



SALMONTINI  
La Maison du Saumon

# A GASTRONOMICAL BLUEPRINT

*The Story of Salmontini*



"Salmontini is not just a restaurant. It's a story. A journey of culinary passion and loyalty to enduring values."

- Hussni Ajlani | Founder and CEO





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# The Story of Salmontini

A journey of exquisite flavors, one that has crossed oceans and continents, continuing to travel while leaving behind a legacy of gastronomic experiences







**Salmontini is an elevated casual dining concept connecting generations of diners with niche culinary treasures from around the world, served up by a team of specialists who are each dedicated to their unique aspect of hospitality service.**

We believe that Hospitality service is made up of two words: *service*, which is a function, and *hospitality*, which is a feeling. We have been bringing the two together since the opening of our first celebrated Salmontini Le Resto in Beirut in 2001.

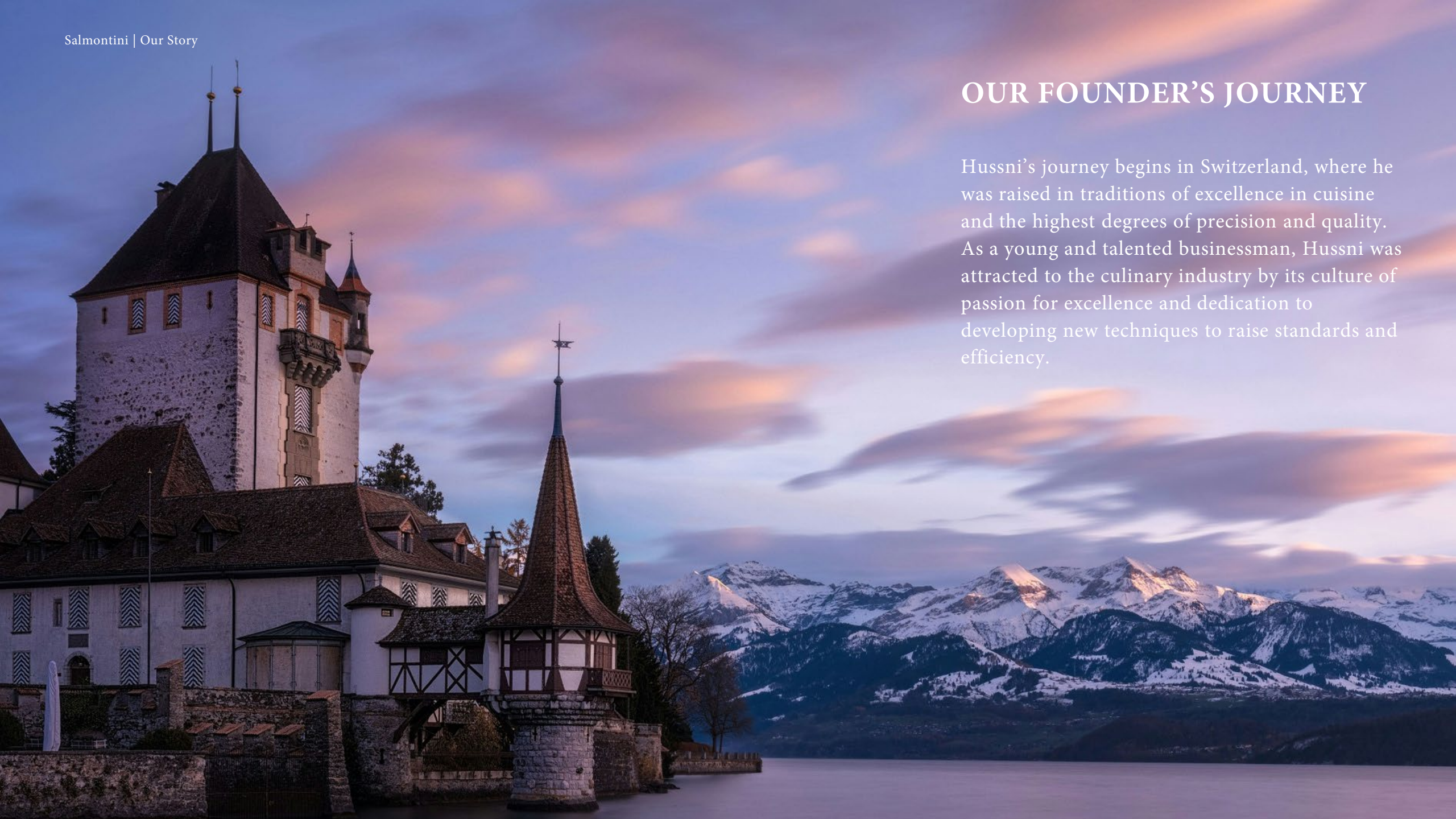
Our story began with traditionally-smoked hand-sliced salmon from the Scottish Shetland Isles, which we brought to the MENA region. Today our menu features a wide variety of meat and seafood specialities, but all share the same two core qualities as that first salmon, which we still proudly serve: exquisite craftsmanship and an outstanding story.

Come journey through a world of flavours with us and discover hidden treasures you will savour for years to come.



## OUR FOUNDER'S JOURNEY

Hussni's journey begins in Switzerland, where he was raised in traditions of excellence in cuisine and the highest degrees of precision and quality. As a young and talented businessman, Hussni was attracted to the culinary industry by its culture of passion for excellence and dedication to developing new techniques to raise standards and efficiency.





This new fascination led him back to Lebanon, where he instantly fell in love with the country's warmth and charm.

In every great story there is an element of chance or a hand played by fate, and one day this led to a meeting between two minds with a passion for food and a flair for business. Over a casual lunch an idea was formed, a restaurant serving the finest smoked salmon in the most elegant surroundings. There was only question. 'When should we open our Maison du Saumon?' The very next day, through a unique idea, a rare and ancient technique and a sense of astute entrepreneurship, Salmontini was born.

The first fine dining restaurant and gourmet boutique opened its doors in 2001, providing the heart of Beirut Central District with an exquisite menu and elegant environment to compete with any in the world. After moving to a new location in Achrafieh, the Salmontini reputation continued to grow and demand for the experience lead to further locations being established in Beirut, Dubai and Jeddah. The Salmontini brand has now grown into a successful franchise with ambitious plans to conquer the major cities of the globe.

This story of flavor and fine gastronomy is far from finished...



"Through a unique idea, a rare and ancient technique and a sense of astute entrepreneurship, Salmontini was born..."



# OUR SIGNATURE PRODUCT

At the center of this story is the delicacy that started it all: Scottish Salmon, sustainably raised in the icy waters of Scotland's Shetland Isles, delicately smoked with ancient craft and hand-sliced to perfection



# Our Salmon's Journey

1

The journey of our salmon begins in the rugged landscape of the Scottish Isles, the home of the finest salmon in the world.

2

Every fish is caught and delivered on ice by plane twice weekly to ensure maximum freshness and flavour.

3

On arrival, the salmon is boned, filleted and hand packaged by our team of experts.

4

At our own smoke house in Dubai, every fish is filleted, salted, rested and then oakwood smoked.



United Kingdom

Shetland Isles

5

Using traditional techniques learned directly from the masters of the trade in Scotland, the Salmon is filleted with patience and delicacy.

6

From here the salmon is delivered to its final destination, having completed a careful process of preparation by experts who are passionate about fine cuisine and delicate natural flavors.





## OUR OBJECTIVE AND MISSION

We achieve these  
goals with a focused  
commitment that  
never falters



Our  
differentiation  
strategy is an  
integrated set of  
action designed  
to implement  
and maintain  
the Salmontini  
brand



A strong identity and unique positioning by choosing salmon as a signature product.

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Introducing new concepts under the Salmontini umbrella to adapt to market needs.

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Choosing high profile destinations to maintain our brand essence and attract a premium customer segment.

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Limitless energy in striving to exceed expectations of consumers.

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Maintaining a grass-roots approach to sourcing high quality products and preparing them with traditional techniques.

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These factors allow Salmontini to distinguish itself as a brand from competition and give our franchisees a competitive advantage in all emerging markets, building sustainable value for our stakeholders.



# THE RESTAURANTS

The unique ambiance that define each of our restaurant locations, crafted to create lasting memories for every guest

Salmontini Le Resto  
The West End  
Mall of the Emirates  
Dubai, UAE







Since its inception in the heart of the world's culinary epicenter of Dubai almost 20 years ago, the flagship Salmontini has become an icon, and earned the reputation of being one of the city's best for many salmon, meat, and sushi lovers alike.

Overlooking the impressive indoor slopes of Ski Dubai at the Mall of the Emirates, Salmontini is renowned for its diverse international menu, with something for everyone. The dining mood is elegant, refined, and warm, whilst providing a distinctively different feel between lunch and dinner.









## SALMONTINI LE BISTRO

Gate District 3 | Dubai International Financial Centre

Le Royal Meridien Hotel | Abu Dhabi

Classic European and Japanese menu catering to every food palette in a laid-back atmosphere Salmontini Le Bistro will be the new “all day” go-to place for a unique “Bistro-ish” food experience in DIFC.

From early breakfast to late dinner, from succulent Smoked Salmon Eggs Benedict to Fresh Lobster Rolls, and mouth-watering classic signature dishes that have made Salmontini’s stellar reputation. What is it today, foodaholics will indulge in their favorite meals in a laid-back environment.

Salmontini’s Bistro concept is simply the combination of delicious food and comfort, making it one of Dubai’s best dining experiences.









# OUR CULINARY REPERTOIRE

A celebration of culinary artistry and premium ingredients, thoughtfully prepared to elevate every dining experience



## The Royal Platter



Salmontini | Our Food



Burrata & Heirloom Tomato Salad



Lemon Herb Shrimp Risotto



Entrecote St. Germain des Pres



Salmon with Fresh Herbs







# AWARDS and ACCOLADES

A testament to our commitment to quality, innovation, and exceptional dining experiences







**CATERER MIDDLE EAST**  
2024 | Mr. Hussni Ajlani



**FACT DINING AWARDS**  
2024 | Best Newcomer “Le Bistro by Salmontini”



**CATERER MIDDLE EAST**  
2024 | “Unsung Hero” | Kyle Matthews | Operations Manager



**GOOD FOOD AWARDS**  
Top 10 2024 | Favorite Seafood



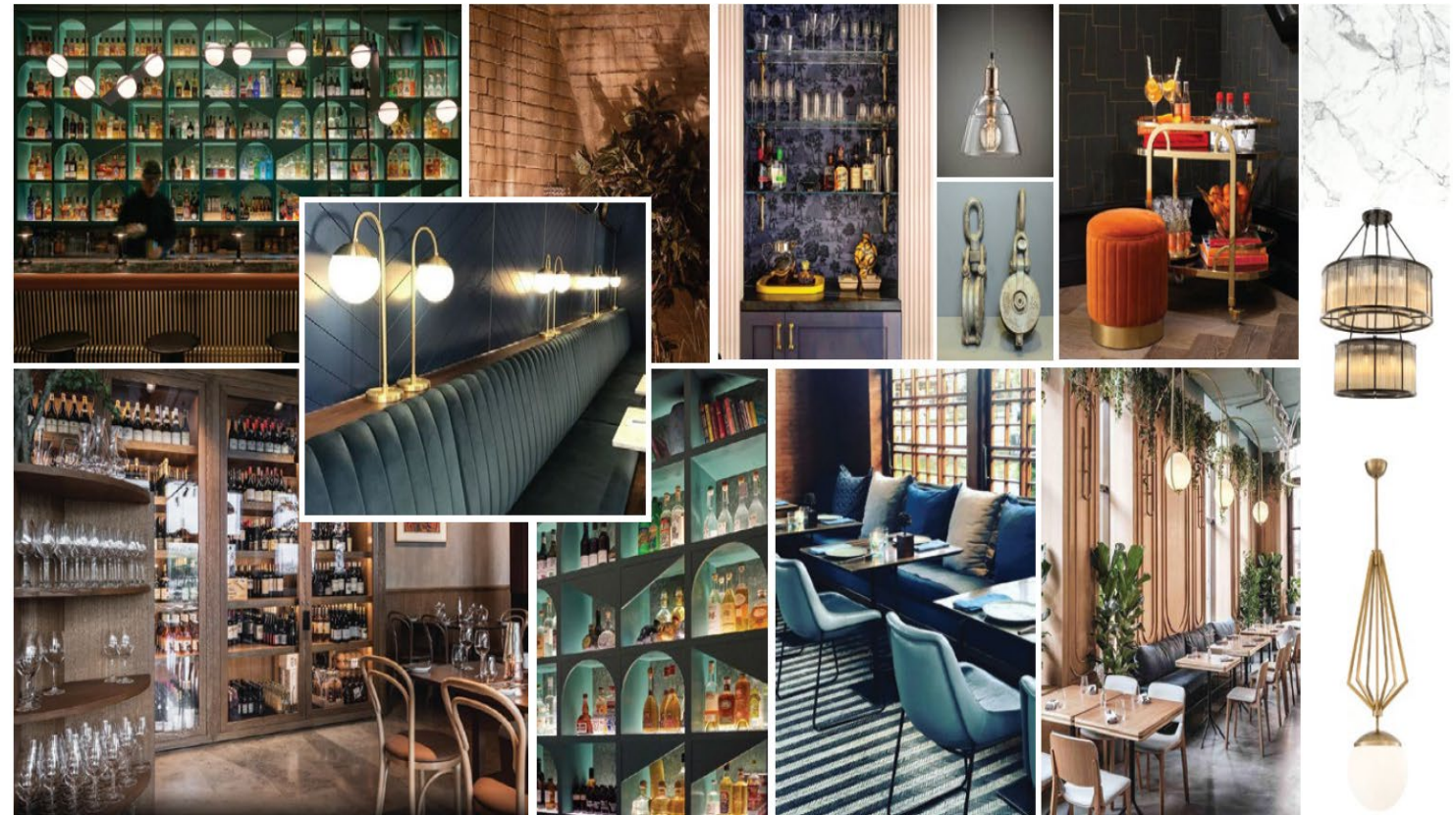
**GOOD FOOD AWARDS**  
Top 10 2024 | Favorite Takeaway



**TRIP ADVISOR**  
Consecutive Travelers’ Choice Winner

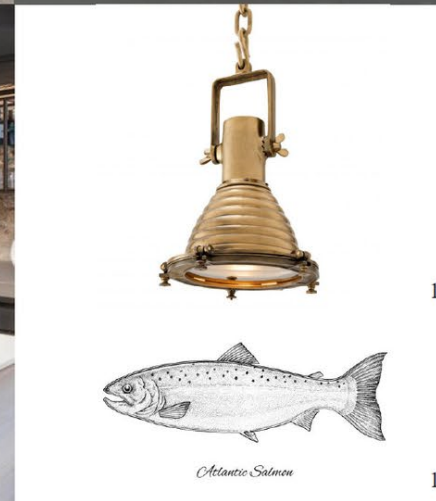


But while the space has been transformed, we've kept the spirit and signature touches of the original Le Resto experience intact. Le Resto 2.0 is more than just a facelift—it's a reimagined dining experience where tradition and modernity converge, offering both longtime patrons and new guests an elevated yet familiar place to connect, dine, and create new memories.





# THE ENTRANCE *Look and feel*



*Atlantic Salmon*

- 1. RECEPTION COUNTER
- 2. TERRAZZO FLOORING
- 3. RECEPTION COUNTER LAMP
- 4. ENTRANCE CEILING COVERING
- 5. VINTAGE SCALE
- 6. WALNUT WOOD
- 7. WINE CELLAR
- 8. CLADDING
- 9. SALMON COUNTER
- 10. COUNTER LAMP SUSPENSION
- 11. ARTWORK



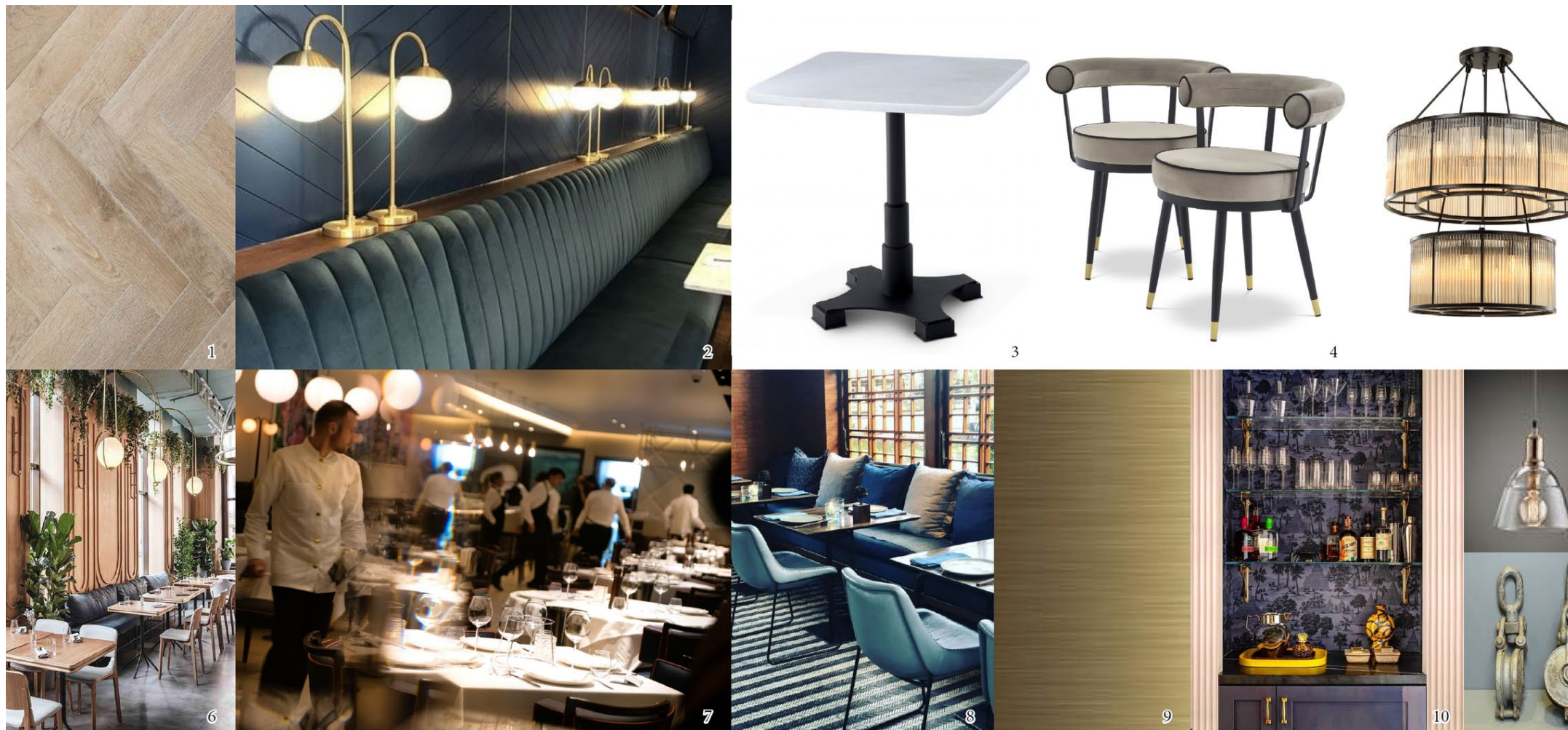
# THE BAR *Look and feel*



- 1. BAR
- 2. LIGHT SUSPENSION
- 3. WALL COVERING
- 4. BEVERAGE TROLLEY
- 5. BARSTOOL
- 6. BACK BAR
- 7. MARBLE FINISH
- 8. MOOD IMAGE
- 9. LIGHT PENDANT
- 10. WINE CELLAR



# THE RESTAURANT *Look and feel*



- 1. WOOD FLOORING
- 2. SOFA BOOTH DESIGN
- 3. MARBLE TABLE
- 4. CHAIRS
- 5. LIGHT SUSPENSION
- 6. RESTAURANT
- 7. MOOD PICTURE
- 8. COLOR SCHEME
- 9. BRUSHED BRASS TEXTURE
- 10. SERVICE STATION
- 11. LIGHT PENDANTS
- 12. DECO ITEMS



# THE RESTROOMS *Look and feel*



1



2



3



5



6



7



8



- 1. CEILING
- 2. VANITY COUNTER
- 3. WASH-BASIN
- 4. WALL MOUNTED LIGHT
- 5. GRANITE
- 6. MOOD PICTURE
- 7. STRIPED WOOD
- 8. WC
- 9. TILES



# COMPACT ELEGANCE: A BOUTIQUE EXPERIENCE

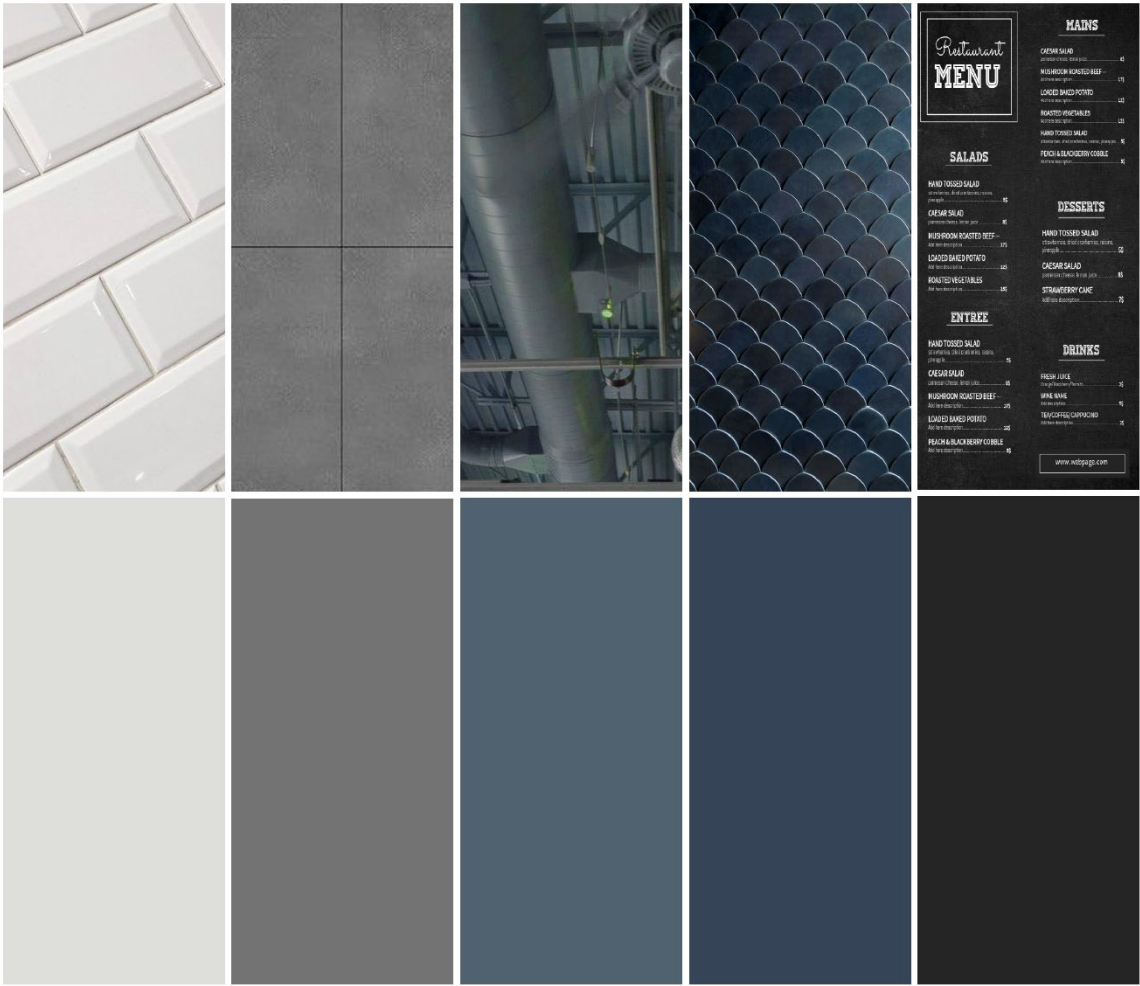


Salmontini - Le Cafe, an extension of the esteemed Salmontini - Le Bistro, introduces a brand-new coffee shop experience within a smaller, yet intimate scale. Spanning approximately 80 square meters, the coffee shop encompasses a well-equipped small kitchen and back-of-house area, along with a captivating front display bar and a convenient grab-and-go fridge.

The space is thoughtfully designed with a minimalist approach, embracing natural finishes that create a warm and inviting atmosphere. A wooden floor reflects a sense of comfort, while stone counter tops add a touch of sophistication. Lush greenery accents the surroundings, bringing a refreshing element of nature indoors.



# THE COLOR PALETTE *Look and feel*





# THE BAR AREA *Look and feel*



1



2



3



4



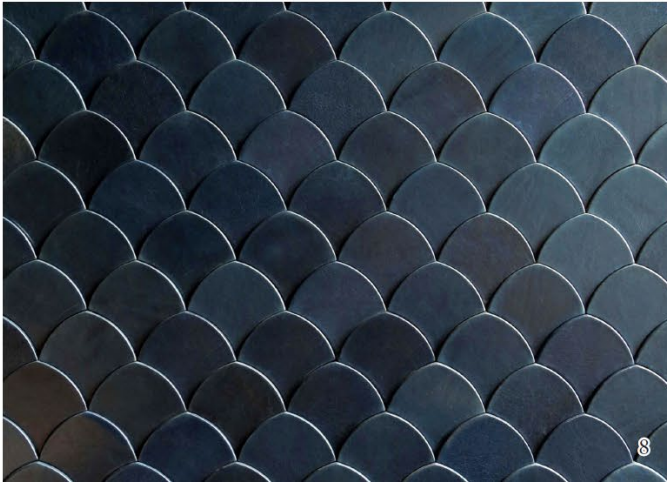
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6



7



8



9



10

- 1. LIGHT SUSPENSION
- 2. COFFEE PRESENTATION
- 3. BAR COUNTER MOOD IMAGE
- 4. UNIFORMS CONCEPT
- 5. GRAPHICS CONCEPT DESIGN
- 6. MOOD IMAGE
- 7. BAR STOOL
- 8. BAR 3D TILE FACADE
- 9. WHITE MARBLE COUNTER TOP
- 10. GRAB AND GO FRIDGE



# THE DINING AREA *Look and feel*



- 1. CHEVRON PARQUET FLOOR
- 2. GREENERY
- 3. MOOD IMAGE
- 4. DINING CHAIR
- 5. EXPOSED COLORED CEILING
- 6. DECORATIVE WALL LIGHTS AND PLANTERS
- 7. CHALKBOARD MENU
- 8. NEON SIGNAGE
- 9. CONCRETE FLOOR TILE
- 10. FOOD CONCEPT



# THE DINING AREA *Look and feel*



1. MOOD IMAGE  
2. OUTLERY BOX  
3. BACK BANQUETTE PLANTER



6. DINING TABLE  
7. FOOD CONCEPT  
8. BENCH AND COMMUNAL TABLE DESIGN  
9. WOODEN PARTITION DESIGN



# THE FURNITURE & MATERIALS *Look and feel*



1



2



3



4



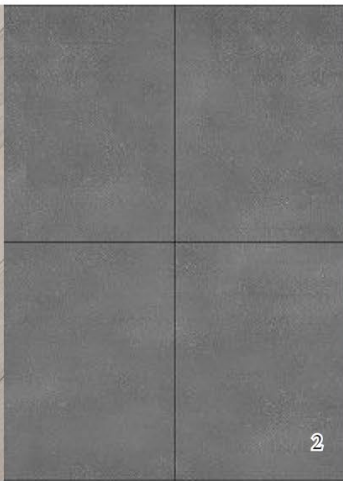
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1.BENCH DESIGN  
2.DINING TABLE  
3.BAR STOOL

4.DINING CHAIR  
5.COMMUNAL TABLE



1



2



3



4



5



6

1.CHEVRON PARQUET FLOOR  
2.CONCRETE TILE FLOOR  
3.WHITE SUBWAY TILE  
4.3D DARK BLUE BAR TILE  
5.WHITE MARBLE BAR COUNTER TOP  
6.LIGHT OAK WOOD



# CONTACT DETAILS

For investment inquiries, partnership opportunities, or to schedule a meeting, please reach out to us directly.

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