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DI SHKA BURGER

Happiness In Every Bite!

COMPANY PROFILE



BRAND STORY

Happiness in Every Bite is more than a slogan—it's the promise behind every meal we serve.

Dushka Burger was founded with the vision of making delicious, high-quality burgers accessible to everyone. Built on the values of quality, affordability, and consistency, the brand is committed to delivering satisfying meals that create enjoyable moments for individuals, families, and friends.

From carefully selected ingredients and generous portions to friendly service and excellent value, every detail is designed to ensure that each customer leaves with a smile. As Dushka continues to grow, our mission remains the same: to bring happiness to every table, one bite at a time.

OUR JOURNEY

BRAND LAUNCH

2024

DUSHKA BURGER WAS FOUNDED BY EGYPTIAN ENTREPRENEURS AND INTRODUCED TO THE MARKET AS "وحوش البرجر في مصر" (BURGER BEASTS OF EGYPT), BUILT AROUND THE PROMISE OF "HAPPINESS IN EVERY BITE."

THE BRAND LAUNCHED A DIVERSE, VALUE-DRIVEN MENU FEATURING BEEF BURGERS, CHICKEN SANDWICHES, TENDERS, HOT DOGS, MEAL BOXES, AND COMBO DEALS, FOCUSING ON BOLD FLAVORS, GENEROUS PORTIONS, AND ACCESSIBLE PRICING.

**MENU
DEVELOPMENT**

**RAPID
EXPANSION**

DRIVEN BY STRONG CUSTOMER DEMAND, DUSHKA BURGER EXPANDED ITS OPERATIONS ACROSS GREATER CAIRO, REINFORCING ITS POSITION IN THE LOCAL FAST-FOOD MARKET. THE BRAND'S FOCUS ON FLAVOR, VALUE, AND GENEROUS PORTIONS HELPED FUEL ITS CONTINUED GROWTH.

BRAND POSITIONING

TODAY, DUSHKA BURGER IS RECOGNIZED FOR DELIVERING SATISFYING, VALUE-FOR-MONEY MEALS THAT APPEAL TO YOUNG ADULTS AND FAMILIES SEEKING FLAVORFUL FOOD AND GENEROUS PORTIONS.

TODAY

OUR VISION

TO ESTABLISH DUSHKA BURGER
AS A GLOBALLY RECOGNIZED
EGYPTIAN BRAND,
GROWING OUR FOOTPRINT
ACROSS EGYPT, THE REGION,
AND INTERNATIONAL MARKETS
WHILE SETTING NEW STANDARDS
FOR QUALITY, VALUE, AND
CUSTOMER SATISFACTION.

OUR MISSION

TO ESTABLISH DUSHKA BURGER AS
A GLOBALLY RECOGNIZED
EGYPTIAN FAST-FOOD BRAND,
EXPANDING ACROSS EGYPT, THE
MIDDLE EAST, AND
INTERNATIONAL MARKETS WHILE
DELIVERING EXCEPTIONAL TASTE,
GENEROUS PORTIONS,
OUTSTANDING VALUE, AND
MEMORABLE CUSTOMER
EXPERIENCES.

OUR PRODUCTS

WHAT WE SERVE

- Signature Burgers
- Chicken Burgers
- Beef Burgers
- Wraps
- Loaded Fries
- Side Items
- Kids Meals
- Desserts
- Beverages



OPENINGS





BRANCHES

SHERATON
ZAHRAA EL MAADI
HADAYEK AL AHRAM
NASR CITY
HARAM
DOKKI
DOWNTOWN CAIRO
FIFTH SETTLEMENT
MADINATY
MOKATTAM
DAHSHUR
SHOROUK
AL OBOUR CITY



THANK YOU

Happiness In Every Bite!