



April Issue
Spring 2014

Calendar of Events

April:	1 - April's Fool
May:	1 - Labor Day 6 - Martyr's Day
June:	21 - Child's day

Drive-thru Kiosks

Dekwaneh: IPT Station, Dekwaneh, near Centre Freeway

Awkar: US Embassy, Awkar

Halat: IPT Station, Halat, Jbeil-Beirut highway

Halat: IPT Station, Halat, Beirut-Jbeil highway

Amchit IPT Station, Amchit highway bifurcation (near McDonalds)

Berbara: IPT Station, Berbara, Ba-troun-Beirut highway

North: Balamand University, Tripoli

Jdita: IPT Station, Jdita

Coffee Shops

Amchit: Amchit seaside road, near Total Station ☎ 09 / 622 586

Metro Express at IPT Stations



Mountain Mudd Lebanon



@ipt_group



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#mountainmudd

The Mudd Kiosks featured at "Lebanon Opportunities"

"The service is reliable and the experience is certainly satisfactory" said Mrs. Amal Rouhana, Mountain Mudd Brand Manager in the latest issue of Lebanon opportunities.

This issue featured the importance of small kiosks nowadays and how easy and accessible they are.

The article explains about Mountain Mudd's exceptional products and services, the unique "drive-thru" concept and its evolving trend in Lebanon, its convenience at IPT stations, as well as many factors that make the Mudd experience so special.

kiosk classic. Mountain Mudd Espresso kiosks are available in most IPT gas stations. The brand, owned by the IPT Holding, offers a variety of 20 hot and frozen coffee drinks on the go. Amal Rouhana, Mountain Mudd Brand Manager, said their kiosk staff is able to serve drivers their coffees in less than two minutes. "The service is reliable and the experience is certainly satisfactory," she said. The company also has mobile kiosks which they use during festivals and events, such as Byblos and Beiteddine, and HORECA, the food industry's annual show, held at Biel.

around 30 to 40 percent of its budget. The bank's similar developments, in terms of money depends on other means are also similar initiatives. Equity Fund (BIF) in Shawarmaji.

ESTMENT
turn on investment food trucks is high. investment, low to regular small reach more than of a restaurant, of them do not "spices," said Nader. The Spuds team is working on launching

up to five trucks within five years, not all necessarily serving potatoes, but rather sandwiches or burritos. "Our results went beyond expectations," said Gerges.

FUTURE TRENDS

The local restaurant market is a fast moving business. It has hosted a lot of concepts in a few years, and buried a lot. It continues to evolve rapidly. According to Nader, container restaurants, which are very trendy in the USA, will be the next craze. They are larger than kiosks, and have relatively similar features: Movable units, require no construction permits, and need only a contract with the municipality. "The new music hall is one example that started compiling containers and using them as a portable club," said Nader. The Junkyard, a small restaurant in Gemmayzeh, is another example of a container-based outlet, created by Executive Chef Tomas Reger and Mario Haddad. Future trends will also see eateries attempting to move beyond the junk food label often associated with street food. "We will see more organic, healthy, and vegetarian street eateries," said Nader said.

Reported by Rana Preifer

ON OUR WEBSITE

More information is available by typing the numbers below into the Reference Finder on our home page

- L0214-74 2013 menu trends & opportunities
- L0214-75 Ensuring quality and safety of street foods
- L0214-76 2013 food and beverage survey
- L0214-77 How consumer concerns influence food purchases
- L0214-78 JWF: What's cooking?
- L0214-79 Safety requirements for street-sold foods
- L0214-80 Contact information

• www.opportunities.com.lb



Mountain Mudd Espresso kiosks are available in most IPT gas stations

58 ■ LEBANON OPPORTUNITIES, FEBRUARY 2014

Mountain Mudd team: Great Coffee for Great People!

The ultimate experience that Mountain Mudd offers at its different locations is made possible because of many steps taken by the management to ensure hygiene, and highest levels of international standards.

Baristas undertake continuous training sessions about the existing coffee drinks, introduction of a new product, trainings about the appropriate usage of ma-

chines to ensure calibration and best quality products in terms of aroma, taste, and look, as well as about techniques on how to preserve the coffee freshness.

Client servicing is –needless to say– a top priority aspect at Mountain Mudd: competitions between baristas are always launched to elect the "Barista of the Month".



ICED COFFEE
IS ON

GREAT COFFEE . GREAT PEOPLE

☕ Flavor for Every Season

Do you remember a box of Orange Stix? Here it is with a hint of coffee!!

Welcome Spring with the drink of the month: “Java Orange Stixx”

Indulge yourself with the Mocha Coffee with a twist of orange syrup flavor, because Mocha has never tasted that good!



*Java Orange Stixx

Mountain Mudd is delighted to introduce to its coffee shop in Amchit a new line of treats, the “Fudge Cake” & “Cheese Cake”, to suit all tastes and meet all envies.

Have yourself a treat. The flavor is worth the try!

Some of the Mudd fans celebrated Mothers’ day at the coffee shop, enjoying the joy mood in a relaxing atmosphere. After all, what’s best than sip-

ping a cup of your favourite coffee with your beloved mother at your favourite place?



*Chocolate Fudge Cake

☕ Mountain Mudd encouraging Sports Activities:

As health and fitness are also aspects that Mountain Mudd supports, its social media pages were very active last month by encouraging the Olympic games, especially that two Lebanese champions Jackie Chamoun and Alex Mohbat were competing against highly- skilled athletes of the world.

Fifa World cup is approaching. Stay tuned: many prizes awaits you!

And remember that caffeine increases metabolism, and consequently power & strength perfor-

mance. Furthermore, it reduces muscles’ soreness and speeds recovery.



Mountain Mudd on Social Media:

Join the Mudd Club and “Like us” on facebook to stay up-to-dated with our latest news!!

Expect many competitions, games and lot of prizes!

fb.com/mountainmuddlebanon



Like us on Facebook

☕ Taste the American Glamour!

“Taste the American Glamour” was Mountain Mudd winter theme with its rainy visual, communicating the following message:

Winter time is Coffee time! Not just any coffee, but Mountain Mudd Espresso. Enjoy the American Glamour while watching the stunning rain-fall scene, with the Number one coffee that sets your mood high. Whether you order your Cappuccino, Macchiato, Americano or latte, Mountain Mudd offers the same great experience of New York and Long Island!

And remember that “Life isn’t about waiting for the storm to pass... It’s about learning to dance in the rain”.



Mountain Mudd kiosks: an enjoyable STOP for Harley Davidson riders!

Flourishing at most IPT Stations, Mountain Mudd locations are becoming a meeting point for motorcycle riders who can enjoy premium coffee on the go while resting at Metro Express waiting areas.



LIP, a member of IPT Group

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Spot the 9 differences

drop it in the comment box, Get to win Valuable prizes.

Name: _____

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E-mail: _____

