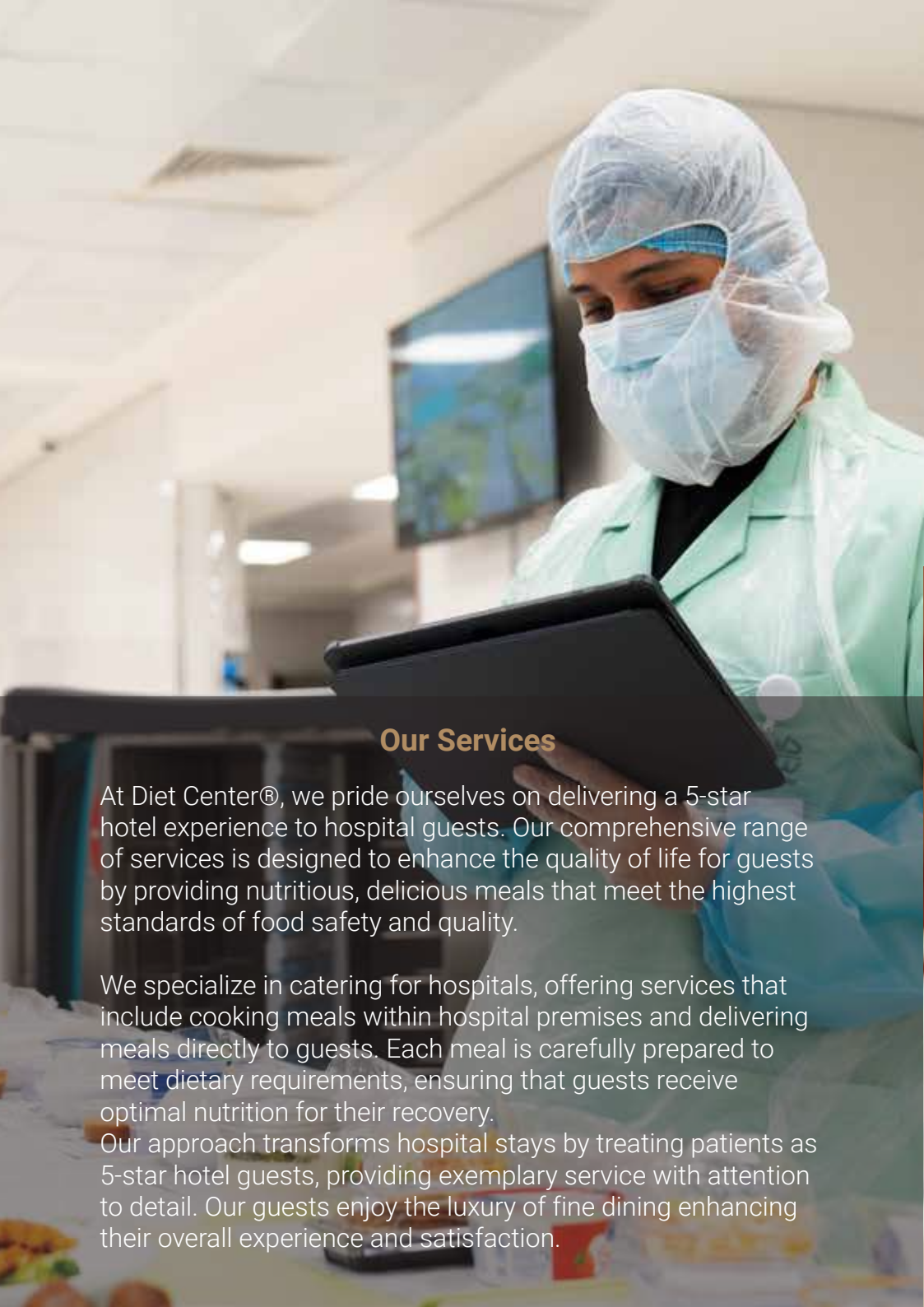




Introduction

Diet Center® has established its presence as a premier provider of hospital catering services in the Saudi Arabian market for over 15 years. Our commitment to quality and innovation has made us a leader in reshaping how hospital food is perceived and experienced. We provide meals that are not only nutritious but also delicious, ensuring that guests enjoy their food as part of their recovery process.



Our Services

At Diet Center®, we pride ourselves on delivering a 5-star hotel experience to hospital guests. Our comprehensive range of services is designed to enhance the quality of life for guests by providing nutritious, delicious meals that meet the highest standards of food safety and quality.

We specialize in catering for hospitals, offering services that include cooking meals within hospital premises and delivering meals directly to guests. Each meal is carefully prepared to meet dietary requirements, ensuring that guests receive optimal nutrition for their recovery. Our approach transforms hospital stays by treating patients as 5-star hotel guests, providing exemplary service with attention to detail. Our guests enjoy the luxury of fine dining enhancing their overall experience and satisfaction.

Innovation and Quality

Our menus are updated regularly to reflect the latest trends in nutrition and culinary arts, ensuring variety and satisfaction. We never compromise on food safety and quality. Adhering to strict standards, we implement rigorous food safety protocols to prepare meals that are both safe and delicious. Our innovation includes creating flavorful dishes that cater to diverse palates, ensuring that each meal is an enjoyable part of the healing process.



Trained and Highly Qualified Staff

At Diet Center®, our strength lies in our skilled team and highly qualified staff, who are dedicated to serving guests with exceptional care and a warm smile. Each member of our team, from chefs to service personnel, is meticulously trained to uphold the highest standards of hospitality and patient care. Their expertise is complemented by a genuine commitment to making every guest's experience as pleasant and comforting as possible. With a deep understanding of the crucial role that a positive attitude and friendly demeanor play in patient recovery and well-being, our staff consistently goes above and beyond to ensure that every meal is delivered with kindness and professionalism. At Diet Center®, we believe that a heartfelt smile is an integral part of the healing process, and it is this ethos that defines our service excellence.

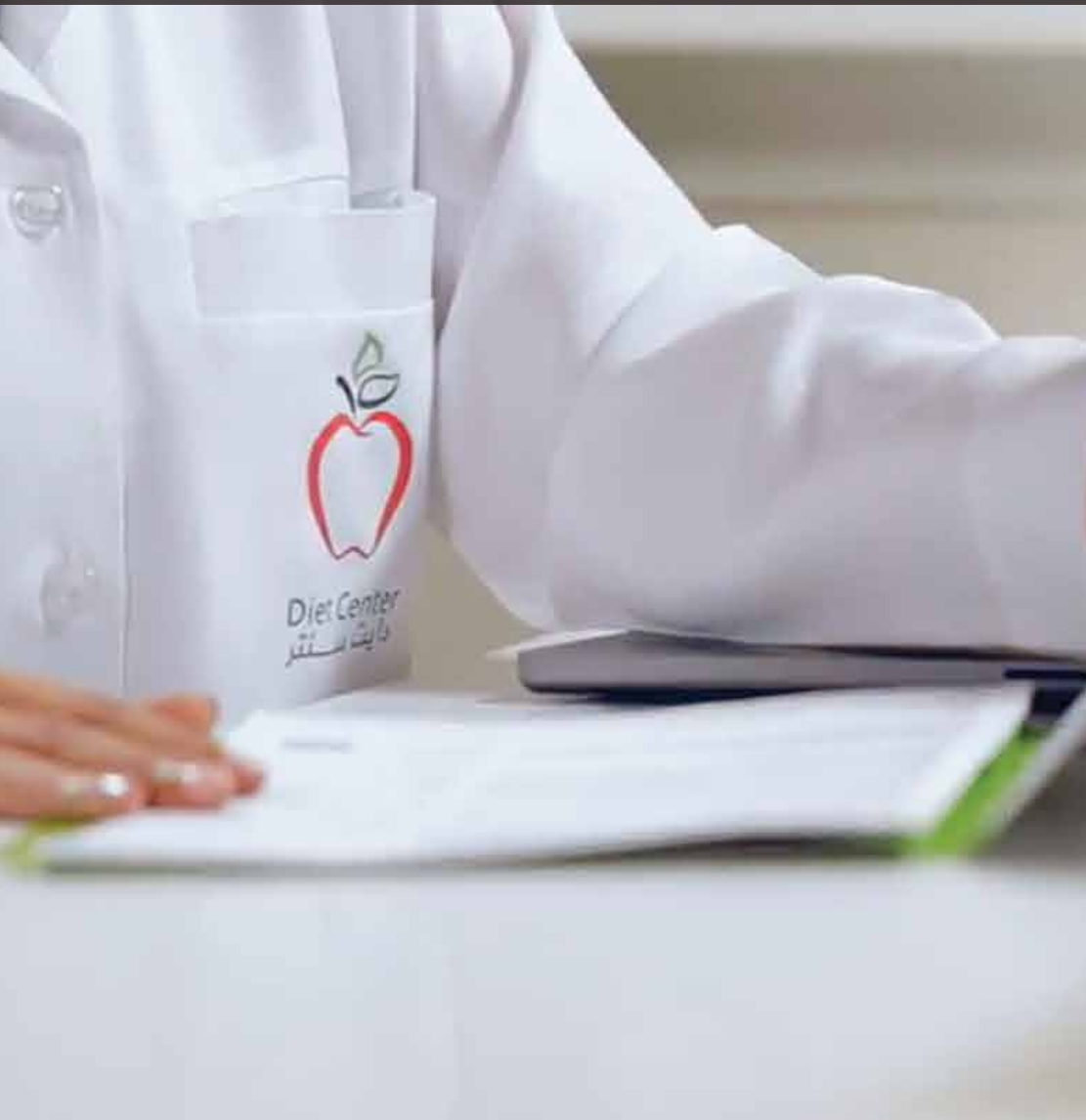


Special Kids-Approved Meals

Recognizing the unique needs of young guests, we provide kid-approved meals that are both nutritious and enjoyable. Our meals are designed to appeal to children's tastes while meeting their dietary needs.

Guests with Special Needs

Our expertise focuses on developing personalized meal plans that cater to specific medical needs, such as diabetes and allergies. Collaborating with healthcare professionals, our executive chefs ensure each meal supports optimal health and recovery. From mechanical soft diets to pureed meals, we craft solutions tailored to patients with unique dietary restrictions. At Diet Center, we prioritize both nutrition and taste, providing therapeutic and enjoyable meals that enhance patient well-being



Professional Quality Control Team

Our committed Quality Control team meticulously ensures that our kitchen operations meet the highest standards of food safety. Working around the clock, they supervise meal preparation, hygiene practices, and compliance with stringent protocols. We implement the ISO 22000:2018 standard alongside HACCP principles to guarantee product safety and quality. This rigorous approach upholds exceptional standards of cleanliness and functionality, ensuring that every meal we serve is safe, nutritious, and delicious.



Food Safety and Cleaning Standards

At Diet Center®, we place paramount importance on maintaining pristine kitchen environments through deep and regular cleaning practices that adhere to the highest food safety standards. Our hospital kitchens undergo rigorous daily cleaning routines, where every surface is meticulously sanitized to prevent any risk of contamination. In addition to daily cleaning, we implement a comprehensive deep cleaning schedule that ensures every corner is thoroughly disinfected and free from potential hazards. Our staff is trained in advanced hygiene protocols, using state-of-the-art equipment and eco-friendly cleaning agents to uphold the highest standards of cleanliness. This stringent approach not only guarantees the safety and quality of the food we prepare but also provides peace of mind for our guests, knowing that their meals come from a kitchen dedicated to their well-being.



Patient Feedback

We actively seek feedback through patient surveys to continually improve our services and ensure customer satisfaction. This helps us maintain a high standard of service and adapt to our guests' evolving needs.

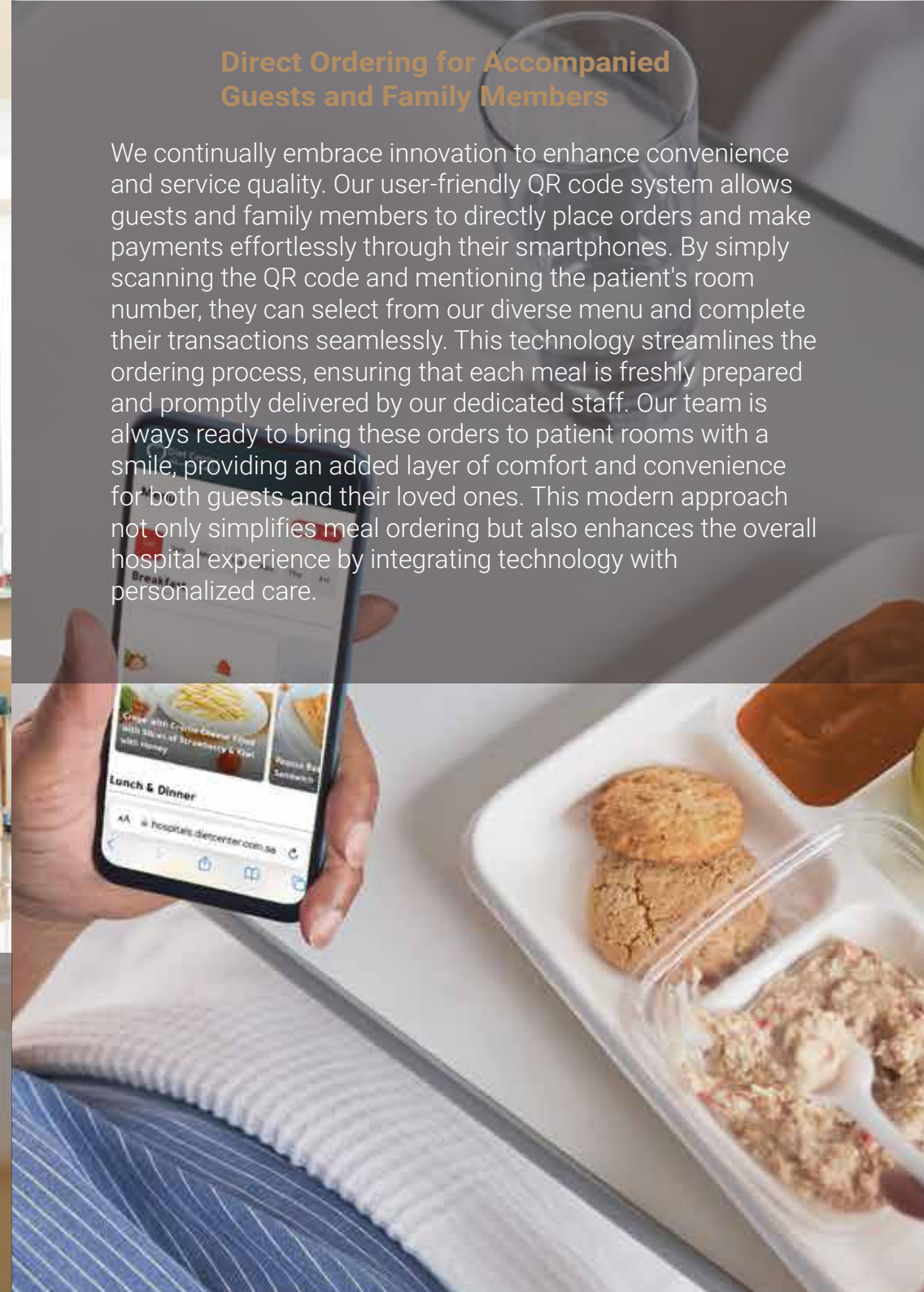


Staff and Visitor Cafeterias

We manage cafeterias for hospital employees, staff, and guests, offering a diverse menu that appeals to various nationalities. Our cafeterias provide balanced meal options, promoting healthy eating habits among hospital staff. All at a very affordable price decorated to properly welcome staff and management.

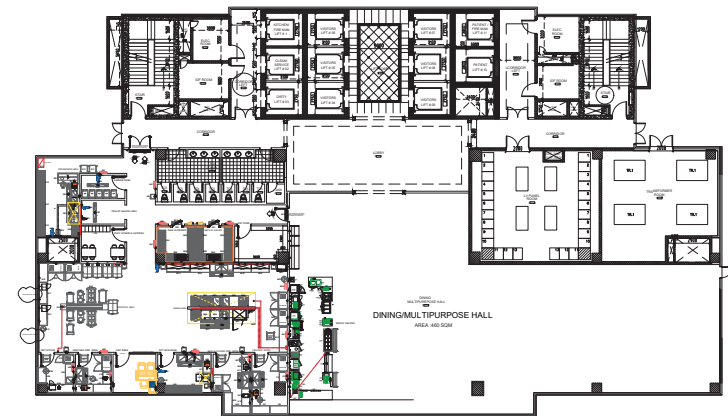
Direct Ordering for Accompanied Guests and Family Members

We continually embrace innovation to enhance convenience and service quality. Our user-friendly QR code system allows guests and family members to directly place orders and make payments effortlessly through their smartphones. By simply scanning the QR code and mentioning the patient's room number, they can select from our diverse menu and complete their transactions seamlessly. This technology streamlines the ordering process, ensuring that each meal is freshly prepared and promptly delivered by our dedicated staff. Our team is always ready to bring these orders to patient rooms with a smile, providing an added layer of comfort and convenience for both guests and their loved ones. This modern approach not only simplifies meal ordering but also enhances the overall hospital experience by integrating technology with personalized care.



Expert Support in Designing Kitchens

We pride ourselves on our comprehensive expertise in supporting hospitals in designing state-of-the-art kitchens that enhance operational efficiency and food safety. Our seasoned professionals collaborate closely with hospital senior management to develop kitchen layouts that optimize workflow and meet stringent health standards. We provide strategic guidance on sourcing high-quality, durable equipment that aligns with the latest industry advancements and best practices. From initial design to final implementation, our support ensures that every aspect of the kitchen is tailored to the specific needs of the hospital, creating an environment conducive to producing nutritious, safe, and delicious meals. Through our expert consultation and meticulous planning, we help hospitals establish kitchens that are not only functional and compliant but also a benchmark of excellence in healthcare hospitality.



ROOF KITCHEN LAYOUT

We extend our exceptional culinary expertise to corporate settings by offering specialized catering services for board meetings. We create an upscale dining experience that elevates any corporate gathering. Our team meticulously plans and prepares exquisite menus tailored to the preferences and dietary needs of board members, ensuring a sophisticated and seamless service.

From gourmet dishes crafted with the finest ingredients to elegant table setups that reflect the highest standards of hospitality, every aspect of our board meeting catering is designed to impress and delight. By integrating the luxury and professionalism of a 5-star dining experience, Diet Center® ensures that your board meetings are not only productive but also memorable and enjoyable.

We celebrate local events with staff and guests, fostering a sense of community and well-being. These events are infused with cultural significance, bringing a touch of home and celebration into the hospital environment.

Special Occasions and Meetings



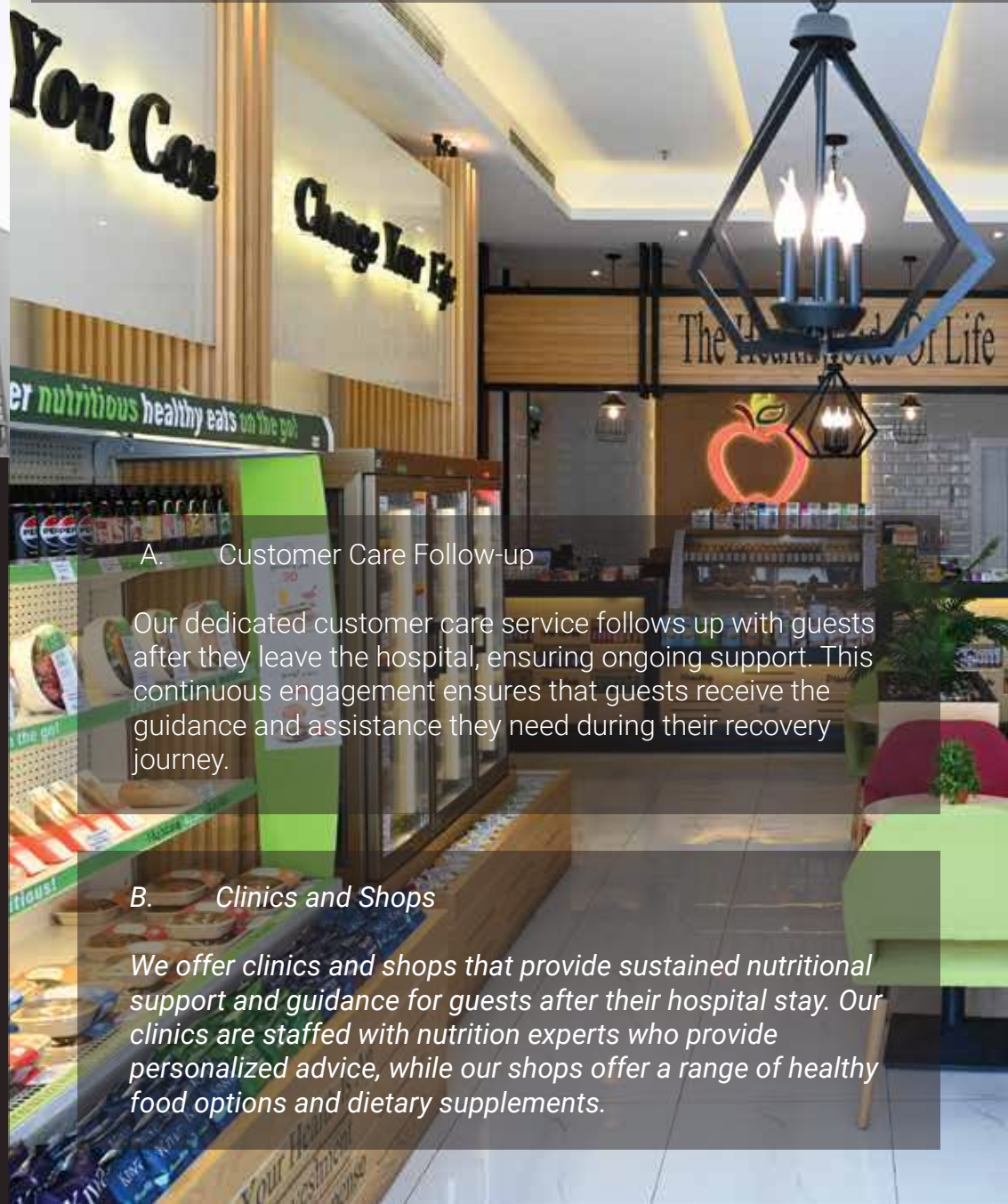


Central Kitchen

Our central kitchen, spanning over 4000 square meters in Riyadh, is a cornerstone of our culinary operations, capable of providing comprehensive support for various meal types. Strategically located in Riyadh, it plays a vital role in our business continuity plan for the Riyadh region. This state-of-the-art facility serves as a reliable hub for meal production, ensuring seamless operations even during challenging times. With its expansive size and versatile capabilities, our central kitchen stands ready to meet the diverse culinary needs of our clientele and contribute significantly to the sustained delivery of quality meals across the Riyadh region.

Additional Support Services

Beyond catering, Diet Center® extends its care with services designed to support patients' post-discharge:



A. Customer Care Follow-up

Our dedicated customer care service follows up with guests after they leave the hospital, ensuring ongoing support. This continuous engagement ensures that guests receive the guidance and assistance they need during their recovery journey.

B. Clinics and Shops

We offer clinics and shops that provide sustained nutritional support and guidance for guests after their hospital stay. Our clinics are staffed with nutrition experts who provide personalized advice, while our shops offer a range of healthy food options and dietary supplements.



Unmatched Excellence

Diet Center's unparalleled service in the Middle East region is driven by our passion for redefining "hospital food." Our holistic approach and dedication to excellence ensure that our guests receive the best care and culinary experience, setting a new standard in hospital catering. We combine the highest standards of food quality, taste, and outstanding service to make every meal a delightful and healthful part of the healing journey.

