

SPARROW INTERNATIONAL



Profile 2026



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.





The Founder

Marc Hijazi arrived in Dubai driven by a passion for perfection, inspired by his love for exquisite ice cream and a fine cup of coffee. In 1997, recognizing a significant gap in the market, he founded a group of companies that would soon make its mark across the region. With a workforce of over 500, the group operates into cafés, bakeries, hotel and restaurant catering, F&B retail outlets, and ingredients supply. By combining the manpower, equipment's, and ingredients, Marc built a reputation for quality and innovation.

Today, he brings this wealth of experience to **Sparrow International**—delivering exceptional products from reputable international brands and supporting the growth of the hospitality industry. Marc continues to share his passion and vision, offering you the essential components for success.

He would like to remind you that both he and the Sparrow team are always just one phone call away.



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 Solutions

- Coffee & Tea Solutions
- Gelato Solutions
- Pastry & Chocolate Solutions
- Bar Solutions
- Technical Support
- Barista Training



Competitive Advantage

Sparrow International Unique Selling Points (USPs).

- • • • • • • •
- Offering a portfolio of world-leading brands and premium products trusted by professionals globally.
- Comprehensive solutions tailored for coffee and gelato shops, artisan bakeries, pastry boutiques, counters, and bar environments.
- **Value added services:**
 - Technical support and maintenance
 - In-house logistic department
 - Professional barista training
 - Academic gelato and pastry training
 - Menu creation support (signature drinks, recipes for gelato and pastry)
- **Team of professionals:**
 - Senior management with over 30 years of accumulated industry experience.
 - Professional barista with over 20 years experience
- Strong technical team – with over 10 professional technicians, with minimum 6 years of experience in the field each



OUR BRANDS

Sparrow International delivers premium solutions to the HoReCa sector, specializing in coffee, gelato, and pastry. We provide high-end equipment, quality ingredients, and comprehensive technical support across all three categories—ensuring our clients achieve exceptional results with every product.





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/L Automatica, a model automating the lever process. The company introduced the Faema technology in 1961. Later, with Marco Zanusso, the industrial designer, RANCILIO launched the Z8 and, in 1974 the Z9. In 2011, they introduced Xcelsius, a new advanced brewing system for the Classe9, 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.

Colours on request.



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Professional Italian traditional and specialty espresso machines.





Fully automatic coffee machines

EGRO is famous for its pioneering spirit. Our commitment to quality fueled a stream of new and unique solutions. These, in turn, provide unrivaled 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.

Fully automatic coffee machines with Swiss Technology.



MAKE IT
Wonderful!

10 YEARS
OF MAKING
RELIABILITY

A PROMISE

.....

FRANKE

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.

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Franke Coffee Systems -
Solutions optimized to your
business.



Coffee brewing solutions

Bunn-O-Matic Corporation (BUNN®) has been a global leader in dispensed beverage equipment since 1957. Built on five generations of family entrepreneurship, BUNN is trusted worldwide for reliable, American-made equipment and exceptional post-purchase support. Guided by core values of honesty, integrity, and courtesy, the brand delivers on its promise: A Partner You Can Count On™.

We provide complete BUNN coffee-brewing and beverage-dispensing solutions for businesses of any size, ensuring quality, performance, and long-term reliability.



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BUNN Commercial - Coffee
brewers and beverage
dispensing machine from
USA





Professional Italian barista tools solution

Founded in 1967, **Metallurgica Motta** specializes in premium stainless-steel household goods, gifts, and professional items for bars and hotels.

With decades of experience, modern design, and advanced production facilities, the company delivers high-quality products with reliability and efficiency.

Today, Metallurgica Motta is recognized and respected in leading international markets.



Professional Italian barista
tools with end finish.





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 Vitamix, released his company's first blender in 1937, but it wasn't until television came around that Vitamix was able to introduce blenders to Americans. In 1949, Vita-Mix ran what the company says was the first ever infomercial before long, blenders were flying off the shelves, and Vita-Mix was rerunning the ad in markets across the country.



World leader blending solution.





Water technologies

An entrepreneurial spirit and a drive for innovation have defined BWT since its humble beginnings in Pforzheim. Founded in 1990, BWT has pursued its vision of perfect water, becoming Europe's leading water treatment technology company.

Today, we ensure the highest quality water is accessible through our advanced filtration solutions.



Known as one of the leaders
in water technology.





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, and pastry chefs, in a 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.



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





Swiss premium professional kitchens

Ginox Swiss Kitchen is a Swiss family-owned company with nearly 150 years of heritage, founded in **1875**. A global leader in professional kitchen solutions, Ginox specializes in custom stainless-steel equipment, refrigeration systems, drainage solutions, and ventilation hoods.

Driven by Swiss precision and continuous investment in advanced technologies and Lean Manufacturing, Ginox delivers premium quality, innovation, and efficiency. With a state-of-the-art manufacturing facility in the UAE since 2006, Ginox serves international markets with excellence.

Ginox Swiss Kitchen's know-how and superiority can be found in our wide range of design, quality and user-friendly fittings.





Displays for Food and Drink

With expert knowledge built over more than 30 years, **FPG** has created some of the world's most irresistible food and beverage displays—helping customers and partners sell more.

Your food is unique, tastes exceptional, and deserves a fit-out to match. FPG food displays and custom-made solutions are designed to attract attention, elevate presentation, and make your products truly shine.

With your customers in mind, we design tailored food and beverage fit-out solutions that drive sales while authentically reflecting your brand values.

It is no accident that FPG displays are trusted and used worldwide by the world's leading franchises.



Creating irresistible displays
for food and drink.



OUR GUARANTEES

WE HELP YOU SELL MORE.

Guaranteed best-in-class design that delivers unique customer experiences, helping you sell more.

YOUR TRUSTED PARTNER.

Ensuring stress-free experiences for our customers.

BUILT TO LAST.

We stand by everything we sell for its lifetime.



Robert Darroch
Founder
Managing Director
CEO





Ice Cream carts & mobile vending equipment

TEKNE' ITALIA S.r.l. – a young company with over 40 years of experience in the catering sector.

We specialize in designing and manufacturing high-quality equipment for: Food & beverage service, Gelato carts & ice-cream carts, Food hotspots and more

Tailor-made solutions to meet your unique needs – because every business deserves equipment as exceptional as its creations!

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





..... *Vita Freez*

Solutions for soft serve ice cream & frozen yoghurt

Craving soft serve? We have the machines to make it happen. To choose the right model, first consider how many servings you want to produce per minute or per hour, and whether you prefer a free-standing or countertop design. Then, explore our range to find the perfect fit for your needs.

Vita Freez offers high-quality, easy-to-use soft serve and frozen beverage equipment. Our ice cream machines are engineered to deliver consistent, premium-quality soft serve in large quantities quickly. Equipped with advanced ice cream technology, they ensure optimal hygiene, efficiency, and reliability. Discover our innovative machines and select the model that best suits your business or personal requirements.

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High quality soft serve and frozen yoghurt machines





Crepe and waffle maker from the heart of France

From the world's go-to crepe maker to a full range of precision cooking equipment — that's Krampouz!

Over the years, we've gone from mastering heat adjustment to crafting high-quality, ready-to-use appliances. Since 2006, we've launched 60+ innovations, from griddles and grills to waffle makers and warming equipment — all alongside our legendary gas and electric crepe makers.



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

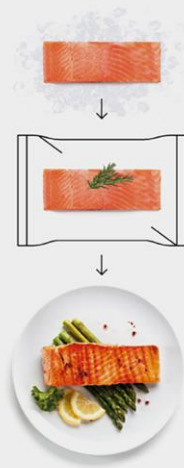




Innovative vacuum machines

Excellence, innovation, training, attentive listening, and customer care form the foundation of Orved's corporate philosophy. This commitment has allowed the company to promote the culture and use of vacuum technology worldwide, offering Italian-made vacuum machines that are always at the forefront of both technology and quality—designed not only to meet customer needs but to anticipate them.

Today, Orved stands as a benchmark of excellence in vacuum packing for both storage and cooking. Every day, they produce high-quality, efficient solutions aimed at simplifying the daily work of their customers.



The world masters in
manufacturing vacuum
machines.





Ovens with unsurpassable cooking performance

Unox is present in over 100 countries and has established itself as a global leader in professional convection oven technology.

Renowned for seamlessly combining quality, innovation, and simplicity, UNOX has become the industry benchmark. The brand thrives on close collaboration with chefs worldwide, using cutting-edge research and development to create solutions that simplify cooking, enhance performance, and deliver true value at every step.



UNOX ovens, the choice of top chefs





Precision equipment for pastry and chocolate arts

Pavoni provides professional tools for pastry chefs, chocolatiers, and culinary enthusiasts, combining innovation, reliability, and precision.

Cookmatic: Designed for efficient production of bases, tartlets, and sweet or savory pastries. Interchangeable plates, dual-cooking technology, and an intuitive interface ensure uniform, perfectly cooked creations, while the easy-to-clean design supports extended production.

Mini temper: A compact bench-top chocolate tempering machine offering consistent, perfectly tempered chocolate for hours. With customizable programs, interchangeable bowls, and robust stainless-steel construction, it delivers precision, efficiency, and hygiene.



Precision tools for pastry
chefs and chocolatiers.





Premium coffee blend, since 1970

ESSE Caffè is driven by our signature “3S” formula — **Science, Sapienza (Wisdom), and Specializzazione (Expertise)** — through which we have crafted a lasting legacy of exceptional espresso.

Through long-standing partnerships with the Universities of Bologna, Cesena, and Foggia, we’ve fused scientific research with cutting-edge technology to perfect our roasting process and enhance the organoleptic quality of every cup.

Since 1979, we’ve been specialists in espresso and the bar world — the heart of our business. We’ve become a trusted name in the Ho.Re.Ca. sector, offering premium blends, expert training, and full support to help professionals deliver the perfect Italian Espresso, every time.



Over 40 years of Italian espresso excellence.





ALTHAUS

A tea with character

ALTHAUS Tea of passion and love

Experiences are precious—they reflect time, devotion, and passion.

ALTHAUS Tea brings together over 20 years of expertise from international tea specialists to create contemporary tea concepts inspired by global traditions. Guided by renowned tea taster **Ralf Janecki**, the brand is built on passion, precision, and authentic relationships with trusted producers.

Supported by a young and cosmopolitan team, ALTHAUS represents a modern tea culture—innovative, quality-driven, and globally inspired. By blending traditional craftsmanship with modern production techniques, ALTHAUS delivers exceptional tea compositions paired with elegant design and outstanding value.



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





Polot
1882
THE REAL ITALIAN TASTE

One family, one brand, one history

The story of General Fruit traces back to 1882 with the birth of **Giuseppe “Polot” Lochis**. In the early 1900s, Polot began producing grape must and wine in a small laboratory, driven by passion, devotion, and a commitment to quality—values that became the hallmark of the Lochis family.

As generations evolved, production expanded from wines and grape musts to spirits and sugar-based syrups. Continuous research and innovation guided the family business through time, leading to a pivotal transformation with the fourth generation: the shift away from spirits to focus entirely on syrups and fruit-based concentrates. This evolution gave rise to **Naturera**, the brand that became the foundation of General Fruit’s growth. Today, Polot’s legacy—his determination, honesty, curiosity, and belief in the future—lives on.



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





Pastry and bakery ingredients

Your Partner in Innovation

With over 50 years of expertise, Norte-Eurocao is a global leader in ingredient solutions for pastry, bakery, ice cream, and chocolate. We offer an extensive range of professional ingredients — from creams, glazes, and gelatines to mixes and other signature specialties.

As independent innovators within the Holdfood Group, we leverage a vertically integrated network to provide unmatched quality, flexibility, and value to our clients. Our products are enjoyed worldwide, tailored to meet diverse local tastes and market needs.



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





BLANXART

PROFESSIONAL CHOCOLATE

Essential chocolates ideal for any workshop

Creative Instinct

Blanxart Professional Chocolate offers a range designed to satisfy even the most experienced artisans. Our collection features essential chocolates, perfect for any workshop, crafted from carefully selected origins that reflect the character of their land—providing the foundation for truly inspiring creations.



A range of essential chocolates giving your recipes a distinct uniqueness.





Manufacturer of chocolate decorations and inclusions

You dream it, we make it.

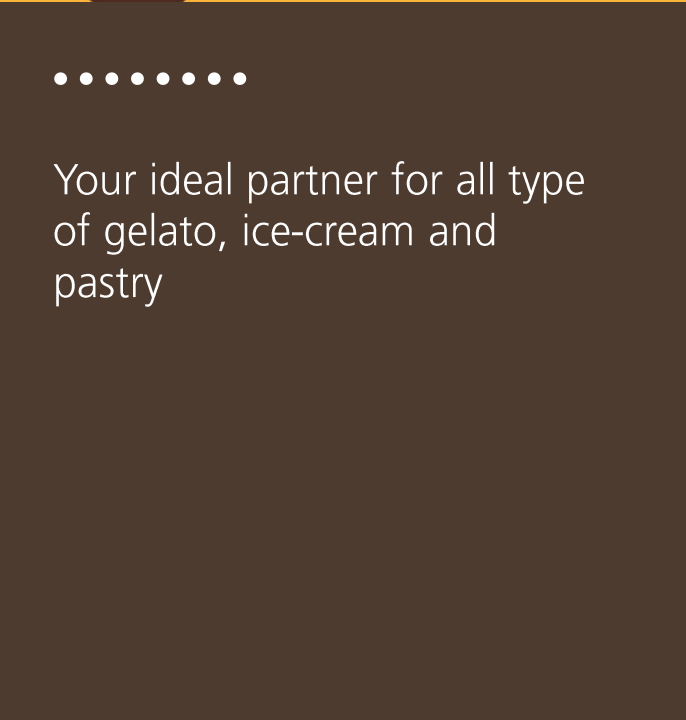
Idea Choc is a specialist manufacturer of high-quality chocolate decorations and inclusions, partnering with pastry artisans, ice cream professionals, and food service operators worldwide.

Our product portfolio ranges from classic chocolate decorations to innovative, trend-led solutions, combining functionality, premium quality, and appealing design. With a strong focus on craftsmanship and creativity, we support our partners in elevating both presentation and taste.



Manufacturer of chocolate-based products and semi-finished products.





Your ideal partner in artisanal gelato / ice-cream

ECCO is your trusted partner in the world of ice cream and pastry, offering a wide range of premium ingredients to elevate every creation. Proudly Made in Italy, our products bring together tradition, innovation, and exceptional quality.

For years, we've been dedicated to supporting gelato professionals by providing high-performance solutions:

– Gelato bases, Flavor-enhancing pastes, Flavor-enhancing pastes, Sauces and toppings, A refined selection of variegated blends

Every ECCO ingredient is designed to spark creativity and deliver authentic, unforgettable flavors. We proudly stand beside gelato artisans, helping turn every shop into a space of inspiration and excellence.



..... Technical & Maintenance Service Support

Choosing the right machine—whether coffee equipment, ovens, blenders, or brewers—means thinking about both your current and future needs. Every machine requires regular check-ups to maintain peak performance. Beyond price and quality, each model has unique service demands based on usage and environment. Our team is here to guide you in selecting the ideal equipment for your operation.

At **Sparrow International**, we make it our priority to ensure your business remains uninterrupted. If a machine needs to be pulled out for service, we provide fast support and reliable solutions, so your workflow stays smooth. From quick fixes to full diagnostics, we've got you covered.

Based in Dubai, we specialize in professional on-site and in-workshop repairs for coffee machines, ovens, and a wide range of equipment.

Can't come to us? We'll come to you.



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Expert professionals
dedicated to keeping your
business running.

Book your appointment now!

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..... Barista Training

Certified Italian Espresso – Barista basic training for Italian espresso and cappuccino

Sparrow International now brings **Basic Barista Training** in-house, aligned with IEI standards. This hands-on course teaches participants the techniques needed to extract Italian espresso and master the fundamentals of professional espresso.

What You'll Learn

Crafting the Italian espresso, Italian cappuccino, Confident operation of professional espresso machines, and Delivering exceptional coffee experiences to customers.

Ideal for beginners and coffee enthusiasts, this course provides a solid foundation for anyone looking to start a rewarding journey in the world of professional Italian coffee.



Espresso is one of the most iconic symbols of “Made in Italy,” celebrated worldwide for its quality and tradition. The Italian Espresso National Institute (IEI) safeguards this heritage through the **Certified Italian Espresso program.**





Premium Brands. Professional Solutions

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