



## Press Release

Grigny (France), 27 January 2025  
Dubai (United Arab Emirates), 27 January 2025

***ECF Group continues its expansion in the Middle East, with the roll-out of Restofair brand in Kuwait. This arrival in Persian Gulf market is part of a partnership with the Alyasra Group. The opening of a showroom in the capital Kuwait City at the end of 2024 is the first pillar of this development project in the country.***

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A Restofair showroom opened in Kuwait City in December 2024. This showroom completes the regional presence of Restofair network in the Middle East. The showroom will feature a unique range of equipment products for the hotel and catering industry. Most of ECF Group's worldwide approved suppliers will support this expansion project.

In order to develop the Kuwait market, ECF Group remains faithful to its expansion strategy, which consists of identifying trusted and reference partners in the relevant markets. This has been the case in ECF Group's previous projects in Oman, the Maldives, the Seychelles and Saudi Arabia. In Kuwait, ECF Group has joined forces with Alyasra, a 3,000-employee group with activities in the Food and Retail sectors. The partnership is based on a franchise agreement.

Alyasra was founded in 1958 by Yusuf Alsager in Kuwait City and has since grown into a leading Kuwaiti group with operations throughout the Middle East. ECF Group is delighted to count Alyasra among its partners, and the development project in Kuwait will be based on common values shared by both Groups.

This new Restofair International location is part of a long-standing project by the Group in the region. Restofair International's presence in the Middle East dates back to 2004, with the opening of the first Restofair-Rak store in Dubai (in partnership with Rak Porcelain). Restofair then expanded over the years to become the benchmark player in the region, with establishments in Oman, the Maldives, the Seychelles and more recently Saudi Arabia (opening of a cash and carry in Riyadh in December 2023). To ensure excellent service to its customers in the region, ECF Group relies on a unique platform: international purchasing center, efficient logistics network with a 10,000 sqm warehouse in Jebel Ali (Dubai), and a management team headed since 2022 by Yann Dhalluin.

ECF Group intends to pursue its development in the next months by consolidating its presence in Saudi Arabia, particularly in Jeddah, and by forging new franchising and distribution partnerships.

**Yann DHALLUIN**, CEO ECF Middle-East:

*« We are delighted to announce the opening of this new Restofair outlet, in Kuwait in partnership with AL YASRA. This collaboration brings together Restofair's expertise in Foodservice equipment (OS&E) and Alyasra's in-depth knowledge of the market. Together Restofair and Alyasra will be able to support the hospitality industry in Kuwait and provide the necessary tools to thrive. »*

**George Abi Najem**, CEO Alyasra:

*« This partnership is an important milestone for Alyasra Group, which continues to focus on the distribution of high value-added products. The introduction of Restofair is aligned with the group's goal of bringing global concepts to the local market, enhancing Kuwait's dynamic food scene. The collaboration also underscores Al Yasra's commitment to supporting the growing demand for high-quality dining experiences in the region. »*

## ECF Group

Europe – Middle-East & Africa – Asia-Pacific.

Chomette - Coldis - Cobal - Noveo – Azur Studio – Ligne Vauzelle – Oxstal - CHS – SDS - Goodfellows – Pilsa – Gastrototal - Restofair – Muddle Me - Reward Hospitality - Southern Hospitality



## ECF Group at a glance

### Alongside Hospitality & Care professionals for 140 years

- **ECF Group is an international specialized distribution group**, a reference partner for the Hospitality & Care professions since the creation of Maison Chomette in Paris in 1880. For 140 years, the group has been developing commercial brands and own brands for professionals in the hotel, catering and tourism trades and communities, and the health and social sector.
- **ECF Group is a “collective”** led by an entrepreneurial management team at the service of all professionals in these sectors.

€820m  
Revenue

### Our Offer

- **The widest range of products on the market:** ECF group can meet all equipment or supply needs, whether in tableware, kitchen utensils and equipment, large equipment, furniture, textiles, hygiene products, consumables, or take-away sales.
- **Omnichannel solutions:** ECF Group teams together form a “collective” committed to nurturing the experience of its customers, who can reach us at all points of contact: mobile sales representatives, stores, e-commerce sites, data centre calls and emails.
- **A responsive supply chain:** with 40 logistics sites around the world, ECF Group has a strong and responsive supply chain – the Group can respond to all requests in real time, seven days a week, to act and serve our customers with real proximity.

220 000  
Customers

### Our Values

- **Performance:** guaranteeing a first-class quality of service and profitable growth for the group, its subsidiaries and all its customers.
- **Professionalism:** remaining the reference and trusted partner of customers that brings together the best specialists in each field, with a shared common commitment always.
- **Proximity:** encouraging listening, while guaranteeing unrivalled customer support, combining breadth and depth of the product offer, a high level of service and omnichannel.

20  
Countries

### Our Network

- **Three regional Hubs:** thanks to its international network structured in three major regions, including Europe (Grigny – France), the Middle East (Dubai – the United Arab Emirates) and Asia-Pacific (Brisbane – Australia), ECF Group can provide rapid and tailor-made solutions for all its customers, in particular large accounts throughout the world.
- **Strong local brands:** ECF Group develops and integrates strong local brands and gives them the financial, human and supply chain resources essential to their success.

2 500  
Employees

### CSR Commitments

- **Reduce** our ecological footprint and promote environmental protection.
- **Propose** eco-responsible offers.
- **Develop** respectful, inclusive, and fair relationships.