



STRELLA
COFFEE

COMPANY PROFILE



STRELLA
COFFEE

BRAND STORY

At Strella Coffee, we believe that every great day deserves a perfect moment to unwind. Inspired by our promise of "Kings of Relaxation," Strella was created to offer more than just coffee—it was built to create moments of comfort, connection, and enjoyment.

Whether you're starting your morning, taking a break during a busy day, or catching up with friends, Strella provides a welcoming atmosphere where every cup is crafted with care and every visit feels rewarding.

With a diverse menu of premium coffee, refreshing beverages, desserts, and light bites, Strella is committed to delivering quality, consistency, and exceptional service. As the brand continues to grow, it remains dedicated to creating memorable experiences where customers can relax, recharge, and enjoy every moment.



STRELLA
COFFEE

OUR JOURNEY



BRAND LAUNCH

2022

STRELLA COFFEE WAS ESTABLISHED IN 2022 AS AN EGYPTIAN CAFÉ BRAND WITH A VISION TO PROVIDE HIGH-QUALITY COFFEE, HANDCRAFTED BEVERAGES, AND A COMFORTABLE CAFÉ EXPERIENCE TAILORED TO THE MODERN EGYPTIAN CONSUMER.

PRODUCT PORTFOLIO DEVELOPMENT

THE BRAND INTRODUCED A DIVERSE MENU FEATURING SPECIALTY COFFEE, ESPRESSO-BASED DRINKS, ICED BEVERAGES, FRAPPES, REFRESHERS, SANDWICHES, PASTRIES, DESSERTS, AND LIGHT MEALS, CATERING TO CUSTOMERS THROUGHOUT THE DAY.

2023

NETWORK EXPANSION

2024-2025

FOLLOWING ITS LAUNCH, STRELLA COFFEE GRADUALLY EXPANDED ACROSS GREATER CAIRO, GROWING ITS CUSTOMER BASE AND STRENGTHENING ITS PRESENCE IN THE LOCAL CAFÉ MARKET THROUGH A CONTINUED FOCUS ON QUALITY AND CUSTOMER EXPERIENCE.

- TODAY - BRAND POSITIONING

TODAY, STRELLA COFFEE IS RECOGNIZED AS A GROWING EGYPTIAN CAFÉ CHAIN THAT COMBINES QUALITY COFFEE, DIVERSE FOOD OFFERINGS, AND A WELCOMING ATMOSPHERE, MAKING IT A PREFERRED DESTINATION FOR WORK, SOCIAL GATHERINGS, AND EVERYDAY COFFEE OCCASIONS.

TODAY



STRELLA
COFFEE

OUR VISION

TO BECOME ONE OF THE LEADING CAFÉ BRANDS ACROSS EGYPT, THE MIDDLE EAST, AND INTERNATIONAL MARKETS, RECOGNIZED FOR EXCEPTIONAL COFFEE, OUTSTANDING CUSTOMER EXPERIENCES, CONTINUOUS INNOVATION, AND SUSTAINABLE GROWTH.

OUR MISSION

TO CREATE MEMORABLE COFFEE EXPERIENCES BY SERVING HIGH-QUALITY BEVERAGES AND FOOD OFFERINGS IN WELCOMING SPACES THAT BRING PEOPLE TOGETHER AND ENRICH THEIR DAILY ROUTINES.



STRELLA
COFFEE

OUR PRODUCTS

WHAT WE SERVE

- Specialty Coffee
- Iced Coffee
- Tea & Infusions
- Fresh Juices & Smoothies
- Bakery & Pastries
- Desserts
- Sandwiches & Wraps
- Healthy Meals



OPENINGS





STRELLA
COFFEE

OUR MENU



Yalla
Strella

BRANCHES

فروع المهندسين، ٢ شارع وادي النيل
فروع سيندي ستارز، مول سيتي ستارز الدور الرابع - مدينة نصر

فروع زوكسي، ميدان الخليفة إيمان

فروع الدقي شارع الزاوية - الدقي

فروع حدائق الأهرام - الدواية الرابعه

فروع وسط البلد، ٢٢ شارع عبد الحلق لبيت امام محطة مصر للتلويح

فروع مدينة نصر، مول سيتي ستارز مصر عبيد

فروع زهراء البحادي، مول A1 بجانب HUB ٥٥ زهراء البحادي شارع الشمس

فروع شبراخيت، ٩ شارع الشهيد سيد زخريا سمنون شبراخيت الدرمه

فروع المقطم، شارع ٩ المقطم بجوار بالو كا

HOTLINE
15678

SMOOTHIE

	SMALL	MEDIUM	LARGE
Mango	110 EGP	115 EGP	125 EGP
Passion	115 EGP	120 EGP	130 EGP
Strawberry	110 EGP	115 EGP	125 EGP
Pina Colada	115 EGP	120 EGP	130 EGP
Coconut	110 EGP	115 EGP	125 EGP
Hawaii	120 EGP	125 EGP	135 EGP
Pineapple	110 EGP	115 EGP	125 EGP
Mix Berry	110 EGP	115 EGP	125 EGP
Kiwi	120 EGP	125 EGP	135 EGP



BAKERIES & MUFFINS

Croissant	75 EGP
Cheese Croissant	90 EGP
Blueberry Muffin	80 EGP
Chocolate Muffin	80 EGP
Chocolate Chip Cookies	90 EGP



SALAD



Chicken Caesar Salad	155 EGP
Greek Salad	130 EGP
Tuna Pasta Salad	155 EGP
Chef Salad	160 EGP

PANINIS & TOAST

Chicken Tandoori	155 EGP
Smoked Turkey Emmental	145 EGP
Hometown BBQ	155 EGP
Club Sandwich	155 EGP
Sriracha Chicken	155 EGP
Triple Cheese Sandwich	140 EGP
Buffalo Chicken	155 EGP
Chicken Ranch	155 EGP
Tuna Brown	150 EGP
Chicken Tasty Wrap	140 EGP



NATURAL JUICES

	330 ML
Mango Juice	70 EGP
Orange Juice	90 EGP
Cuava Juice	90 EGP
Strawberry Juice	90 EGP

LEMON FRAPPE

	SMALL	MEDIUM	LARGE
Lemon mint	110 EGP	115 EGP	125 EGP
Lemon Strawberry	110 EGP	115 EGP	125 EGP
Lemon kiwi	110 EGP	115 EGP	125 EGP
Lemon peach	110 EGP	115 EGP	125 EGP

DESSERTS

English Cake	80 EGP
Chocolate Brookies	85 EGP
Molten Cake	125 EGP
Chocolate Cake	175 EGP
Red Velvet Cake	125 EGP
Carrot Cake	130 EGP
Tiramisu Cake	130 EGP
Cheese Cake	125 EGP
Blueberry Cheesecake	130 EGP
Apple Pie Tart	130 EGP
Pistachio Cheese cake	125 EGP



STRELLA
COFFEE

OUR MENU



HOT COFFEE

	SINGLE	DOUBLE
Espresso	65 EGP	65 EGP
Macchiato	65 EGP	65 EGP
Turkish Coffee	70 EGP	70 EGP
French Coffee	70 EGP	75 EGP

	SMALL	MEDIUM	LARGE
Flat White	105 EGP	115 EGP	---
Cappuccino	100 EGP	110 EGP	120 EGP
Café Latte	100 EGP	110 EGP	120 EGP
Cinnamon Latte	110 EGP	120 EGP	125 EGP
Café Americano	85 EGP	90 EGP	100 EGP
Caramel Macchiato	115 EGP	125 EGP	130 EGP
White Chocolate Mocha	120 EGP	130 EGP	145 EGP
Mocha	110 EGP	120 EGP	125 EGP
Spanish latte	130 EGP	140 EGP	150 EGP



CORTADO

	SMALL	CAN
Classic Cortado	60 EGP	---
Mocha Cortado	60 EGP	---
Black Cortado	60 EGP	---
Caramel Cortado	60 EGP	---

TEA

Regular Tea / Flavour Tea	65 EGP
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CHOCOLATE BEVERAGE

	SMALL	MEDIUM	LARGE
Hot Chocolate	110 EGP	115 EGP	120 EGP

FRAPPE COFFEE

	SMALL	MEDIUM	LARGE	CAN
Coffee Frappe	110 EGP	120 EGP	125 EGP	130 EGP
Mocha Frappe	120 EGP	130 EGP	140 EGP	150 EGP
White Chocolate Mocha Frappe	120 EGP	130 EGP	140 EGP	150 EGP
Caramel Frappe	120 EGP	130 EGP	140 EGP	150 EGP
Spanish Frappe	120 EGP	130 EGP	140 EGP	150 EGP

FRAPPE NO COFFEE

	SMALL	MEDIUM	LARGE	CAN
Caramel Frappe	110 EGP	120 EGP	130 EGP	150 EGP
Strawberry Cream Frappe	110 EGP	120 EGP	130 EGP	150 EGP
Vanilla Frappe	110 EGP	120 EGP	130 EGP	150 EGP
Chocolate Frappe	110 EGP	120 EGP	130 EGP	150 EGP
Chocolate Oreo Frappe	120 EGP	130 EGP	140 EGP	150 EGP
Caramel Oreo Frappe	120 EGP	130 EGP	140 EGP	150 EGP
Bubble Berry Frappe	120 EGP	130 EGP	140 EGP	150 EGP

MOJITOS

	SMALL	MEDIUM	LARGE	CAN
Mojito menta cubano	100 EGP	110 EGP	120 EGP	---
Mojito bubbleberry	100 EGP	110 EGP	120 EGP	---
Mojito watermelon	100 EGP	110 EGP	120 EGP	---



ICED DRINKS

	SINGLE	DOUBLE
Iced Espresso	65 EGP	70 EGP
Iced Cappuccino	100 EGP	110 EGP
Iced Latte	100 EGP	110 EGP
Iced American Coffee	85 EGP	90 EGP
Iced Caramel Macchiato	115 EGP	125 EGP
Iced Mocha	115 EGP	125 EGP
Iced Salted Caramel Latte	120 EGP	130 EGP
Iced Spider Ball Latte	130 EGP	140 EGP
Iced White Mocha	120 EGP	130 EGP



SOFT DRINKS

Nai Ice Tea	95 EGP
Small Mineral Water	25 EGP
VCola	45 EGP
Sparkling Water	55 EGP
Red bull	90 EGP

LEMONADE

	SMALL	MEDIUM	LARGE	CAN
Classic Lemonade	110 EGP	115 EGP	125 EGP	130 EGP
Strawberry Lemonade	110 EGP	115 EGP	125 EGP	130 EGP
Mint Lemonade	110 EGP	115 EGP	125 EGP	130 EGP
peach Lemonade	110 EGP	115 EGP	125 EGP	130 EGP
kiwi Lemonade	110 EGP	115 EGP	125 EGP	130 EGP

TOPPINGS

Flavour Caramel - Vanilla - hazelnut	30 EGP
Duro Mango - Strawberry - Berry	35 EGP
Caramel sauce	35 EGP
Chocolate sauce	35 EGP
Whipped cream	40 EGP
CONDENSED MILK	35 EGP
Milk	35 EGP
Coffee shot	35 EGP
Almond-coconut-oats milk	45 EGP
Oreo	20 EGP
Parmesan Sauce	35 EGP
Healthy Crackers	25 EGP
Strella Chips	25 EGP

COFFEE BENAS

Coffee Beans 250 gr	450 EGP
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STRELLA
البنات
البنات
COFFEE

ALL TAX INCLUDED



STRELLA
COFFEE

BRANCHES

**DOKKI
HADAYEK EL AHRAM
ZAHRAA MAADI
WAST EL BALAD
NASR CITY
SHERATON
CITY STARS
EL MOHANDESEEN
ROXY
EL-MOKATTAM
KIDZANIA CAIRO**





STRELLA
COFFEE

CONTACT US

SOCIAL MEDIA





STELLA
COFFEE

THANK YOU