





**SPARROW**  
International

## About us:

In the U.A.E, Sparrow International is a major player in the HoReCa sector, with an emphasis on quality products and services. Armed with renowned international brands and professional partners, Sparrow provides turn-key solutions for any F&B business. From small coffee shops to major hotel chains, Sparrow has the expertise and products to offer the best required options.

## Our Promise:

At Sparrow International we are dedicated to provide first-class brands, in both, equipment and ingredients. Our services are not limited to the latter, but extend to cover technical recommendation, consultancy and professional staff training.

## About Mr. Marc Hijazi:

Seventeen years ago, Marc Hijazi arrived to Dubai with a passion: a passion for perfection, combined with his love for exquisite ice cream and fine cup of coffee. In 1997, having realized the steep gap in the market, he founded a group of companies in partnership. With a workforce of 400+ the group dealt in Cafés, Bakeries, Hotel and Restaurant Catering, F&B retail outlets and ingredients supply.

Rejoining the best combination of man, machine and ingredient, Marc now contributes to Sparrow International, with his rich experience and know-how, conveying top notch products from reputable international brands. Today, he shares with you his passion and dream to back up your hospitality service with the essential components of success. He would like to remind you that both, he and the Sparrow team, are just one phone call away.

## Our Solutions & Services:

Premium Italian Coffee  
Professional espresso systems  
Top of the line coffee brewers  
Pastry & gelato displays  
High end refrigeration & freezing solutions  
Artisanal gelato & pastry ingredients

Barista & barman tools  
Finest tea with complete serving solution  
Training center & facilities of 1000 sq. ft  
Technical and maintenance services  
Cart solutions  
F&B consulting and design

## Training:

Training your staff is a task we commit to. Our training programs outreach all aspects of preparation, operation, handling, serving and quality control. Training is an ongoing process that we cater for, from on-site "hands-on" to seminars and conferences.



## Our Brands:



One of the best Italian machines for creating gelato, pastry, chocolate & more.



High end Italian refrigeration & chilling system that can accommodate with all HoReCa.



For 30 years, FPG created the world's most irresistible displays for food & drink.



High quality hand made carts, customizable according to your needs.



Soft serve ice cream and frozen yoghurt machines.



The best Italian ingredients for all type of gelato, ice-cream and pastry.



Wide range of quality products, for pastry, bakery, chocolate and desserts.



Leader crepe makers, waffle makers, warming equipment and more.



The world masters in manufacturing vacuum machines.



UNOX OVENS, the choice of top chefs.

Professional Italian traditional and specialty espresso machines.



Fully automatic coffee machines with Swiss technology.



Franke Coffee Systems | Solutions optimized for your business.



Innovative solutions for coffee and tea brewing.



Professional Italian barista tools with end finish.



World leader blending solutions.



The industry's only complete solution for highly efficient, superior-performing ice systems.



Known as one of the leaders in water technology.



It all starts with coffee from Italy's oldest coffee roasting company.



The great German tea that targets every luxurious hotel, restaurant and catering.



Complete range of syrups, cocktails, premix and fruit pulps, made in Italy.







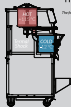
## BRAVO Cook, Pasteurize & Freeze:

BRAVO, founded in 1967, is a leading supplier of Italian gelato and pastry production equipment.

BraVo's history is built upon innovative products and successful ideas. BRAVO supports ice-cream and, pastry chefs, in maintaining a top quality production, offering excellent, genuine Italian Gelato and pastries.

BRAVO exports the Trittico® philosophy, a revolutionary machine that, all-in-one, serves as a batch freezer, pasteurizer, pastry and confectionery producer.

BRAVO Trittico combines the time-honored mastery of artisanal preparation with 21st Century technology. BRAVO Trittico allows to produce fine pastry quickly and consistently. It reduces labor demand and, more importantly, allows pastry chefs to focus, differentiating their production from competitors.



## TRITTICO®

From 1934  
The first and original confectionery machine  
to gelato

- REGULARITY
- SPEED
- SAFETY
- CONSISTENCY
- VERSATILITY





## AFINOX Shock Freezers & Storage Systems

Innovation, dedication and care are our inspiring values. Since 1980, Afinox has been an Italian and international specialist in the design and production of high technology equipment for the Horeca industry.

Following trends and market developments, the company has included in its offer a range of increasingly rich equipment for food refrigeration, becoming over the years a point of reference for professionals and companies in the sector.

Refrigerated cabinets, blast chillers and cook and chill station, display cases, food islands, refrigerated tables, pizza prep counters: Afinox offers its customers complete lines for the preparation and presentation of food in a variety of applications: restaurants, hotels, catering, pastry shops, fast food chains, canteens.

Technological innovation, material research and care in manufacturing are the elements on which its activity is based, accompanied by a responsible attitude towards the environment, to provide customers with products that are both efficient and at the same time environmentally friendly.





## Creating Irresistible Displays For Food & Drinks

For 30 years, FPG have created the world most irresistible displays for food and drink, helping customers and partners sell more.

FPG displays are:

- Energy saving up to 60% less energy used from any similar products.
- Maintain food quality thus increase in profits.
- Engineered design helping in selling more
- Stress free experience; turn key solutions built to global standard.

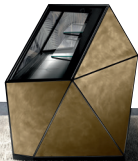
FPG customers:





## Wide Range of Displays

To complete the solution that we offer, we SPARROW INTERNATIONAL offer our customers a wide range of showcase displays fits all requirements. Choosing the best brands in the market, all customers can enjoy having the design and the model that fits any concept. With our help and consultancy we guarantee the best option.



## TEKNE ITALIA Ice Cream Carts & Mobile Vending Equipment

TEKNE ITALIA S.r.l. is a young company but has over forty year's experience in the catering sector.

Specialized in designing & manufacturing high quality equipment for food, beverage, gelato cart, ice-cream cart, food hot spot & more!

Have it customized according to your needs...



## JOYGELATO Ingredients For Gelato & Desserts

JOYGELATO has a Quality Control Laboratory equipped with cutting edge technology with which we carry out controls on raw materials and finished products. Our Research and Product Development Department is able to work out recipes specifically suited to particular customer's needs and test the results in the two confectionery laboratories located in the production sites in Gallarate and Vergiate.

Our company, in addition to having adopted an effective HACCP system that guarantees high levels of quality and hygiene in all our products, is also ISO 9001:2008 and BRC Vers. 6 and IFS Ed. 6 Certified for the most important production lines.



**irca**  
SINCE 1919

## IRCA Wide Range Of Quality Products For Pastry, Bakery & Desserts

IRCA is a family based enterprise which has been producing food stuffs ever since 1919. Over the years, it has been constantly committed to adapting and extending its production plants. Currently its three plants in Gallarate and Vergiate cover a surface of over 50,000 square metres and produces a very wide range of items designed for bakery and pastry production. This constant focus has allowed the company to respond promptly to the needs of a constantly developing market-place, thanks also to the help of a R&D laboratory which disposes of the most sophisticated equipment. Besides having progressively extended its own presence around Italy, it has also achieved significant results abroad, exporting to over 70 countries.





If in 1966, the Kramposuz crepe makers embark by ship to New York City, it is really in 1980 that starts the international adventure for Kramposuz. The crepe makers will then fly to London, Brussels, Athens and never cease to seduce the worldwide users. Whatever its form or the used flour, the crepe is universal. Okonomiyakis in Japan, tortillas in Mexico, chapatis in India or pancakes in Anglo-Saxon countries: each country has its recipe.

Undisputed world reference of the crepe maker, over the years, Krampouz was able to apply its know-how of the precision cooking to new ranges of appliance, and passing from the statut of "heat adjuster" to the one of "manufacturer of high quality equipments ready to connect". Since 2006, more than 60 references have been created. Griddle plans, grills, waffle makers and warming equipments now take place v famous gas and electric crepe makers.







## ORVED INNOVATIVE VACUUM MACHINES

Established in 1984 as ORVED di Salvaro Marziano, the company has transformed over the years into a limited liability company and in July 2009, with 25 years of history and success at its back, it became a single member limited company. Orved S.p.A. belongs to a holding owned by long-time partners.

The company's transformation from a one man business into a partnership and then a joint stock company, has defined its history and continual growth; these changes have been prompted by its increasing size, growing number of customers, collaborators and employees and its expansion into national and international markets through the distribution of ORVED products, which are now present worldwide.

Since the beginning, the company has focused on the conception, design, construction and development of vacuum, modified atmosphere and protective packaging machines.

The first packaging machine designed and created by Orved, called the ORVED w/t3, made history in the external air suction vacuum packaging sector. This machine implemented a redesigned vacuum creation system that, compared with the classic and well-known chamber system, offers several advantages including reduced cost, smaller size, extreme versatility and greater speed. This model was followed by many other types of vacuum machines, which included both those with external suction systems and the traditional chamber system.

soy NO to  
Food Waste



The IDEA you were waiting for  
is reality





## SOFT SERVE ICE CREAM & FROZEN YOGHURT MACHINES

USA Design - Engineering

If a soft serve is what you're craving, we have the machines to make it happen. To aid your selection, calculate how servings of product per minute, and per hour you'd like to produce and whether you want a free-standing model or countertop, then select through the options to find the soft serve machine type that's right for you.

Spaceman manufactures high-quality, easy-to-use, soft-serve, and frozen beverage equipment for over 20 years. Soft-serve machines have patented technology to prepare and freeze products faster and more efficiently than any competitor. Our team of professionals will guide you on how to use your soft-serve ice cream maker confidently and effortlessly.







## RANCILIO TRADITIONAL ESPRESSO MACHINES

Roberto Rancilio founded the company in 1927. Soon, RANCILIO became best-known for its effective use of industrial design and reliability. In 1957, RANCILIO released the J.A. Automatica, a model automating the lever process. The company introduced the Faema technology in 1961. Later, with Marco Zanuso, the industrial designer, RANCILIO launched the 28 and, in 1974 the 29. In 2011, they introduced Xcelis, a new advanced brewing system for the Classe0, giving precise control of water temperature during the brewing cycle, to change the flavor of the extraction. They subsequently purchased the Swiss Ergo brand to build a complete presence in the market.





## EGRO FULL AUTOMATIC COFFEE MACHINES

EGRO is famous for its pioneering spirit. Our commitment to quality fuelled a stream of new and unique solutions. These, in turn, provide unrivalled advantages for our customers, e.g. the legendary longevity of EGRO coffee machines and, of course, the exceptional quality of the coffee brewed. Coming to quality assurance, EGRO Coffee Systems AG leaves nothing to chance. Total Quality Management lays the foundation for quality awareness. In addition to technical skills, EGRO stood out from other companies because of its attention to customer satisfaction.





## Turning passion into innovation

Real passion and 100% Swiss heritage: Everything that goes into a Franke coffee machine. Our development process involves learning from restaurant operators, getting a feel for coffee roasters' and coffee lovers' needs and continuously working to improve our products.

With our wide and modular range of products, we always have the perfect solution to suit individual needs and requirements when it comes to output, coffee variety, operation and size.

MAKE IT  
*Wonderful!*





## MOTTA PROFESSIONAL ITALIAN BARISTA TOOLS SOLUTION

Metallurgica Motta, founded in 1967, has always specialised in the production of household goods in stainless steel. The complete range of products, which includes household items, gifts and items for bars and the hotel industry, have allowed the company to develop and expand both in Italy and abroad. A Considerable tradition in this field, which implies reliability given by years of consolidated experience, modern design & high quality are the foundations of Metallurgica Motta's success.

The up-to-date premises of 14.000 square metres, 7.000 of which are covered, equipped with the latest machinery permit the greatest variety of manufacture and guarantees our clients the highest quality coupled with speedy consignment.

Thanks to all this and to our first-rate commercial organisation today Metallurgica Motta is recognised and appreciated on the major international markets.

*Celebrate in cooperation with Massimo Fossano  
World Latte Art Champion 2014*





## VITAMIX A MUSCLE CAR FOR YOUR KITCHEN

Vitamix is privately owned and operated by the Barnard family and began in 1921 when William Grover Barnard began traveling the country selling modern kitchen products. Cnet wrote that William Grover Barnard, the founder of Vita-Mix, released his company's first blender in 1937, but it wasn't until television came around that Vita-Mix was able to introduce blenders to Americans. In 1940, Vita-Mix ran what the company says was the first ever infomercial before long, blenders were flying off the shelves, and Vita-Mix was renouncing the ad in markets across the country.

BUILT TO **LAST!**  
THE SMARTER CHOICE





An entrepreneurial spirit and a hunger for innovation and success are factors that have shaped and characterised BWT as a company, from its humble beginnings in Florheim to today's large-scale enterprise.

The roots of the BWI group can be traced back to 1823, when Johann Adam Benckiser founded the small chemical factory in Germany bearing his name. In 1990 Andreas Wellenbacher laid the foundations for BWI as we know it today as part of a management buy-out, and from "Benckiser Water Technology" he created the "BWIT", the bedrock underpinning our long-term success story. BWIT Aktiengesellschaft's head office was initially based in Hallein, and two years later the still young company relocated to Mondsee.

The BWT Group celebrated its 25th anniversary in 2015. A quarter of a century of dynamic development since the founding of BWT Aktiengesellschaft confirms that its vision of becoming the internationally leading water technology group has been consistently pursued and is well on the way to being achieved.





## PREMIUM COFFEE BLEND, SINCE 1870

Six generations. The oldest roasting company in Italy. A long tradition that for 150 years has been careful to guarantee the highest quality of coffee, following recipes handed down with care and secretly from generation to generation that reflects in blends with an unmistakable taste and aroma, which tell of a large family and of his unique love for coffee.

Caffè Barbera carefully selects the finest varieties of coffee directly from the producers to ensure superior quality blends. Every single type of coffee is treated and roasted individually to enhance its specific qualities.

The subsequent packaging procedures are all optimized to preserve and enhance the freshness and taste of the coffee so that everyone can enjoy a superior quality product



**Caffè Barbera**  
dal 1870  
The Italian Coffee House



Experiences are precious. They reflect time, devotion, and passion. ALTHAUS is a young company whose tea specialists have more than 20 years of experience. Based on the knowledge of the long traditions of tea cultures from around the world, German, Russian, and American experts have developed contemporary tea concepts. Ralf Janesch is an internationally renowned tea taster whose love and passion for tea is the foundation for his success. He carefully selects ALTHAUS tea, creates new blends, and cultivates intensive relationships with preferred and packing companies. He is supported by an international team which considers itself ambassadors of a modern tea culture: young, open, and full of cosmopolitan flair. ALTHAUS combines the demands for highest product quality with modern productions methods, old tea traditions with surprisingly new tea compositions, and attractive design with superb value for money.





In 1882 was born Giuseppe Lochis known as "Polot". At the beginning of the XX century he starts the production of grape must and wine in a small laboratory. Just from the origins passion and devotion are the features of Lochis Family, which works tirelessly to improve its skills and mark unmistakably its products.

The next generation switches the production of wines and grape musts to spirits and sugar based syrups.

Research and evolution continue during the time with the following generations till the fourth, when with the latest step the world of spirits was left. Syrup and fruit based concentrates will be further improved, conveyed by a brand that will turn out to be the keystone for the rising of General Fruit. Natura.

Polot's willfulness, honesty, curiosity and faith in the future were been handed down to the generation who has received his legacy till the present reality of GE.

The heirs paid tribute to his memory with the new line of Naturesa products bearing his name.





Contacts:

UNITED ARAB EMIRATES (U.A.E)

SPARROW INTERNATIONAL L.L.C.

ARIAN (Rastofair Building) 1st floor, DUBAI - U.A.E

P.O.Box 392154

DUBAI - U.A.E

Tel. +971 4 340 4795 / Mob. +971 55 SPARROW (7727769)

info@sparrow-international.com



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[www.sparrow-international.com](http://www.sparrow-international.com)