arrives, their unwavering focus is on executing every aspect of the service with precision and meticulous attention to detail, ensuring a seamless personalized experience for the client and their esteemed guests.



Our highly trained and seasoned staff takes immense pride in anticipating and addressing our clients' evolving needs. Recognizing that our service reflects the caliber of our clients' events, we are steadfast in our commitment to excellence. Through this dedication, we continually strive to elevate the catering experience to unprecedented heights, crafting pleased moments that resonate with sophistication and distinction.

# THE SERVICE



# OUR TAILORED OFFERINGS SERVICES



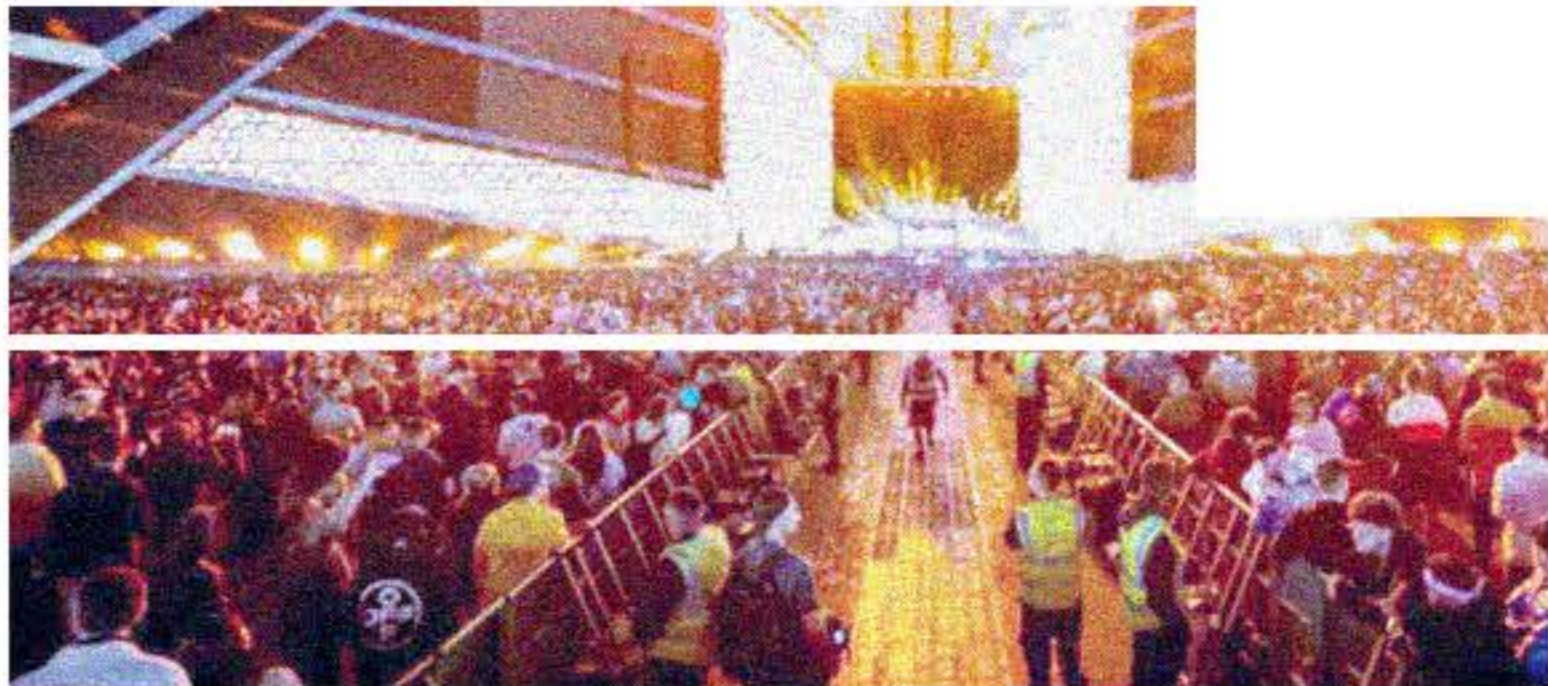
Weddings & Celebrations



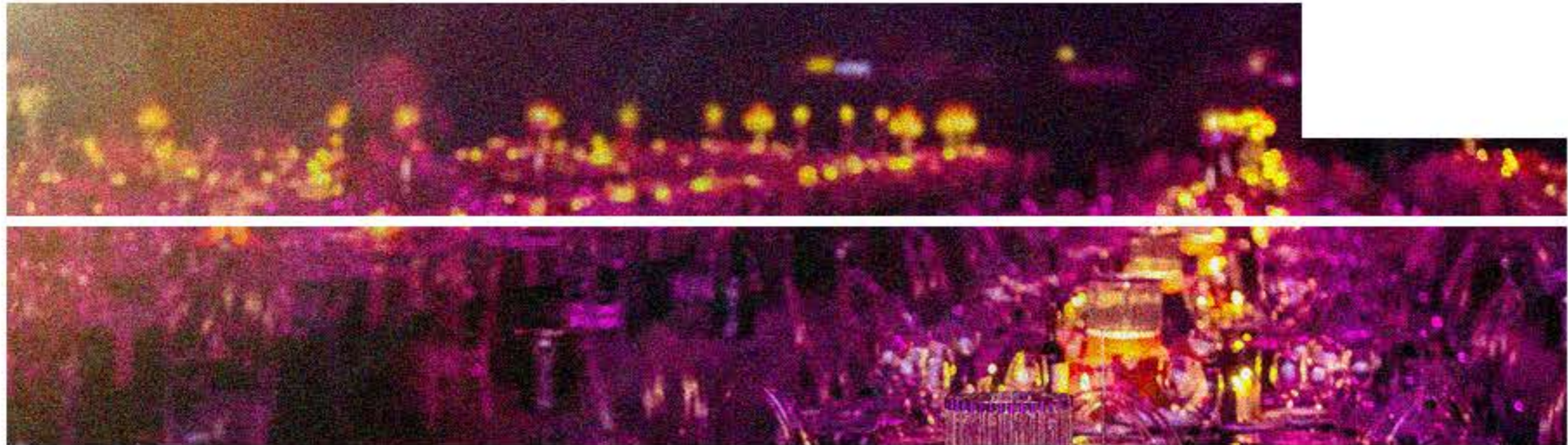
Business Events



Private Occasions



Festivals & Concerts



Gala Nights



Signature Experiences



## TASTEFUL MEMORIES: SAMRAH'S EVENTS SNAPSHOTS



“ Great service is about making a customer's day, not just their transaction. ”

UNKNOWN

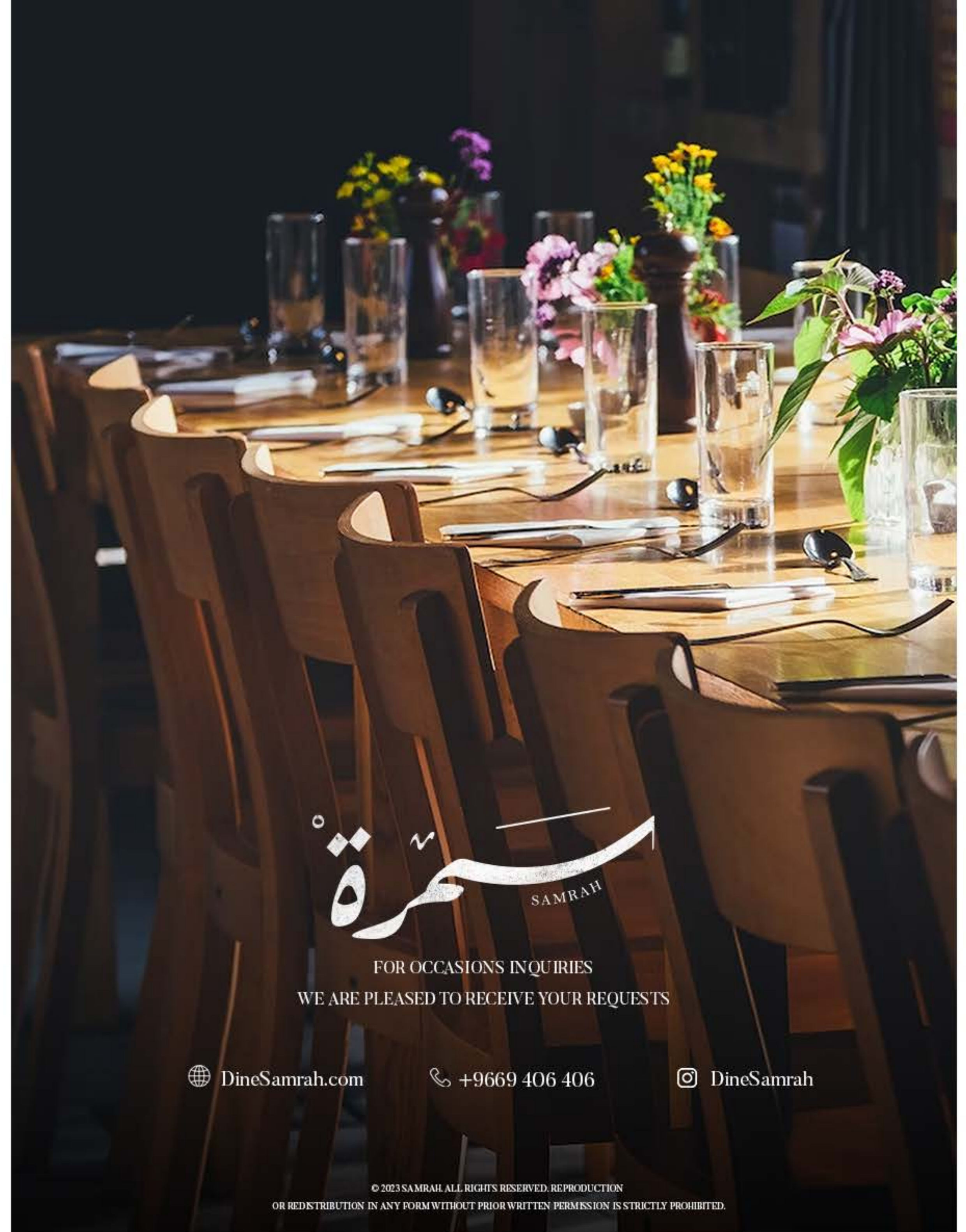


- Bespoke Catering, Unmatched Moments. -

# TREASURED CLIENTS: OUR GREATEST STRENGTH



At 'Samrah', our esteemed network, hailing from various backgrounds and industries, contribute to the rich tapestry of experiences that make our offerings truly unique. From the discerning solo client seeking personalized solutions to multinational corporations orchestrating memorable events, we strive to exceed expectations by providing unparalleled service and tailor-made experiences. As we continue to adapt to evolving trends and client preferences, we remain committed to fostering lasting relationships with our valued clients, ensuring that each interaction leaves a lasting impression of excellence and warmth.



FOR OCCASIONS INQUIRIES  
WE ARE PLEASED TO RECEIVE YOUR REQUESTS

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