



MERIKKA

On Positive Waves

About Merika Cafe

A story of our humble beginnings



MERIKA came into existence in UAE in May 2019. The investment was initially made by Atlas king of Dubai as the financier and the copyright author. The investor acknowledges that UAE in general and Dubai in particular is regarded as the true cradle of innovative and start-up businesses.



Utilizing the same old ingredients and techniques that charmed a nation

MERIKA is originally an Emirati brand whose mission and vision are the embodiment of an international brand which is rooted in Dubai as her birthplace and reaches out globally via franchise licencing.

MERIKA is meant to be a cafe; however, it has the potentiality to turn out to be a superior trade mark in producing and distributing state- of -the - art food services and products.

MERIKKA

Serving quality food at a great price

Built near homes, offices, and wherever
it's convenient

Providing jobs to thousands of people



Trademark License



License to Operate



Training Program



Operations Manual



On-going Support



Marketing Strategy

MERIKKA

Serving quality food at a great price

Built near homes, offices, and wherever it's convenient

Creating jobs internationally





Chimney Cake "the Hungarian Kürtőskalács"

It is a thin strip of specially prepared dough, twisted round a wooden roll and baked in an electric oven or on a charcoal. The process of preparing and baking Chimney Cakes is simple yet unique.

The exceptional cooking style in a picturesque show kitchen would be spectacular in view of passers-by let alone the unmatched taste and aroma of freshly baked bread.

It has become a favourite companion of coffee and is best when served with varieties of our freshly home-made Gelato.

CHIMNEY CAKE & CONES



Merika Cafe,

Our menu not only consists of Chimney Cakes, Cones and Gelato but we serve up a selection of exclusive dishes from all corners of the globe. Offering Brazilian style BBQ with spices unique to regions of each store location accompanied by flavorsome mezzes, uniquely cooked and coated with in-house flavorings served with traditional side dishes. The variety of our menu spans from healthy salads to homemade style bread for our gourmet breakfasts.





MERIKA DISHES

GELATO

MERIKAstrives in freshness and quality. Our Italian gelato is freshly hand made with the finest of ingredients. The uniqueness of gelato is the creamy texture made from fresh ingredients which has less fat content and enhancing the flavour profile. Our unique recipe follows a set of strict standards to ensure quality and consistency are met with every batch produced. Our gelato is the perfect match to our Freshly Baked Chimney Cakes & Cones.





COFFEE

MERIKA has sourced the highest quality of beans, which are carefully roasted to bring out the natural flavor we strive to serve. Our flavors are based on regions of each location, to meet the taste and satisfaction of our customers. Every cup is feverishly brewed and served with steamy aromas that enrich the quality of the cup ordered.



FRESH JUICE & HERBAL TEAS

We serve a range of fresh juices, healthy mocktails and smoothies. The range of our juice bar amazes everyone who wishes to detoxify their body and feed it with natural energy. We strive to serve real and fresh Italian Coffee in all MERIKA branches. A wide range of coffee based drinks are available to choose from so that we could meet the diverse tastes of our visitors.





BRANCHES



AUSTRALIA



TURKIYE



U.A.E

MERIKA CAFE STORES

FRANCHISE OPTIONS



MASTER FRANCHISEE



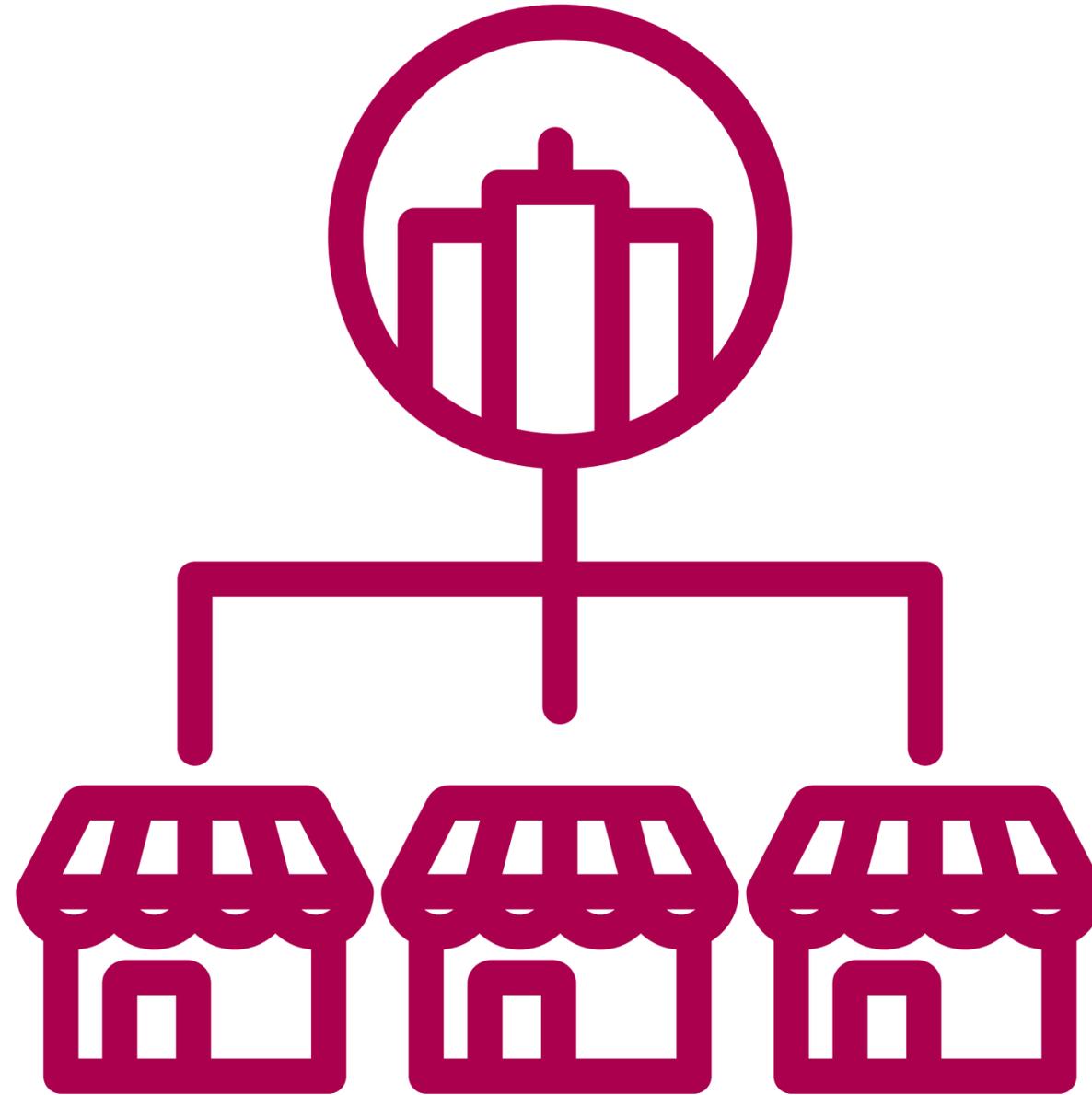
- Cafe



- Restaurant



- Food Court / Kiosk





MERIKA CAFE
STORE CONCEPT



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