



PASTEL

cake , coffee & other stories

Pastel Arabia Est.

- The Pastel Arabia is established with an aim to create new, fun and elegant concepts serving delicious, various and high-quality of Pastries, Sweets, Cakes food and beverages.
- The Pastel Arabia Est. is an entrepreneurial venture of Mr. Bader Al Fozan and Mrs. Sarah Al Otaibi.
- Their passion for hospitality leads them to start this concept in the city of Khobar, Saudi Arabia.

A classic bakery concept that started it all back in 2008. Pastel is the first original bakery in eastern region specialized in gourmet Cup-cakes, Cakes, brownies and Cookies all made daily fresh from scratch using only the freshest ingredients available. Pastel branched out to more than 8 branches offering daily baked goods and customizable orders for every occasion. Opened in 2008 as the first Pastel Baking shop in the region and expended to several branches in Khobar and nearby cities. serving the customer, a wide range of cake flavors and other confectionaries bakery. provides a special line of products to serve any special occasion including birthday parties, corporate events and products launches.

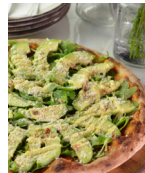
Our Vision and Mission

To be the best Pastries and hospitality company in the Kingdom and Gulf region by providing world class hospitality experience and wide range of products with competitive prices.



Our Products

Freshly baked Cakes, Cupcakes, Wedding Cakes, Birthday Cakes, Cookies, Brownies as well as special occasion cakes and savory packages, Food and Beverage.



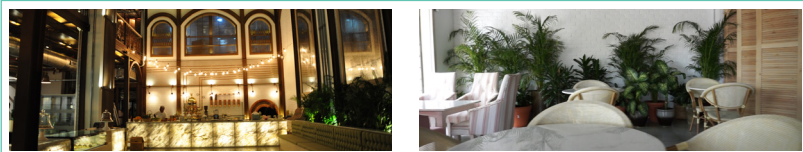
Our Outlets

Pastel Cafe

In 2008 Pastel cafe opened its first location in al Khobar welcoming all the loving customers who cherished its classic baked goods, famous cakes, vintage decor and the warm inviting atmosphere.

Pastel cafe was and still known for its famous Red velvet cake and the rose latte that have attracted customers from all around.

Today pastel cafe is located in Khobar and Dammam serving a full range of sweets, baked goods and coffee with variable food choices from breakfast to dinner.



Pastel Boutique

Pastel Boutique has branched out in Riyadh, Dammam, Doha, Khobar Pepsi Street, Khobar Aziziya.

To serve our loyal customers with freshly baked goods, cakes, sweets and coffee.

from everyday gatherings to your once in a lifetime experience, we will cater it all....

Birthdays, graduations, Mother's Day, school celebrations, anniversaries and weddings.



Central Kitchen

Located in very heart of Khobar, our ultra-modern Central Kitchen [1000 Sqm] with a well-organized store, prepares tasty, healthy and hygienic food for all our Boutique and Cafes bakeries. This business model gained tremendous efficiency when food production was centralized for all formats. A single facility is capable of operating round the clock to serve all of our outlets. This is the backbone of our efficient business model and it allows us to bring gourmet food and meals to a wide variety of customers from different parts of Kingdom and neighboring countries.



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2020 Company Profile

www.pastel-sa.com



[pastel-sa](https://www.instagram.com/pastel-sa)

