

Brand Identity & Core Positioning

Defining the essence of Haksoss Café: positioning it as Alexandria's ultimate luxury morning destination and creating a memorable, premium experience for loyal customers.

Brand Vision

To be the premier luxury morning destination in Alexandria, offering curated experiences and memorable moments for every visitor.

Brand Mission

Deliver premium quality coffee, seasonal delights, and VIP loyalty programs that create unforgettable morning rituals.

Brand Values

- Luxury & Exclusivity
- Consistency & Quality
- Customer-Centric Experience
- Innovation & Creativity
- Community Engagement

Brand Personality

Elegant, warm, and approachable; a sophisticated yet friendly environment where mornings feel exclusive and memorable.

Core Positioning Statement

"Haksoss Café is Alexandria's ultimate luxury morning destination, offering curated experiences, exceptional quality, and exclusive VIP loyalty programs that transform an ordinary morning into an extraordinary ritual."

Brand Identity

Vision, Mission, Values, Personality



Core Positioning

Luxury Morning Destination,
Exclusive Loyalty



Customer Experience

Premium Offers, VIP Loyalty, Memorable Mornings