



Emirates - Dubai | Abu Dhabi | Sharjah | Ajman | Ras Al khaimah





Real Karak Story

Shakir Born and brought up in Malappuram, a place famous for its love for savoury food and rejuvenating tea. Shakir kolseri parambil moved to UAE at the young age of 18, starting in the hospitality sector. Eight years later, he started the first outlet of real Karak in January 2019 in Sheikh Ammar street.

The thought first came to him when he was working with some friends. Why not open a tea outlet of his own to provide a new experience that entices the customers and bond them with the aroma that every flavour of Karak tea unleashes.

The response was overwhelming. People fell in love with our Karak chai instantly, and they flocked to the outlets every day. Once a customer tasted his tea, they became a regular at his outlet; Karak tea was that good.

The positive feedback helped Shakir to open more outlets in UAE. Real Karak has branches in Dubai, Sharjah, Ajman, RAK and opening soon in other areas in UAE.

Shakir works towards bringing great taste and experience of real Karak to everyone. When they think of tea, they'll think of real Karak and vice versa. Realkarak envisions a bright future with at least 50 outlets across UAE and more around the globe. Shakir considers this an initiative that brings more joy and comfort to people with new experiments and new ideas, hoping that people will be with the concept of "spreading happiness with a tea".





Real Karak Cafe

At real Karak, each ingredient is carefully checked for quality before use. The ingredients tea, cardamom, saffron etc., are imported from their origin countries so that you get only the best quality stuff. We don't use substandard ingredients to increase our profit.

Our menu offers a wide variety of sandwiches, burgers, hotdogs, pasta, wraps, snacks, hot and cold beverages. As you dip the potato wedges into the sizzling red sauce and have a side of Italian pasta, we'll serve you Real Karak tea that's loaded with rich aromatic flavours from the world over.

When you treat yourself to a cup of tea, you benefit from flavonoids that combat inflammation and support healthy immune function. Also, saffron in Karak tea helps provide antioxidants that help fight against oxidative stress and free radicals in the body that play a role in the development of many health conditions, including cancer and heart disease. Also noted is that a regular saffron intake can help increase dopamine levels in the brain, which helps as a mood elevator.

The cooling effects of cardamom, despite being a spice, can help in relieving acidity, indigestion, nausea, vomiting, stomach pain and spasms.

Good tea can be enjoyed only when it's poured into glass tumblers. In many places, tea is served in disposable paper cups, which destroys the authentic taste. At realkarak, your tea is served in glass tumblers helping you keep energized all day. We constantly experiment with our ideas and flavours so that it'll bring joy to more people.



VALUES



- Commitment to serving high-quality coffee, food, and beverages.
- Focus on eco-friendly practices and ethically sourced ingredients.
- Creating a welcoming environment that fosters connections and local engagement.
- Prioritizing exceptional service and customer satisfaction.
- Staying true to unique recipes, culture, and local roots.

MISSION



Establish Softline as a dynamic full of life coffee shop that serves excellence and joy to the people, while maintaining an engaging spirit associated with the brand.

VISION



To grow with the people and according to the guiding principles that maintain healthy societies and business environment.

Real Karak Cafe



SHAKIR
CEO

AKBAR
Operation Manager

SHIHAB
Assistand Manager

MUNAWAR
Accounts Manager

SHAMSUDHEEN
Sales Marketing

KABEER
Head Chef

STORE INCHARGES

Ababacker

Firoz

Jowhar

Murshid

Nishad

Niyas

Nousheed

Rahees

Rasheed

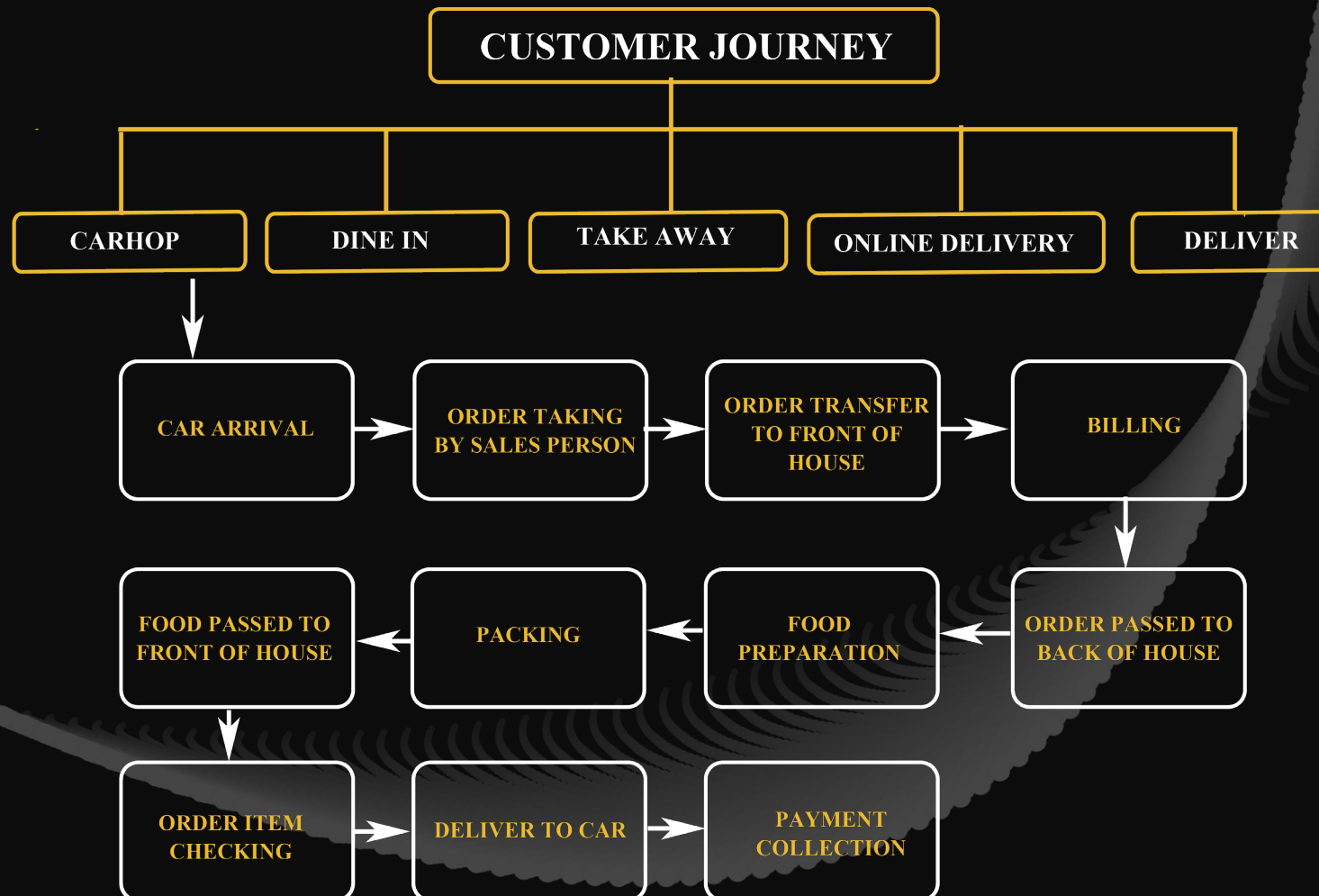
Shahal

STANDERD OPERATING PROCEDURES



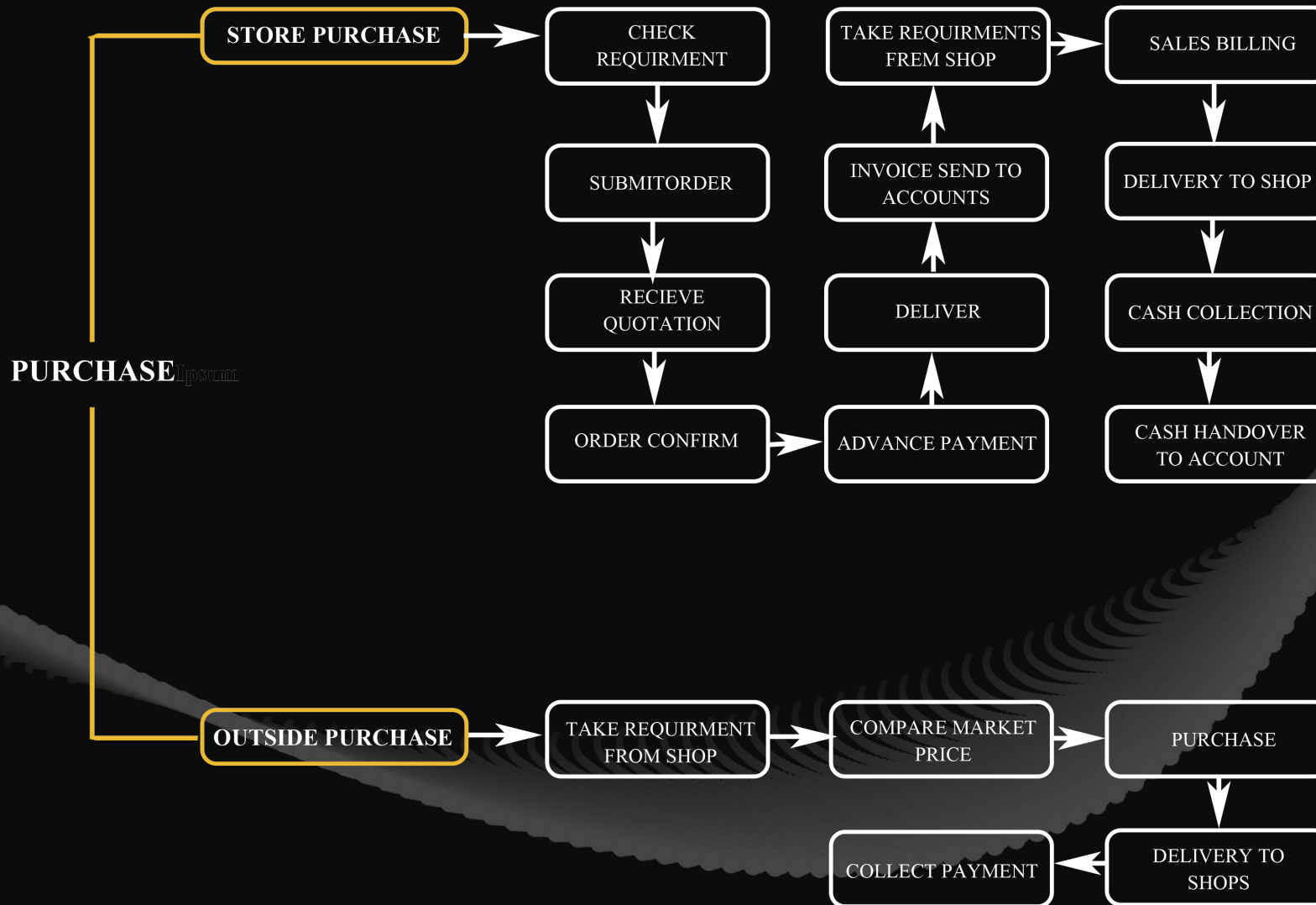
PORPOSE OF THE SOP

Purpose of this SOP for ensure consistency across all customers touchpoints in the journey it helps op mize processes to enhance customers journey's efficiency



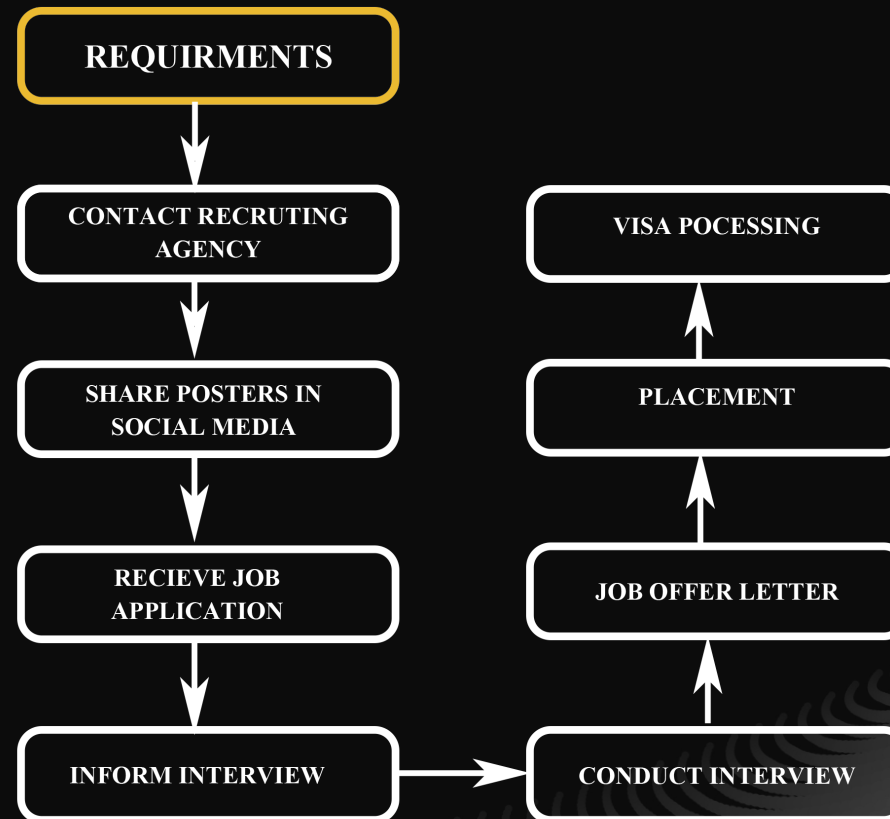
PORPOSE OF THE SOP

An SOP for the purchase process standardises procedures to ensure a smooth, consistent and efficient buying experience



PORPOSE OF THE SOP

An SOP for HR provides standardised guidelines for managing recruitment , employee development performance evalua on and workplace policies to ensure consistency , compliance and efficiency in Humen Resource Opera on





Our Product

We placed a big importance on our Menu & made sure it is Healthy & Tasty

Our Menu Includes:

- Sandwiches, Burgers, Salads, & Food Bites
- Special Karak Tea and Coffee Related Drinks
- Syrups, Cold Beverages, Juices, and Soft Drinks
- Sweets & Desserts

We employed the best chefs to design the ingredients and put them together to get a delicious peace-of-art meal in the healthiest way ever.

Our food has the following attributes:

- Always Fresh
- Nutritious
- Served Quickly

We drafted our suppliers among the best in UAE & according to:

- Quality Measures
- Taste Preferences
- Cost to end consumer





Our Service

In acquaintance with our belief that not only quality & taste makes a difference but also the service associated with it, we have deployed the following:

- A sufficient number of employees who are trained and qualified to deliver high-level service.
- Cleanliness & Neatness
- On-going Consumer Feedback
- Customer Relationship Management (CRM) Programs
- Presentable & Graceful staff
- Continuous training and development programs
- Special Kiosk Design and Spirit



Our Highlights

Special Karak Tea | Strawberry Tea Sulaimani | Burgers | Dynamite Hotdogs | Pasta | wraps | Sandwiches Milk Shake | Mojitos | snacks | Juice

Real Karak is famous for its signature drink Special Karak Tea. Served scalding hot in glass tumblers, special Karak is made from the unique mixture of tea and cardamom and saffron, giving it a refreshing taste. Also in store are Special Sulaimani and Special Strawberry Tea, both crowd's favourites. Real Karak is not limited to tea. It has many other options too, like the special dynamite, for example. Marinated chicken is dipped first in egg wash. Then it's coated with flour mixture and then fried in hot oil on medium-high heat until crispy. The spicy sauce is what makes the dynamite! Simply mix mayonnaise, sweet chilli sauce, Sriracha and honey. And this combination makes the perfection. And the taste, heavenly.

Real Karak also has a wide array of burgers on display. Starting with Grilled Chicken Burger, grilled beef burgers to street BBQ burgers and real fresh burger and signature burgers. Made with fresh beef, slice cheese, spicy sauce, jalapeno, lettuce and tomato, the signature burger is something everyone should try at least once. The layers are arranged so that when biting into it, there is an explosion of flavours in our mouth.



The People

From our belief that putting people before products is the right thing to do, Real Karak Cafe went further in delivering the finest service by sending the employees to intensive training sessions and lectures with an International Coffee Shop Brand (Cafe Coffee Day, India).

Social Responsibility

Real Karak Cafe will promote Social Welfare and will be SUPER Active in educating student s about Smoking, Drugs, Human Rights, Speeding, and others. This commitment to being socially responsible is driven by our humanitarian role, and serving what is far BEYOND FOOD.



Special Karak Tea. Served scalding hot in glass tumblers, special Karak is made from the unique mixture of tea and cardamom and saffron, giving it a refreshing taste:

Real Karak offers a wide variety of snacks to munch on while the customer sips his Real Karak tea. From delicious potato wedges and crinkles, Cheetos balls, potato chips, potato mayo ketch to popcorn mc sauce, it'll be difficult for the customer to choose one. If you're health-conscious and do not prefer these snacks, don't worry. Real Karak has something to offer to you also. ACAI CUP and ACAI PLATE are two unique signature dishes exclusive to real Karak. Thanks to their high antioxidant content, acai berries have many potential health benefits. They're loaded with potent plant compounds that act as antioxidants and could have benefits for your brain, heart and overall health. They also deliver healthy fats and fibre, making them generally healthy food. An acai bowl is a blended mixture of acai berries, and other fruits served in a bowl and topped with a variety of fresh fruit, nuts and seeds. If you're health-conscious and want to try a healthy snack, an acai bowl is your ideal choice.







