



PROUDLY LOCAL, PERFECTLY GLOBAL

A legacy of innovation, quality,
and culinary experience.

CULINARY TALENTS

Message
from a Saudi Chef

TOP 5 CUISINES IN SAUDI ARABIA

based on consumption

TIPS & GUIDES

for Chefs

LIST OF CONTENT

- 03** Message from a Saudi Chef
- 05** GCS Timeline
- 06** Showcasing GCS 2024
- 07** Showcasing GCS Q1'25 activities
- 08** New Products Launch
- 10** The Culinary Pillars in Saudi Arabia
- 11** Coffee City Coming Soon to Saudi Arabia
 - The Art of Food
 - 10 Dishes that Celebrate Saudi Culture
- 12** Top 5 Cuisines in Saudi Arabia based on consumption
- 13** 15 Steps to Take Before Opening a Restaurant
- 16** Tips & Guides for Chefs



MESSAGE FROM A SAUDI CHEF



NAJLA AL-SHAMIRI

A SAUDI FEMALE CHEF AND GCS'S VERY OWN

- **Title:** Senior Associate Culinary Manager
- **Experience:** Over 12 years
- **Education:** The Art Institute of Pittsburgh, East Carolina University

When I began my journey, there were few Saudi chefs and no local culinary schools.

Today, Saudi chefs play a crucial role in our cultural and economic transformation, aided by organizations like the Culinary Arts Commission, which supports chef development.

At Goody Culinary Solutions, we aim to lead in innovation, helping chefs grow and create, as we believe cooking is an art that reflects our identity and culture.

To all my fellow chefs across the Kingdom: You are the future of this field. Keep learning, stay ambitious, and always strive for excellence—Saudi Arabia is on a bold path to becoming a global culinary leader!





GOODY
CULINARY
SOLUTIONS



GOODY & GCS TIMELINE



1980's: Goody introduce peanut butter and mayonnaise to Saudi market.



1990's: Goody Launches pasta and canned food range while expanding geographically in the region.



2000's: Launched two new brands targeting new segments. Cofique launched to compete in the coffee category, while Treva launched as a value brand.



2010's: Revitalized company purpose, vision, and strategies.



2016: The beginning Covering the international business (GCC)



2017: The beginning to venture into the b2b market/food service

2022: The rebrand and launch of Goody Culinary Solutions & Cofique Professional



2021: The launch of Goody Professional



2020: GoodyCo identity revamp launched to become the house of brands where Goody, Cofique, and Treva reside.





SHOWCASING GCS 2024



HORECA 2024

Goody Culinary Solutions (GCS) showcased innovative products at HORECA Saudi 2024, connecting with industry leaders and reinforcing our commitment to quality and culinary excellence in Saudi foodservice.



SAUDI FOOD 2024

Goody Culinary Solutions (GCS) proudly took part in SAUDI FOOD 2024, presenting cutting-edge culinary solutions and strengthening our role in shaping Saudi Arabia's foodservice industry.



SAUDI INTERNATIONAL CATERING CONFERENCE 2024

At Saudi International Catering Conference 2024, GCS took center stage, bringing innovation and expertise to the culinary world. From groundbreaking solutions to meaningful industry connections, we continue to drive the future of Saudi foodservice with passion and quality.



ZADK COMPETITIONS

Goody Culinary Solutions proudly supported ZADK Competitions, fostering young culinary talent and promoting innovation and excellence in Saudi Arabia's food industry. Through mentorship and expertise, we continue to empower the next generation of chefs.



WEBINARS

Goody Culinary Solutions hosted two exclusive webinars with Chef Yousef Khaldoun and Chef Ibrahim Hadi, providing chefs with expert insights, industry trends, and practical solutions. Committed to supporting the culinary community, GCS continues to empower chefs with knowledge, innovation, and collaboration.

SHOWCASING GCS Q1'25 ACTIVITIES



RAMADANYET BASAMH

This year GCS & SFS have come together under the umbrella of Basmah to create an initiative for Iftar Saem contributing to our community and upholding our company's values. This also gave us the chance to showcase our experience and versatility in the catering sector as the food service team.



GCS COURSES

This quarter, GCS offered hands-on training: Barista Course – The art of coffee crafting.
Pasta Making Course – Mastering authentic techniques.
Empowering chefs and food lovers through culinary excellence.



CULINARY TALES

GCS launched Culinary Tales, a video series showcasing chefs shaping Saudi Arabia's food scene. The first episode with Chef Jouhaina Al-Houmaidan debuted successfully, inspiring future talents. Stay tuned for more!



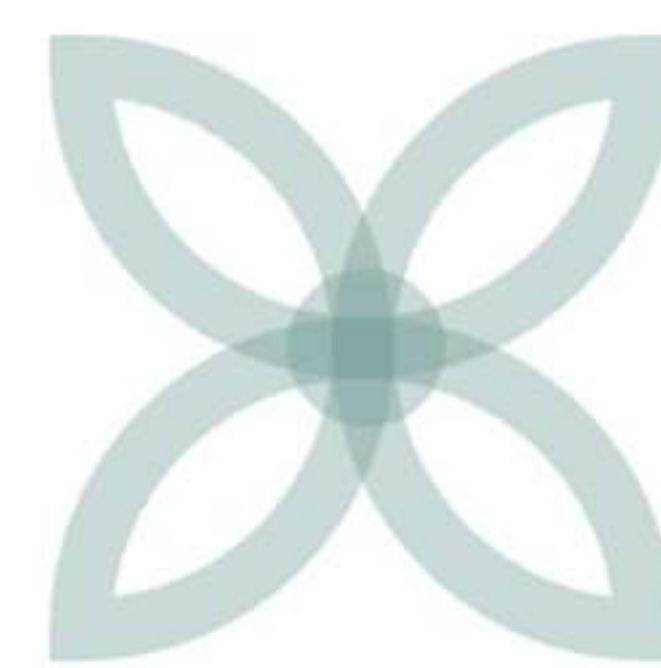
SOCIAL MEDIA COMPETITION

We invited our followers to showcase their best dishes using GCS products! Participants shared their creations using #MadeWithGCS, inspiring a community of passionate home cooks and chefs.



FOOD TRUCK

GCS x SFS (The Food Service Team of Basamh) hosted an internal event brining an exciting food-truck showcasing the full QSR basket covering important categories from sauces, cheese, fries, and meat.



NEW PRODUCTS LAUNCH

Treva Professional MAYONNAISE

Professional
MUSTARD



Professional
BBQ

Professional DILL SLICED PICKLES

Professional
SWEET RELISH



Professional
JALAPENO SLICES



Treva Professional
PASTA DITALINI RIGATE



Treva Professional
PASTA SPAGHETTI



Treva Professional
PASTA PENNE RIGATE

LANDSCAPE OF **THE FOOD** **SERVICE MARKET** IN SAUDI ARABIA

THE CULINARY PILLARS IN SAUDI ARABIA



هيئة فنون الطهي
Culinary Arts Commission

PRESERVING SAUDI FLAVOR

The Culinary Arts Commission, under the Ministry of Culture, promotes Saudi culinary heritage by supporting chefs, issuing cultural licenses, and fostering industry partnerships. Its initiatives position Saudi Arabia as a global culinary hub.



الأكاديمية السعودية لفنون الطهي
Saudi Culinary Arts Academy

SHAPING THE FUTURE OF CULINARY ARTS

ZADK Culinary Academy is a non-profit Saudi institution dedicated to culinary excellence and social impact. Founded by Rania Moualla, it empowers youth through hands-on training, supporting Saudization and career growth in the local and global food industries.





COFFEE CITY COMING SOON TO SAUDI ARABIA!

Exciting news for coffee lovers! Coffee City is set to open in Al Baha, spanning 5 million+ sqm and featuring 300,000+ coffee trees as part of Saudi Vision 2030. While the launch date is yet to be announced, investment opportunities are open for cafes and businesses.



The
SaudiFood
معرض
سعودي
Show

TimeOut

THE ART OF FOOD

The culinary arts in Saudi Arabia are vibrant expressions of culture and innovation. Two major events will showcase this evolution: First, the Saudi Food Show will return to Riyadh from May 12 to 14, with over 1,300 exhibitors from all over the world connecting suppliers and buyers in KSA. On May 14, the Time Out Magazine awards in Jeddah will honor outstanding restaurants for their culinary success and innovation. Together, these events highlight the importance of food in Saudi Arabia's gastronomic renaissance.

10 DISHES THAT CELEBRATE SAUDI CULTURE

Celebrate Saudi Culture with authentic flavors that reflect the Kingdom's rich heritage. Here are 10 must-try dishes for the occasion



KABSA

The national dish, a fragrant rice meal served with chicken or lamb.



JAREESH

A comforting wheat porridge with meat and spices.



MATAZEEZ

Dough pieces cooked in a savory meat and vegetable broth.



MUTABBAQ

A crispy, stuffed pastry filled with spiced meat.



SAMBOOSA

Crispy, deep-fried pastries with savory fillings.



SALEEG

A creamy rice dish cooked in chicken broth.



MANDI

Slow-cooked meat over aromatic rice.



HAREES

A wheat and meat porridge, rich and satisfying.



MARGOOG

A hearty stew with meat, vegetables, and wheat-based dough.

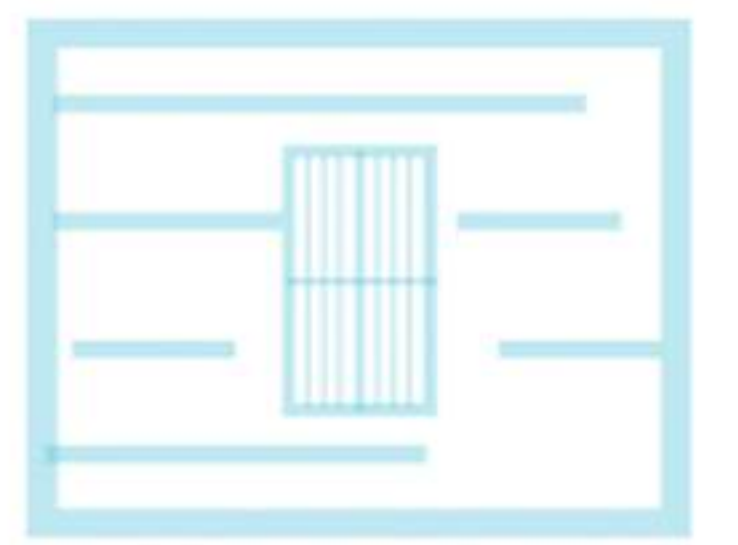


MA'MOUL

Date-filled shortbread cookies, a sweet festive treat.



Enjoy these traditional flavors as you honor the Kingdom's history and legacy!



TOP 5 CUISINES IN SAUDI ARABIA BASED ON CONSUMPTION

1. WESTERN CUISINE

Western cuisine leads the market, accounting for 40% of the food service sector in 2024. This dominance is attributed to the widespread presence of fast-food chains offering items like burgers, which are particularly popular among younger consumers.

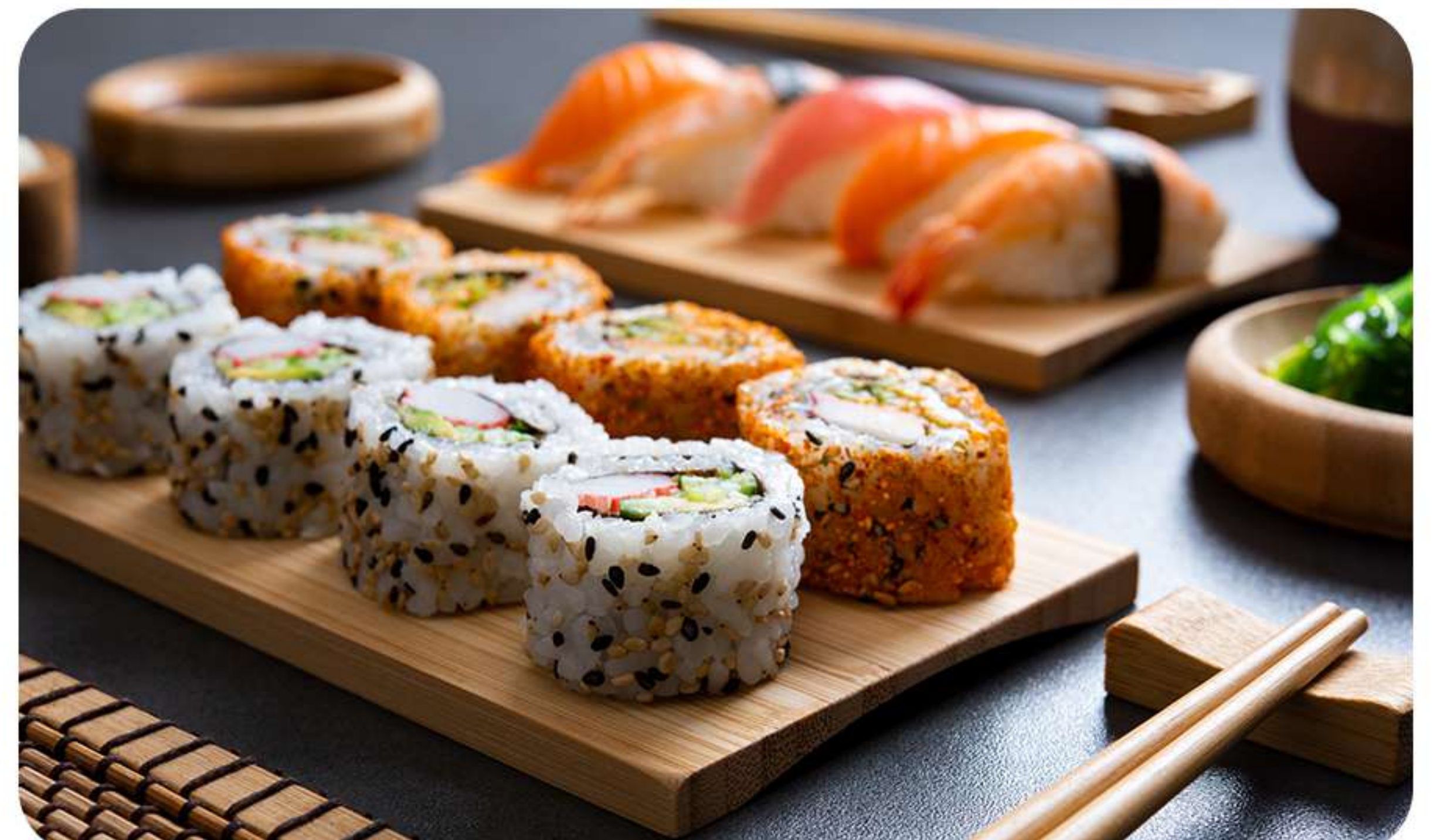


2: MIDDLE EASTERN CUISINE

Middle Eastern cuisine holds a significant share, especially in full-service restaurants, with a market share of 32%. Traditional dishes such as kabsa, shawarma, and falafel are favored by both locals and tourists.

3. ASIAN CUISINE

Asian cuisine is gaining popularity, driven by the substantial Asian expatriate population in Saudi Arabia. It holds a 12% market share in full-service restaurants.



4: EUROPEAN CUISINE

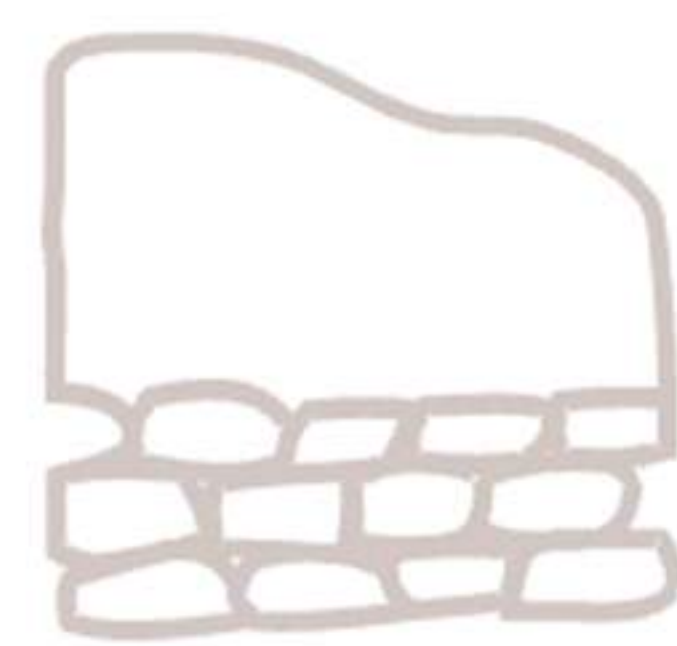
European cuisine, particularly Italian is prominent in the premium dining segment. These cuisines cater to consumers seeking upscale dining experiences and international flavors holding of 10% of market share.

5. LATIN AMERICAN CUISINE

Latin American cuisine is experiencing rapid growth, with an expected annual growth rate of approximately 12% from 2024 to 2029. With a current market share of 6%.



THESE RANKINGS REFLECT THE EVOLVING CULINARY LANDSCAPE IN SAUDI ARABIA, INFLUENCED BY DEMOGRAPHIC SHIFTS, GLOBALIZATION, AND CHANGING CONSUMER PREFERENCES.



As Saudi Arabia's Restaurant Market Expands,
**HERE ARE THE 15 STEPS TO TAKE
 BEFORE OPENING A RESTAURANT
 IN SAUDI ARABIA**

**STEP 1: DEFINE YOUR
 RESTAURANT CONCEPT
 AND TARGET AUDIENCE**

Choose a unique restaurant concept and tailor it to local tastes. Know your target customers—families, youth, or professionals—and what they expect.



**STEP 2: DEVELOP
 A COMPREHENSIVE
 BUSINESS PLAN**

Outline your concept, market strategy, operations, and finances. Include startup costs, revenue projections, and clear business goals.



**STEP 3: UNDERSTAND LOCAL
 REGULATIONS AND LICENSING
 REQUIREMENTS**

Register your business, get health and safety permits, and follow local rules—no alcohol, gender-specific seating, and respect for prayer times.



**STEP 4: SECURE
 A PRIME LOCATION**

Look for high-traffic areas near your audience. Check rent, lease terms, and nearby competitors to find the best fit.



**STEP 5: CALCULATE STARTUP
 COSTS AND SECURE FUNDING**

Estimate startup costs and explore funding from banks, investors, or government programs. Set your breakeven point to guide profits.





STEP 6: DESIGN YOUR RESTAURANT LAYOUT AND AMBIANCE

Design a comfortable, culturally aware space with family/singles sections, good lighting, and efficient staff flow.



STEP 7: BUILD A COMPELLING MENU

Offer signature dishes, local flavors, and halal/vegan options. Price smartly for profit and customer appeal.

STEP 8: CHOOSE RELIABLE SUPPLIERS AND EQUIPMENT

Choose reliable local/imported suppliers. Focus on fresh ingredients, strong relationships, and efficient equipment.



STEP 9: HIRE AND TRAIN A SKILLED TEAM

Hire skilled staff. Follow Saudi labor laws and train for great service, teamwork, and menu knowledge.

STEP 10: ESTABLISH OPERATIONAL PROCEDURES AND STANDARDS

Set clear daily processes, manage inventory, ensure hygiene, and collect feedback to maintain quality.





STEP 11: INVEST IN A POS AND RESTAURANT MANAGEMENT SYSTEM

Choose a POS system that integrates orders, inventory, and payments for efficient operations.



STEP 12: PLAN YOUR MARKETING AND BRAND STRATEGY

Define your brand, use social media and SEO, and collaborate with influencers to attract and retain customers.



STEP 13: FOCUS ON LEGAL AND FINANCIAL COMPLIANCE

Ensure compliance with taxes, labor laws, and use accounting software for financial tracking.

STEP 14: CONDUCT A GRAND OPENING EVENT

Host a grand opening with exclusive offers and influencer promotions. Use social media to drive awareness and launch loyalty programs to encourage repeat visits.



STEP 15: MONITOR, ANALYZE, AND ADAPT YOUR BUSINESS

Track key performance metrics, gather feedback, and adjust your menu and marketing strategies to stay aligned with trends and customer needs.





TIPS & GUIDES FOR CHEFS



RUNNING AN EFFICIENT KITCHEN

A well-organized kitchen boosts productivity and ensures smooth service. Here are **key tips**:

Optimize Workflow:

Arrange stations logically to reduce movement and increase efficiency.

Train Your Team:

Regular training keeps staff updated on best practices and food safety.

Stock Smartly:

Keep frequently used ingredients within reach to save time.

REDUCING FOOD WASTE

Smart waste management cuts costs and promotes sustainability. Try these **techniques**:

Portion Control:

Use measuring tools to avoid over-serving.

Proper Storage:

Store perishable items correctly to extend shelf life.

Creative Repurposing:

Use vegetable scraps for stocks and stale bread for croutons.



CHOOSING INGREDIENTS: PRICE VS. QUALITY

Striking the right balance between cost and quality ensures both profitability and excellence.

Buy Seasonal:

Fresh, local produce is often cheaper and higher in quality.

Compare Suppliers:

Evaluate different sources for the best price-to-quality ratio.

Bulk Purchasing:

Non-perishable items can be bought in bulk to reduce costs.

STAY AHEAD OF THE CULINARY CURVE

GET THE LATEST TRENDS,
MARKET INSIGHTS, AND CULINARY NEWS
DELIVERED TO YOU!

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