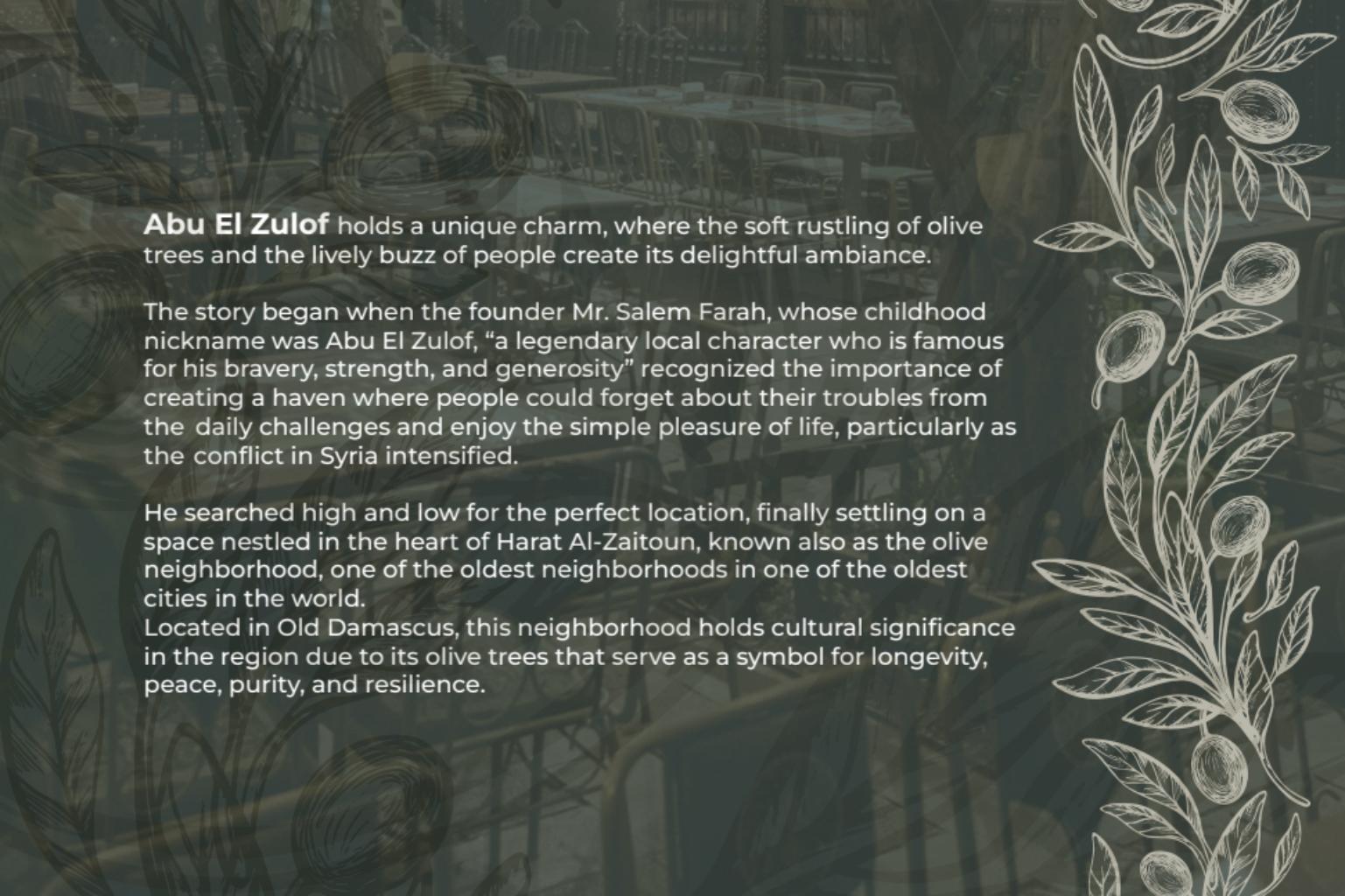




THE STORY OF  
**ABU EL ZULOF**



**Abu El Zulof** holds a unique charm, where the soft rustling of olive trees and the lively buzz of people create its delightful ambiance.

The story began when the founder Mr. Salem Farah, whose childhood nickname was Abu El Zulof, "a legendary local character who is famous for his bravery, strength, and generosity" recognized the importance of creating a haven where people could forget about their troubles from the daily challenges and enjoy the simple pleasure of life, particularly as the conflict in Syria intensified.

He searched high and low for the perfect location, finally settling on a space nestled in the heart of Harat Al-Zaitoun, known also as the olive neighborhood, one of the oldest neighborhoods in one of the oldest cities in the world.

Located in Old Damascus, this neighborhood holds cultural significance in the region due to its olive trees that serve as a symbol for longevity, peace, purity, and resilience.



# THE OPENING





**Abu EL Zulof** opened its doors in April 2015, introducing a pioneering concept in social entertainment. It was the first of its kind, aiming to offer a unique fusion of entertainment options that combined a vibrant social hub, a restaurant, and an entertainment venue. This establishment quickly gained popularity among both local residents and tourists, establishing itself as a top-tier destination. It allured visitors with its inviting ambiance, warm hospitality, and a diverse range of offerings. People frequented Abu EL Zulof for its outstanding hookah experiences, delectable cuisine, and a friendly and accommodating staff.

Guests could immerse themselves in a carefully curated selection of heartwarming music spanning various eras and genres. This, in turn, created an atmosphere that perfectly balanced relaxation and high-energy entertainment. It was a place where conversations flowed naturally, and cherished memories were made.

### ***What adds a touch of identity to the spirit of Abu El Zulof?***

**El Zulof** are the small lights wrapped around the olive trees that seem like magical sparkling fairies, which trigger the sense of being a part of a fairy tale. The inspiration for the décor comes from the deep-rooted vintage Damascene architecture, using Kishani art on the walls, and the legendary adventures of Abu El Zulof and Oum El Zulof are depicted on the tables.

In many ways, this social hub was a welcome escape from the war problems that plagued the city, offering a respite from the chaos and uncertainty and remained a source of warmth, comfort, and community.









# ABU EL ZULOF KAHWA



As time went on, Abu El Zulof experienced continuous growth and evolution. In 2020, the visionary founder took a significant step by creating a second concept: Abu El Zulof Kahwa, a Resto-cafe.

The key concept is to bring back the traditional kahwa experience and gently introduce it with a touch of modern taste not only in the design, but also the food, drinks, shisha, and games. This magical mix between old and new, rural and urban, indoors and outdoors created a cozy and homey vibe for its guests.





## The establishment's unique venue

The establishment's unique venues surrounded by beautiful greenery and the charming olive trees accompanied by the delicious Syrian cuisine will awaken all the senses at once.

The carefully designed menu was to introduce a great variety of famous Syrian dishes from all the governorates, and added our special twist making our menu original like everything else we offer.

The relaxed setting also made it a hotspot for gathering and enjoying traditional games such as cards and backgammon while adding new ones like Uno and Jackaroo where guests could engage in friendly competition while savoring their refreshments.



# ABU EL ZULOF Latakia



In 2021, the founder of Abu El Zulof decided to further expand his vision by opening a second branch for the resto-café, this time in the beautiful coastal city Latakia, Syria. The new venue aimed to replicate the same sense of calm, community, and exceptional hospitality that had made the first branch so beloved.

The second branch in Latakia allowed Abu El Zulof Kahwa to extend its reach and impact, introducing their signature aura to a different city offering the opportunity to indulge in exceptional food, drink, shisha, and games while enjoying a sense of community and tranquility.

What makes this branch more special is the prime location since it is the oldest kahwa in Latakia where Umm Kulthum And Mohamad Abd El Wahab performed.



**Abu El Zulof's Syrian food** is a culinary delight that takes diners on a delicious journey through the flavors and traditions of Syria. Renowned for its authentic and mouthwatering dishes, Abu El Zulof's showcases a variety of traditional Syrian delicacies. From fragrant and savory shawarma to hearty and aromatic mains, each dish is prepared with love and attention to detail, and made using fresh and high-quality ingredients. Every bite at Abu El Zulof's is a tantalizing blend of spices, herbs, and textures that captures the essence of Syrian cuisine.



FLAVORFUL



DIVERSE



AROMATIC





**ABU EL ZULOF DUBAI**

In 2022, Abu El Zulof trademark took another giant step by spreading its moustache outside Syria, this time in Dubai, UAE. The reason behind this step is to create an environment that celebrated the cultural heritage and Syrian traditions, fostering a sense of belongingness and nostalgia for those away from their home country, besides sharing the same spirit of warmth, inclusivity, and exceptional hospitality and Syrian experience with a new audience in a different city.

With the opening of the third branch, Abu El Zulof Kahwa extended its reach not only to the Syrian and Levantine community in Dubai but also to all Arabs and people from all over the world, providing them with a taste of home and a place to gather, unwind, and connect. The kahwa became a bridge between cultures, creating a sense of community and togetherness while celebrating the beauty and tranquility of olive trees. These trees, whether through their symbolic representation or actual presence, served as a reminder of the cultural significance and natural serenity associated with olive groves. This element added to the overall ambiance and enhanced the sense of familiarity for patrons, evoking a sense of connection to their roots and the values cherished by the Kahwa.



Throughout the journey, the founder of Abu El Zulof stayed dedicated to his vision: a sanctuary for the Syrian community where they can rekindle old memories, tastes and spirit. And a chance for other audience to experience first-hand the long Syrian heritage worldwide.

Regardless of whether it was in Damascus, Latakia, or Dubai, the venues adorned with olive trees continued to shine as a symbol of warm hospitality, extending a heartfelt greeting to everyone who stepped inside.







Last but not least, the food at Abu El Zulof has truly brought a taste of home to the people of Dubai. Our dishes are crafted with utmost care and dedication to capture the authentic flavors. Each bite carries the nostalgia and familiarity that evokes cherished memories. From the aromatic spices to the traditional recipes, our chefs ensure that every dish resonates with the comforting tastes of home. Abu El Zulof has become a beloved culinary destination, where people can find solace and a sense of belonging.





# ABU AL ZULOF

## MISSION AND VISION



# Mission

At Abu El Zulof Kahwa our mission is to establish a haven for individuals from various walks of life to come together, exchange tales, and discover comfort in one another's presence. Our utmost dedication lies in delivering an unmatched dining affair that honors the vibrant traditions of our Syrian origins, while embracing the world at large. With outstanding hospitality, inventive culinary creations, and an unwavering devotion to excellence, our aim is to transform each instance at Abu El Zulof Kahwa into an indelible memory that uplifts the soul and satisfies the senses.

# mission

Our aspiration is to become a radiant beacon of warmth, hospitality, and culinary mastery that embraces the global community, transcending borders and forging connections among individuals from diverse backgrounds. Abu El Zulof Kahwa envisions itself as a symbol of optimism and perseverance, embodying the indomitable spirit of the Syrian people and the shared principles of love, friendship, and unity. Through consistently surpassing expectations in service, culinary excellence, and ambiance, our aim is to create a world where the captivating allure of Abu El Zulof Kahwa extends its welcoming embrace far and wide, resonating deeply with all who seek solace, connection, and an unforgettable experience.



أبو الزلف  
ع قهوة  
Abu El Zulof Kahwa