



مطعم  
الوادي

The Original Knafeh



# Nemer ElWadi History

The Original Knafeh

Our Knafeh originates from a genuine family story back to the 1900s, business was firstly established by (the grandfather) by making Knafeh at home and selling it on a wooden vehicle, then by founding Nemer ElWadi knafeh in 1972.



# Mohamad Nemer ElWadi History

However, the core part of the story resides in Nemer ElWadi humble beginning equipped only with very basic Knafeh-making tools, he commenced confectioning Knafeh in a tiny space next to his house, and ever since the brand and the recipe evolves to become a famously know superior mark. TM

In 2011 Mohamad Nemer ElWadi (the son) launched his store in the Knafeh industry during the right set of circumstances, whilst the brand is glorifying decades of success, distinction, continuity, and family camaraderie.



# ABOUT US



## Mission

We strive to bring consistency and elegance to the casual industry. We serve our communities with the best knafeh they've ever had and sweet it up with a twist of elegance, style, long experience, and distinction.

## Vision

We aim to become the leading destination for Knafeh sweets in the Middle East while maintaining the best quality and hygiene standards.



## Values

Mohamad Nemer ElWadi strive to fulfill all the requirements needed to achieve the Food Safety Management.

# Food Safety



## Introduction

Food Safety is one of our core values. Which is why we strive to fulfill all the requirements needed to achieve Food Safety Management. Our products are in compliance with applicable statutory and regulatory Knafeh safety requirements making them safe for the consumer.

## Preparation

We ensure safety and quality of our Knafeh from the very beginning. All preparation includes the adequate raw material that meet national and international standards.

## Storage

One vital element to our success is our storage facility. We ensure safety, reliability & efficiency with all our equipment and operations. Our Knafeh is well maintained in high end machines & refrigerators in order to preserve the quality of our pastries.

## Serving & Display

Served and displayed pastries are kept in adequate temperatures to maintain their quality and taste.



## Contact Us

Website: [theoriginalknafeh.com](http://theoriginalknafeh.com)

Email: [info@theoriginalknafeh.com](mailto:info@theoriginalknafeh.com)

Phone: +961 81 22 81 22

## Location

Mazraa: Saeb salam Street, Facing Saknet El Helou

Ghobeiry: Center Slim- Abed Tahhan Building

