





WHO WE ARE

Trend Setters In The Jordanian F&B Industry

Established in 2016, we pride ourselves in being one of the most successful and fastest growing F&B companies in Jordan, with a portfolio of restaurant brands which includes: Burgerizz, Signetch Shawarma, Shic'N & B Cafe.



OUR BRANDS



بیرغرایز





بیرغرایز

BEŞHÅHI
بیشهپی

Established in 2016, Burgerizz is a restaurant chain that serves premium quality Burgers. Initially, Burgerizz started with only one branch in Amman, Jordan. By 2020, Burgerizz had operating branches in four prime locations in the Jordanian Capital, with solid plans for further expansion to cover other areas of the Kingdom. Burgerizz is synonymous with quality and consistency, you can trust that we only use the finest of ingredients in our food, and you can expect exceptional service at all our branches. Our excellence in our field resulted in the creation of a much loved restaurant brand with a very loyal customer base.



SIGNETCH[®]
شاوارما
جنتش

In 2020 amidst the global pandemic which affected all businesses shutting down many of them, Signetch Shawarma was born. Signetch Shawarma is a successful restaurant brand which offers premium quality shawarma. Today, despite all odds, Signetch Shawarma is a popular restaurant brand among conscious customers seeking a much cleaner and healthier version of traditional shawarma.



Shic'N

شيك ن

In 2022 Shic'N was born after looking for that one special thing that would catapult us forward, came our first cloud kitchen concept.

Shic'N - our first cloud kitchen concept - offers premium quality of fresh fried chicken sandwiches. Today and despite all odds, Shic'N got popular from the first day among conscious customers seeking a much cleaner, better quality, and tastier version of a perfect simple Fried Chicken Sandwich.





For all coffee lovers, Burgerizz has expanded its product line in 2022 to include BCafé; freshly brewed premium coffee along with selected desserts.

You can now start your day with a cup of hot or cold coffee and a piece of dessert or just enjoy them after your meal.





OUR MISSION

To continuously and consistently provide our loyal customers with the “ultimate food experience” characterized by high quality food and exceptional service, which keeps them coming back for more.



OUR VISION

To become local and international F&B pioneers through the restaurant brands we own and operate. Our short term goal is to operate in all cities within the Hashemite Kingdom of Jordan, and our long term goal is to build strong brands that allow us to expand and compete on a regional and an international level.



OUR VALUES

Development

We are quick to adapt to the rapid changes in the F&B market. We have deep understanding of our customers and their needs. We are continuously reinventing ourselves and our products to stay up to date.

Superiority

We strive to achieve excellence in what we say and do, we aim at exceeding expectations. We always look for ways to improve our work and continuously benchmark ourselves against others.

Integrity

We always do the right thing at all times even if there is nobody watching. We are honest, transparent and trustworthy. We always keep our promises and fulfill our commitments.



Credibility

We strive to earn enduring credibility with others, which we believe is essential to long-term personal and business relationships.

Quality

We exceed our customers' expectations everyday by providing high quality products and exceptional service. This obsession is at all FEFFS levels and part of our daily activities.

Unity

We always achieve outstanding results through collective work and common goals. We actively participate in mutual discussions and seek assistance and cooperation with others.



A message from the Founder & CEO

Since 2016 we have strived to be trend setters in the F&B industry in the Hashemite Kingdom of Jordan, by providing our customers with premium quality and excellent service. I'm extremely proud of our growth and how far we have come, since we initially started with very limited resources, and only one restaurant location. We attribute our success and expansion to our core principles and values which provide us with a competitive advantage while also allowing us to benefit our communities. We believe that restaurant business is a people's business, therefore; we ensure that we only hire the best and most capable and responsible employees. I am much honored to be working with every single person in our company, and I am confident that together we are able to compete with other successful F&B companies in the Middle East.

Ahmed Ehssan
General Manager





خبراء الطعام للأنظمة الغذائية



Imseeh Complex 24, Shatt Al-Arab St.
Um Uthaina, Amman, Jordan



06 5828353



info@feffscompany.com



www.feffscompany.com