

TRUEBELL MARKETING & TRADING LLC

SINCE 1984

TRUEBELL

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Business Overview

TRUEBELL



FACTS

Born in 1984

1000+ Employees

Culturally Diverse with 30+ Nationalities

12 Independent Business Units

50,000 Pallet Storage (Multi Temperature)



BUSINESS VERTICALS
world-class service



FOOD DIVISION



Over the years, we have been known as the go-to company and a one-stop-shop when it comes to food. From Asian flavours to Western gastronomy; Ultra fresh to Frozen. We have our very own specialists to better serve our client's needs.

In Truebell, we make sure that your brand is not just another name out in the market. We build your name, we market your quality, and strive for category leadership across channels;

- ***Retail***
- ***Ho.Re.Ca.***
- ***Duty Free***

HOSPITALITY DIVISION

We aim to provide the best hotel and catering equipment. From branded Chef's uniforms, Crockeries to excellent quality glassware.

Providing our Client's the best hospitality experience in partnership with the world-class brands.

Making experience remarkable is our goal.

Division Categories

Chef Uniforms | Chinaware & Ceramics | Flatware & Hollowware

Barware | Tabletop Accessories | Kitchen Equipment | Glassware

Buffetware | In Room Equipment



SHIPCHANDLING



Truebell ship chandlers (TSC) Sharjah was established in 1989 as a branch of Truebell Marketing & Trading and has since grown into one of the leading food & ship Chandlers. It covers a vast geographical spread, be it onshore, offshore servicing

- *Cargo Vessels*
- *Cruise Liners*

Its stocks and supplies include every category from fresh, frozen, dry, and processed to beverages, dairy products, deck/engine stores, medicines, and any specific requirements that may be needed.

LICENSED BEVERAGE DISTRIBUTION



We Specialize in the marketing, sales and distribution of alcoholic beverages.

- *Supplying to the Ho.Re.Ca & Duty Free Channels.*
- *Major player in the region operating Multiple Alcohol retail stores*
- *We carry the largest portfolio of wines Spirits in the region, with over 2000 leading labels.*
- *Work directly with most of the world's top ten spirits companies.*

TRAVEL RETAIL & DUTY FREE SHOPS

Truebell ventured into Travel Retail by taking over operational rights of Fujeirah International airport. Over the years we have taken operational rights for several Duty Free outlets across various Airports & Seaports across the Region.

In addition to have successfully operated multiple Duty Free outlets, we are also one of the largest suppliers to Travel Retail Operators in the Region, providing them with extensive product line and gifting solutions.

With our diverse portfolio, Truebell has multiple touch points with Duty Free operators thru its extensive:

- ***Alcohol***
- ***Tobacco***
- ***Luxury goods***
- ***Food***
- ***Beverage portfolios***



UN WORLD FOOD PROGRAM & DISASTER RELIEF SUPPLIES

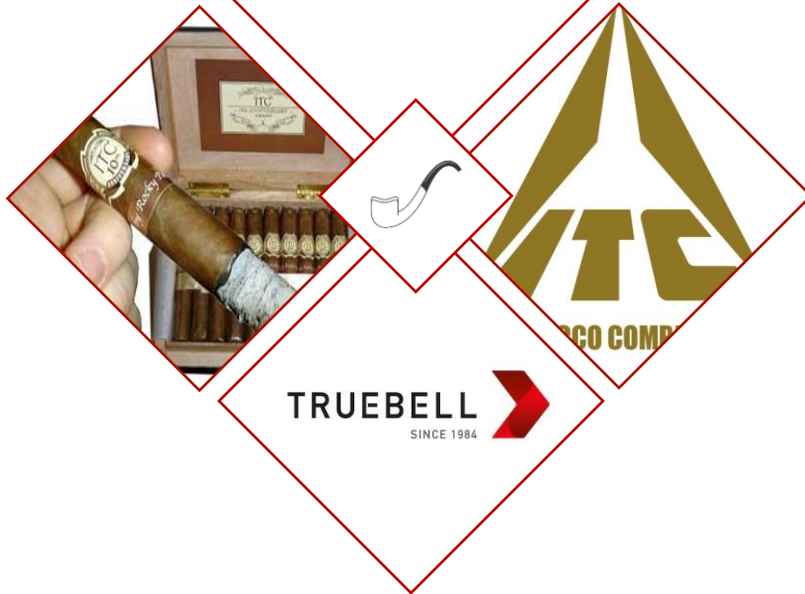


We are proud to be associated closely with the UN World Food Program wherein we operate in tough terrains like Afghanistan, Sudan, Iraq...

Natural disasters and humanitarian crisis don't keep time, so we make sure we are at service 24/7 to readily respond to emergency needs. In the immediate aftermath of any disaster, we provide core relief items and disaster relief supplies that are vital for survival.

We are ready to respond to global challenges by offering high quality and cost-effective disaster relief supplies to international agencies, bilateral donors, governments and non-governmental organizations.

TOBACCO SUPPLIES



We are proud to be associated with ITC, the India's largest Tobacco company for the past two decades. Supplying the Finest quality Cigars & Cigarettes across the Region.

Servicing directly to Mainstream Retailers and Duty Free outlets.

FASHION DIVISION

The Mission of the Division is to provide our customers all over the region with the best value of products and services in all the fields through innovation, quality service, customer & market orientation and continuous improvement through a spirit of trust, co-operation and best practice.

Truebell Fashion Division is servicing to popular department stores and Duty Free shops all over the region, setting the trends in the market.

We spare no efforts to make the presence of the brands felt where it matters and is committed to ensuring exceptional standards of service and after sales support.



GCC OPERATIONS



Truebell has earned respect as the leading Importer & Distributor in the UAE, making us as the preferred partner not just in the UAE but also across the GCC.

Truebell Kuwait Operations started its full launch in 2012, since then, we have successfully taken over the market. We have been distinguished as one of the best Importer and Distributor in Kuwait in just a short span of time.

Kuwait Operations is one of the most successful expansion we have in the GCC. Following its success, we have also launched our Saudi Operations, the youngest among our Business Units. Truebell Saudi launch success is the product of our hard-work and passion to lead.

Truebell, through joint ventures also distributes brands across other GCC countries (Qatar, Bahrain, Oman). Replicating our success in the UAE.

CAFÉ & RESTAURANT

Our mission is to innovate and bring the most vibrant menu in town. This Division aims to satisfy our clientele's taste. From European breakfast fusion, mouth watering Portuguese Cuisine to Michelin Star Indian Fusion.

Our cafés & restaurants portrays a warm ambience of friendly hospitality which draws loyal, as well as impulse customers back again and again.

Truebell operates:



Portuguese concept restaurant



ONI is a contemporary dining concept inspired by Japanese culture, food and street style developed by internationally renowned Chef, Mohammad Islam

U'LUVKA

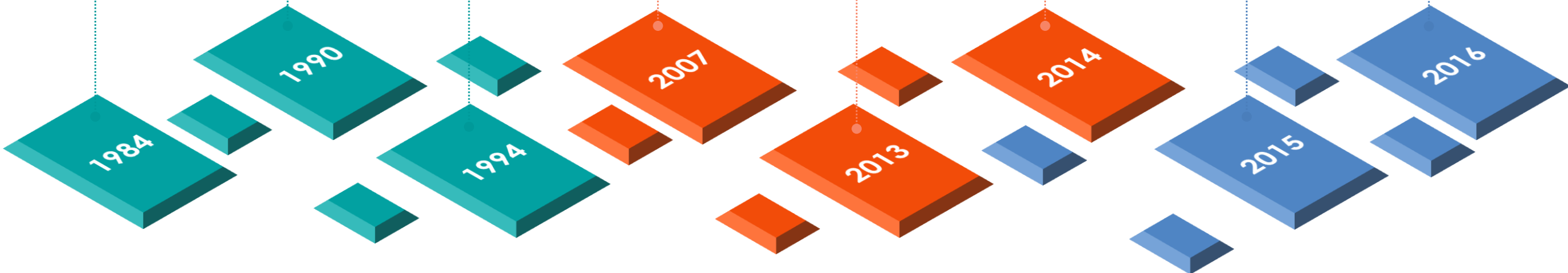
Truebell is also a proud owner of the Polish Vodka Brand U'LUVKA.

U'luvka re-conjures the spirit of a legendary vodka created by a famous Alchemist at the court of King Sigismund III of Poland in the late 16th Century.

U'luvka brings the world an exquisite vodka experience, made with love and passion, U'luvka is the taste of elegance.



OUR ASSOCIATION WITH INTERNATIONAL BRANDS







Truebell Food Distribution

TRUEBELL NEW DIC
DISTRIBUTION HUB



TRUEBELL IMPORT OPERATIONS ACROSS THE GLOBE



-  24/7 operations
-  In-house logistics
-  Same-day port clearance
-  Order & delivery on the same day
-  Direct delivery to outlets
-  In-house logistics
-  1000+ reliable & committed staff
-  Van Sales

*Temperature Controlled Trucks
utilized round-the-clock*



TRUEBELL FACILITIES

Our Facilities from across the globe handles Chilled, Ambient, & Frozen shipments, carrying all sorts of products from the perishables with 7 days shelf life to frozen goods.



Weekly Airlift of 40+ tonnes.



FRANCE



NEW JERSEY,
USA



MILAN, ITALY



MANILA,
PHILIPPINES



HULL, UK



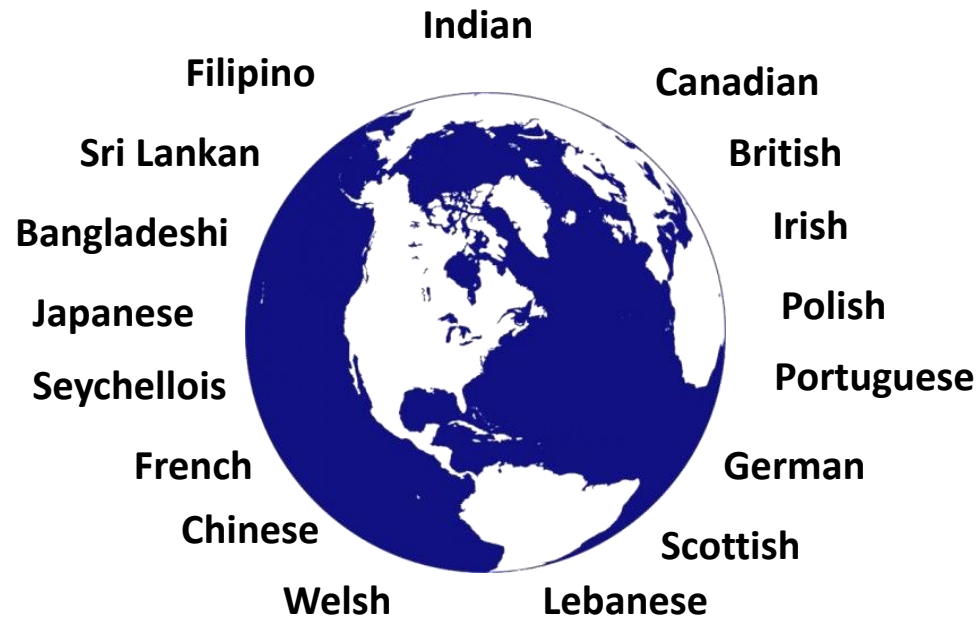
MELBOURNE,
AUSTRALIA

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Multi-Cultural Team at Truebell

Diversity brings new ideas...



Specialists on-call to cater to Client needs

Truebell Marketing



Brings more focus...



Bakery



Pastry



Meats



Tea Sommelier



Water



Yoghurt



Cheese



Japanese

FOODSERVICE IN THE UAE

Our Vision: "To become the leading Food Service supplier in the GCC"

Truebell Marketing

320 + Four & Five Stars Hotel

Each Hotel is a client purchasing a wide portfolio from Truebell





FOOD RETAIL IN THE UAE

Truebell Marketing

1,200+ Retail Outlets

100+ Global Brands

1,000+ Products



CASUAL DINING IN THE UAE

Truebell Marketing

Over 60 international Franchise

60 + Fast-food Brands

More than 10,000 Restaurants, Bars, & Coffee Shops.



The Cheesecake Factory

华馆 P.F. CHANGS

Aprons & Hammers

Carluccio's VAPIANO®

TEXAS ROADHOUSE

T S B
the steak bar

BENNIGAN'S
AMERICAN BIRD - IRISH HOSPITALITY

TONY ROMA'S
RIBS • SEAFOOD • STEAKS

SOHO BAR & GRILL
DUBAI

Pizza Hut

SHAKE SHACK

NYF
newyorkfries

Papa Murphy's
PIZZA

BURGERFUEL

STARBUCKS COFFEE

COSTA COFFEE

Tim Hortons
CAFE & BAKE SHOP

Caribou
COFFEE™

Pappa Roti
باروتي

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