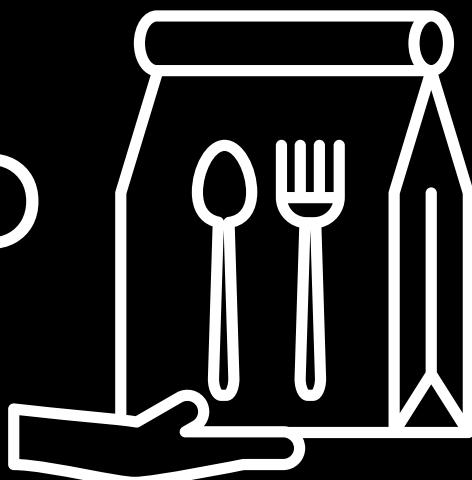




INSTAFOOD

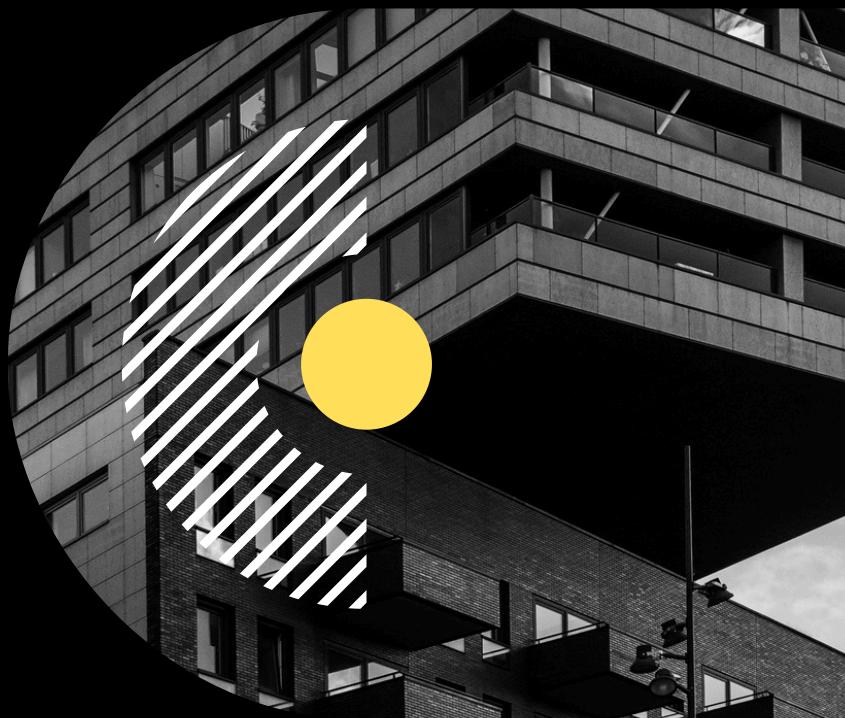
/ BLUE LOUNGE

Catering Excellence



Motamayez District - Wahat Road
6th of October city - Giza





OUR STORY

In April 2014, Blue Lounge Restaurants & Catering Management set out on a culinary journey, assuming the management of the well-loved Blue Lounge Restaurant & Café in 6th October, which had been serving satisfied customers since 2007.

Over the years, we expanded our horizons. We operated beachfront restaurants on the North Coast for three consecutive years, catering to private beaches at Marina Gate 5, Rimas (Al-Yashmak Ladies Only Beach), and the exclusive Sky Lounge atop the Porto Marina Main Building.

In 2018, we introduced two new culinary brands: "TamrHenna" at Marcellia Land in Sahel and "El-Hilty" for oriental food and sohour during Ramadan in 6th October. In the summer of 2019, we brought smiles to Dragon Island/Livios Sidi Abd El-Rahman with a small shack offering waffles, crepes, and children's happy meals.





OUR STORY

In 2023, "Instafood" was established, embarking on a new journey to provide "El-Hilty" meals, catering services, and the management of corporate and school cafeterias. With a fresh independent management team and a commitment to continuous improvement, Insta Food quickly became synonymous with quality and innovation in food service. Our mission is to deliver nutritious and delicious meals while maintaining exceptional service standards. Through careful attention to detail and a dedication to customer satisfaction, we continue to grow, ensuring that every meal served reflects our passion for excellence.



Instafood

OUR *Top* CLIENTS





VISION & MISSION

Vision

To be the leading innovator in culinary excellence, setting the standard for quality and service in the catering and food industry.

Mission

To craft unforgettable culinary experiences that nourish the body and soul, serving a diverse clientele with excellence, creativity, and dedication.



MILESTONE

April 2014 - 2014

Blue Lounge Restaurants & Catering Management was established, commencing management of Blue Lounge Restaurant & Café in 6th October. This marked the beginning of a journey that included executing numerous events and catering services, expanding our business portfolio to include delivery services and events organization.

2015-2016

Initiated services for QNB Al Ahli Bank in their 4 locations (6th of October City, Mohandessin - 2 locations, and Downtown).

2017-2018

Served Glim Gas (Ambit Cook) with daily meals.
Operated catering services within Proctor & Gamble, offering daily meals, running a full-scale À la carte restaurant, and managing a deli store.

2017-2019

Operated catering services within Proctor & Gamble, offering daily meals, running a full-scale À la carte restaurant, and managing a deli store.



MILESTONE

2019

Summer 2019 saw us operating a small yet charming shack offering waffles, crepes, and children's happy meals at Dragon Island/Livios Sidi Abd El-Rahman. This venture allowed us to showcase our adaptability and creativity in the culinary world.

2022

Launched a specialized branch focusing on catering and delivery for KG's breakfast, lunch, and snacks with diverse formulas. Expanded our services to include catering for BCCIS West and SIS Cairo West schools.

2023

Expanded services to include Citigroup, managing cafeterias in both branches. Launching "INSTAFOOD" as an independent company.

2024

INSTAFOOD partnered with two major entities: EGC (Engineering Consultants Group) and the prestigious International Kingdom College (IKC). These collaborations further solidify our commitment to delivering exceptional catering solutions to diverse sectors, including corporate and educational institutions.

Ongoing

Developing a new healthy food brand based on waterless cooking, using high-end equipment to provide ultra-healthy nutrition.

Mile Stone

01
2014



Began executing numerous events and catering services, marking the expansion of our business portfolio to include delivery services and events organization.



02

Began executing numerous events and catering services, marking the expansion of our business portfolio to include delivery services and events organization.

2015-2016



03
2017-2019



- Served Glim Gas (Ambit Cook) with daily meals.
- Operated catering services within Proctor & Gamble, offering daily meals, running a full-scale À la carte restaurant, and managing a deli store.



04

Pivoted to provide calorie-counted and healthy meals in collaboration with nutritionists, introducing weekly, monthly, and quarterly food deliveries.

2020



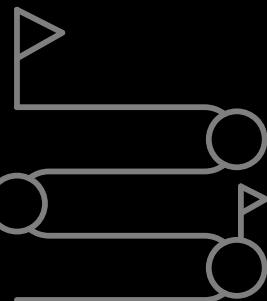
05
2022



Launched a specialized branch focusing on catering and delivery for kg's breakfast, lunch, and snacks with diverse formulas

Ongoing

Developing a new healthy food brand based on waterless cooking, using high-end equipment to provide ultra-healthy nutrition.



06

Expanded services to include Citi Banks/Group, running their cafeterias in both branches.

2023



MILESTONE



OUR SERVICE

Individuals

- **Healthy Food:** Enjoy nutritious, calorie-counted meals tailored to your dietary needs. Collaborating with nutritionists, we provide weekly, monthly, and quarterly food deliveries to support your well-being.
- **Economical Meals:** Satisfying and budget-friendly meals aimed at workers and individuals with limited resources. Our delicious, wallet-friendly options warm the soul without breaking the bank.
- **Bakery:** Delight in the attractive world of our bakery. From fresh bread that calms the soul to sweet pastries that sweeten your day, every bite is made with love and care. Discover the joy of enjoying our delicious creations, made to perfection and brought to your doorstep.
- **Frozen Food:** Enjoy the convenience of half-cooked frozen meals, perfect for quick and easy home dining. Our frozen food options offer a variety of delicious choices.
- **Event Catering:** Our expert event catering services make your events unforgettable. Whether it's a birthday, anniversary, or any celebration, we create memorable culinary experiences for you and your guests.





OUR SERVICE

Corporate

- **Corporate Catering:** Comprehensive catering solutions for businesses, including cafeteria management, event catering, and more. We provide efficient on-site meal services to ensure employees enjoy fresh, nutritious meals without leaving the workplace. With smart systems to streamline sales and breaks, we keep your employees well-fed, energized, and productive.
- **School Meal Solutions:** Blue Lounge Catering Management specializes in providing school catering solutions that prioritize health, variety, and adaptability. Our locally sourced ingredients guarantee freshness, while our customizable bakery items add a personal touch to every meal. With three-week meal plans and the flexibility to adjust menus, we ensure that students enjoy nutritious, delicious meals throughout the school year. We aim to simplify school catering, delivering both quality and convenience.
- **University Catering:** Specialized catering services for educational institutions, including universities like Nile University. We cater to the unique needs of students and faculty.
- **Banker Meals:** We provide nourishing meals designed to keep bankers fueled and focused throughout their workday.





LET'S CONNECT WITH US



0100 1688 655 - 0127 7913 492



Instafood.eg@outlook.com



<https://bluelounge4catering.com>



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