



BAKY HOSPITALITY
GROUP LLC

be humble

L O O K B O O K



Baky Restaurants owns and operates a unique collection of inspired dining destinations. Never satisfied with the status quo, the Baky team is redefining the idea of modern hospitality by elevating its offerings beyond the basics and into the realm of complete experiences – distinct, fulfilling and memorable.

From a neighborhood restaurant to a refined dining establishment, Baky Group transforms the simple into the sublime.

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“Ours is a story that’s still being written and exciting times are ahead”

BAKY RESTAURANTS . BAKY CATERING . BAKY HOTELS



Launched in 2013, the Baky Hospitality Group concept has grown into a universal and multifaceted high-end hospitality and luxury lifestyle brand comprised of Award-winning restaurants, catering services and hotels.

We are passionate about exploring new concepts while raising the bar in the hospitality industry. With a constantly growing team of over 500 members, you can bet we're only aiming onwards and upwards.

OUR **MANIFESTO**

WHAT WE BELIEVE IN

We believe enthusiasm, ambition and a can-do attitude are as worthy as experience and, therefore, you will find our teams are made up of diverse people who come from all walks of life and who each bring various skills to the table with one motto:

be humble

We are an Egyptian boutique hospitality group that creates authentic and unique F&B and lifestyle concepts always done in good taste, high standards, and humbleness. It's cool to care.

Our company's core value is to achieve excellence by living up to the highest professional and ethical standards; by listening carefully to our customers; by being team players, and recognizing the importance of precision and details.

**WE HAVE ONE DREAM
WE LOVE WHAT WE DO
WE FIND UNITY IN OUR DIVERSITY
WE DO IT RIGHT
WE LIVE IT RIGHT**

OUR ACCOLADES

2016 LUXURY TRAVEL AWARD

On May 26, 2016, Baky Hospitality Group announced that SACHI won the Luxury Lifestyle Awards of the Middle East and Africa as "LUXURY RESTAURANT OF EGYPT" and KAZOKU won second place in the same category. The gala ceremony was held at the Conrad Hotel, Dubai, UAE.

2016-2020 TRIPADVISOR EXCELLENCE

In 2016, TripAdvisor recognized SACHI with a "CERTIFICATE OF EXCELLENCE," which honors accommodations, restaurants, and attractions that consistently receive great traveler reviews on TripAdvisor.

2017 THE BIZZ AWARD

SACHI took Egypt's name to the highest international level by being awarded "THE BIZZ 2017" award by the World Confederation of Businesses. The ceremony was held at the Intercontinental Hotel in Bucharest, Romania on May 3rd 2017.

2017 LUXURY TRAVEL GUIDE

Presented as a winner of Luxury Travel Guide 2017, KAZOKU was named "JAPANESE RESTAURANT OF THE YEAR" among thousands of restaurants in Africa and the Middle East. The LTG Africa and the Middle East Awards highlight the best accommodation providers throughout their region.

2017 ISO 22000:2005

KAZOKU has won a very significant certificate in auditing the ISO 22000. A certificate presented by SGS Egypt, an affiliate to SGS UK. KAZOKU is officially the first restaurant in Egypt to receive such a certificate. We received the honors in May 2017.

2018 & 2020 WORLD LUXURY RESTAURANT AWARD

KAZOKU, has won three prestigious awards on the 14th of July 2018 at the "WORLD LUXURY SPA AND RESTAURANT AWARDS" in Ireland. KAZOKU was declared and awarded as the 2018 Fine Dining Cuisine in the Middle East & North Africa, as well as the 2018 Japanese Cuisine in Africa and finally 2018 Asian Cuisine in Africa. These awards serve as recognition of sustained commitment to service excellence and outstanding achievement in the international luxury restaurant industry.

2020 SPIRITED AWARDS

SHINKŌ was announced by the "TALES OF THE COCKTAIL FOUNDATION" as one of the TOP TEN regional honorees for the 2020 Spirited awards.

2020 TRIPADVISOR TRAVELLER'S CHOICE

In August 2020 KAZOKU received Tripadvisor's Traveller's Choice Award as it has proven to be one of the most visited restaurants by tourists as well as an excellent recommendation from locals to visitors looking to get a taste of Cairo's fine dining scene.

TRAVEL & HOSPITALITY AWARD 2021

Winning this award shows that Sachi demonstrated uniqueness, quality of services.

LUXURY LIFESTYLE AWARDS 2021

Sachi's efforts towards offering top-notch luxury services continue to be recognized. In 2021, Sachi was named one of the best in the market. This award establishes Sachi as a brilliant representative of the luxury services industry.

2021/2022 ISO 22000

KAZOKU and LEXIE'S have won a very significant certificate in auditing the ISO 22000. A certificate presented by SGS Egypt, an affiliate to SGS UK.

2022/2023 MIDDLE EAST NORTH AFRICA 50 BEST RESTAURANTS

Baky Hospitality Group is proud to be voted in the top 50 best restaurants in the MENA Region. Both SACHI HELIOPOLIS and KAZOKU have been voted #5 and #19 at Middle East and North Africa's 50 best Restaurants in **February 2022**. SACHI has also been awarded #1 best restaurant in Egypt.

In **2023** REIF KUSHIYAKI CAIRO was voted #45, SACHI HELIOPOLIS was voted #30, SACHI PARK ST. #22 and KAZOKU #12 at Middle East and North Africa's 50 best Restaurants.





OUR CONCEPTS

by BAKY STUDIO

SACHI HELIOPOLIS SACHI PARK ST SACHI ALMAZA KAZOKU SHINKO

LEXIES REIF JAPANESE KUSHIYAKI MEGUMI ALMAZA MEGUMI EL GOVNA



ALESANA
A BAKY HOTEL GROUP PRODUCT

HOME TOWN	EGYPT
HQ EMPLOYEES	70
TOTAL EMPLOYEES	1000+
TOTAL CONCEPTS	10
SATISFIED CLIENTS	75K
POSITIVE REVIEW RATE	98%
OPERATING	365 DAYS

BHG - LOOK BOOK

OUR FOUNDATIONS

Baky Hospitality's team is a combination of visionaries and well-seasoned professionals. From concept creation, location selection and menu engineering, to all of the operational execution stages, we employ a disciplined yet creative approach to achieve our mission.

Here are the one who stands as pillars to our company.





A Y M Á N B A K Y

CEO & FOUNDER

Baký spent 18 years acquiring experience in the hospitality business and has an extensive track record in many renowned outlets' operations. Finance and logistics are Baký's expertise, along with strong skills in F&B project management.

The turning point of his career was in 2009 when he joined Tamarai's management team and became a managing partner until leaving in 2013. Baký started his own Hospitality group, aiming to create an elevated hospitality experience in the capital's F&B scene.

Baký is determined to employ the most talented and innovative professionals to ensure the highest quality of services and keep up with the ever-changing market trends.

SACHI

HELIOPOLIS

SACHI's name is inspired by Ayman Baky's children's names and is Japanese for 'Child of Joy'.

Baky Hospitality's first restaurant opened its doors in June 2014, in the Korba neighborhood of Heliopolis. Sachi offers a cosy space where guests can enjoy a distinguished set of flavours picked from a Mediterranean-Asian curated menu.

Sachi's most famous dishes include the Chateaubriand - a sharing dish which is a South-African cut of meat and pairs perfectly with a glass of our red Alesana wine, also, - noteworthy dishes include the Salmon Salad and Sachi's hand-cut fries while Sachi's signature cocktail is the refreshing Thyme Gimlet.



OPENING DATE JUNE 2014
LOCATION HELIOPOLIS
CAPACITY 80 SEATS
DESIGN HOUSE ALCHEMY STUDIO
CUISINE MEDITERRANEAN FUSION



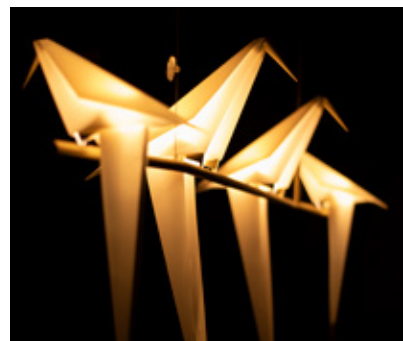


SACHI

PARK ST

The story continues with SACHI going west. Bringing its internationally acclaimed style of authentic and modern Mediterranean fusion food to Park St., Sheikh Zayed.

The menu showcases a variety of dishes from its three kitchens: the main kitchen, the sushi counter and the robata grill while offering a complete selection of our all-time favourite cocktails.



OPENING DATE JUNE 2021
LOCATION SHEIKH ZAYED
CAPACITY 300 SEATS
DESIGN HOUSE ALCHEMY STUDIO
CUISINE MEDITERRANEAN FUSION





SACHI

ALMAZA

Located by Almaza Bay beach, Sachi Almaza's key focus is the bounty of the sea. The menu inspired by the Mediterranean Coast and the North Coast rough environment, that celebrates the simple pleasures in life, friends, food and fun. The design is inspired by the coastal tones of the mediterranean and tranquil aesthetics of Southern Europe.





OPENING DATE JULY 2022
LOCATION ALMAZA BAY
CAPACITY 300 SEATS
DESIGN HOUSE ALCHEMY STUDIO
CUISINE MEDITERRANEAN FUSION





SACHI

BY THE SEA

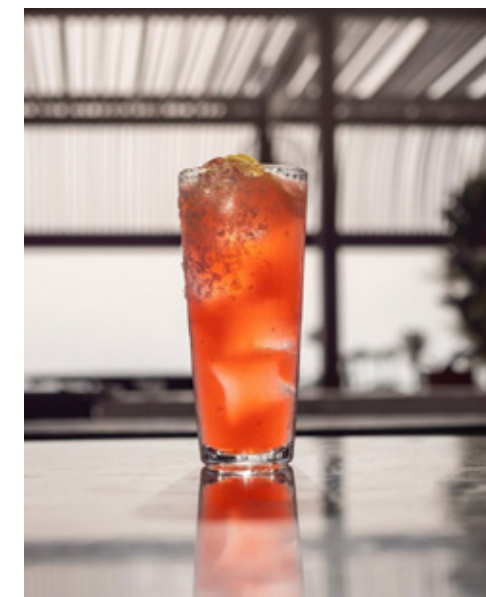
A year after SACHI Heliopolis' success in Cairo's dining scene, the brand branched out on Egypt's North Coast at Hacienda's compound with a seasonal restaurant and beach bar in the summer of 2016.

The menu is based on fresh seafood with great meat dishes. Being one of the finest restaurants on the Egyptian coast, SACHI bar provides unique cocktails.

We play funky jazz music during the weekdays and an effervescent party atmosphere on the weekends, featuring top DJs from Egypt and the Middle East.



OPENING DATE 2016 TO 2021
LOCATION NORTH COAST
CAPACITY 200 SEATS
DESIGN HOUSE ALCHEMY STUDIO
CUISINE MEDITERRANEAN FUSION





COMING SOON
2025

SACHI
SWANLAKE



“Families are the compass that guides us. They are the inspiration to reach great heights, and our comfort when we occasionally falter.” — Brad Henry

KAŽOKU's Japanese name meaning family follows the concept of “chosen family” and the strong bond that ties them together.

Synonymous with its legendary signature dishes, the Black Cod and the Glazed Short Ribs, KAŽOKU offers a true contemporary Japanese cuisine while establishing “The Art of Dining” within its minimal yet vibrant environment. With the menu's unique pairings, KAŽOKU represents the art of sushi in Cairo's fine-dining scene. Complementing the experience with a carefully selected menu of drinks and cocktails, crafted by our Beverage Director.



OPENING DATE DECEMBER 2015
LOCATION SWAN LAKE, NEW CAIRO
CAPACITY 300 SEATS
DESIGN HOUSE KH STUDIO
CUISINE CONTEMPORARY JAPANESE





LEXIE'S

MODERN ITALIAN RESTAURANT

A comfortable modern Italian restaurant with a rich character, LEXIE'S, has a relaxed atmosphere and a spacious sleek interior suitable for dining as well as hosting it's well-known brunches.

We work hard on creating trendsetting new dishes using locally available and imported ingredients that aim to satisfy all taste palates. LEXIE'S menu is known for serving house-made and hand-made pastas and pizzas.

Every dish at LEXIE'S has its own story rooted in the traditional Italian cuisine with added modern touches that tell the story of our team and our skilled chefs.



OPENING DATE DECEMBER 2015

LOCATION LAKE HOUSE, NEW CAIRO

CAPACITY 120 SEATS

DESIGN HOUSE KH STUDIO

CUISINE MODERN ITALIAN





SHINKŌ

CAIRO

SHINKŌ is a cocktail bar and lounge where every cocktail tells a story.

Shinkō's skilled and passionate bartenders illustrate the art of crafting cocktails. Adding to it our resident DJ's live music mixing, all make up the essence of Shinkō's spirit. The hand-cut block of ice and the Frosted Martini are SHINKŌ's signatures alongside our famous bottle service; Where our guests can enjoy a variety of cocktails from our menu using their own bottle of alcohol.

The name SHINKŌ is the Japanese word for faith.



OPENING DATE MARCH 2018
LOCATION SWAN LAKE, NEW CAIRO
CAPACITY 70 SEATS
DESIGN HOUSE KH STUDIO
CUISINE ASIAN FUSION





JAPANESE
REIF
KUSHIYAKI

REIF offers beautifully unconventional Japanese cuisine, an edgy and affordable version of kushiyaki – the freshly-grilled, skewered meats inspired by Japanese robata restaurants.

A family-style restaurant that combines the highest level of service (delivered personally by the chefs themselves); meticulously chosen, quality ingredients and signature mocktails all served in a serenely designed and welcoming interior.

The food menu, created by Chef Reif Othman, is devoted to the many different parts of the chicken – neck to tail.



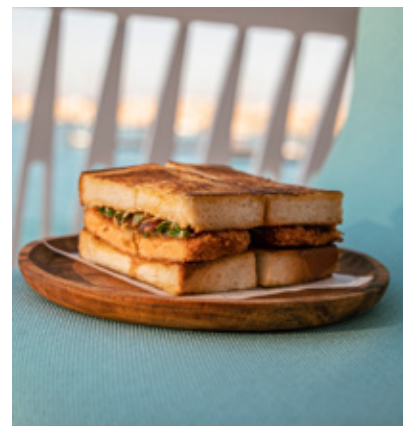
OPENING DATE DECEMBER 2021
LOCATION 5A WATERWAY
CAPACITY 180 SEATS
DESIGN HOUSE REY DE CASTRO STUDIO
 (BARCELONA)
CUISINE JAPANESE STREET FOOD



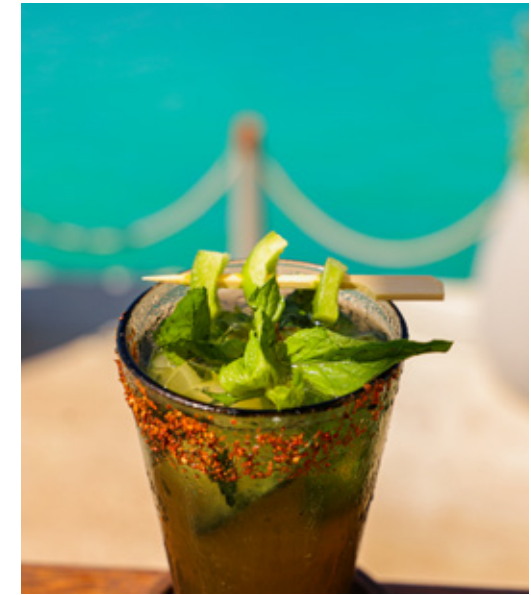


JAPANESE
REIF
KUSHIYAKI

REIF KUSHIYAKI MARASSI brings the Japanese unconventional food experience by the Marina views at Marassi North Coast! Along with the breathtaking view the family-style restaurant offers a variety of dishes created by the renowned Chef Reif Othman. Gracefully designed by Alchemy Studio Reif Kushi-yaki Marassi delivers the highest level of service providing the perfect summer getaway.



OPENING DATE JUNE 2023
LOCATION MARINA MARASSI,
NORTH COAST
CAPACITY 100 SEATS
DESIGN HOUSE ALCHEMY STUDIO
CUISINE JAPANESE STREET FOOD





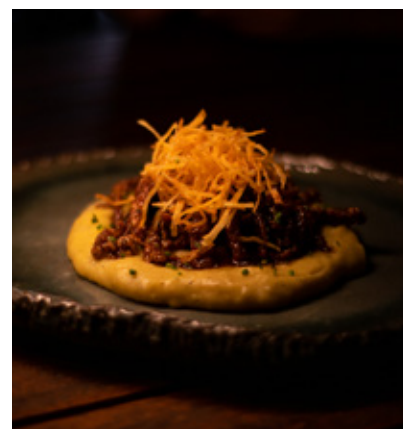
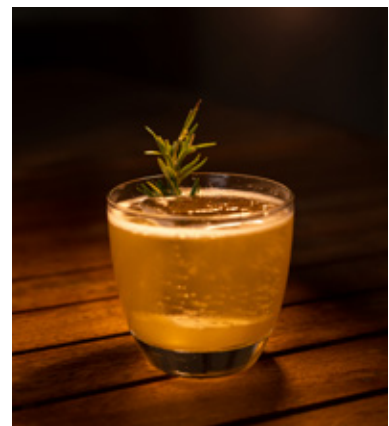
MEGUMI

COCKTAIL ROOM

Born in Almaza Bay, a new cocktail room is taking place, a Baky Hospitality Group original concept.

A Japanese bar with sushi and bites curated by Chef Tarek Alameddine, aiming to impress.

As for our beverages; our beverage director Walid Merhi, prepared a wide selection of cocktails. Creating mixes with new flavours



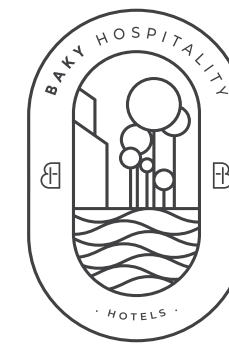
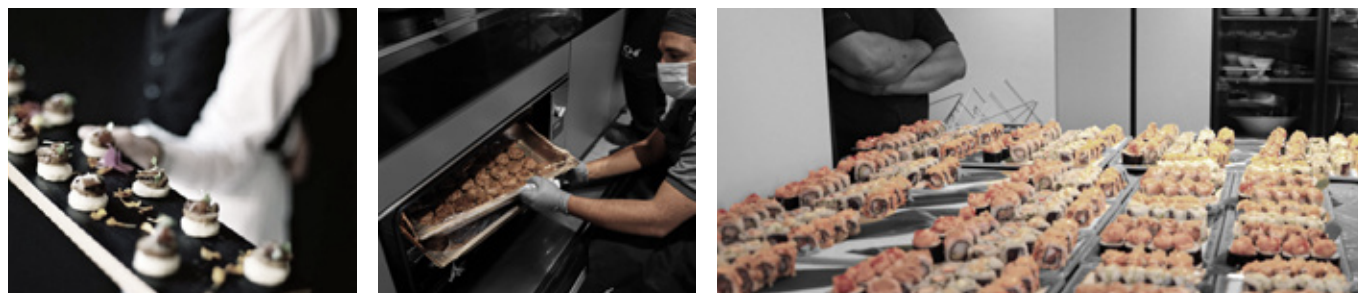
OPENING DATE JULY 2022
LOCATION ALMAZA BAY
CAPACITY 120 SEATS
DESIGN HOUSE ALCHEMY STUDIO
CUISINE JAPANESE COCKTAIL BAR





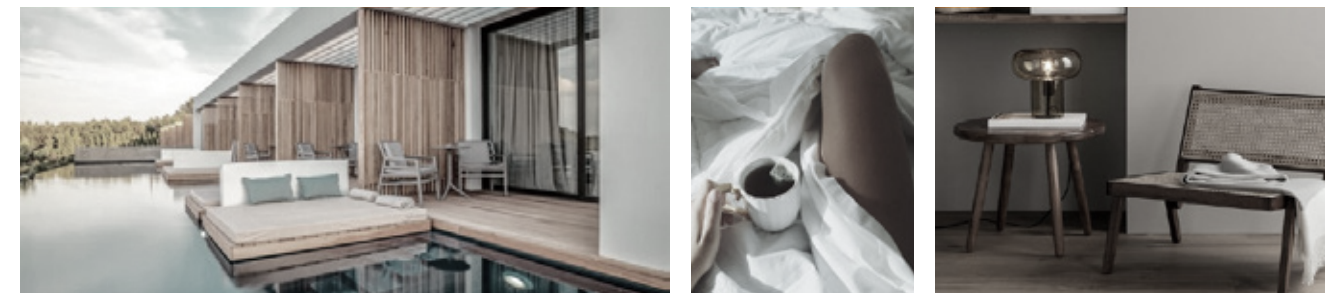
With our diverse skills and multiple years in the field of hospitality we create an exceptional experience.

Whether that is an intimate affair or a larger scale event our catering services are there to bring an elevated flair to our guests' tables.



It's a really exciting time for us as we continue to develop our guests' experience, challenging the industry status quo to create something out of the ordinary.

We're pursuing growth opportunities within the hospitality sector, and so, Baky Hotels cater to guests seeking a heightened travel experience, which we deliver by offering distinctive hospitality qualities, hip interior design, cool amenities, and great food.



BAKY STUDIO

Baky Hospitality Group has its own elaborate in-house agency who are behind our strong brands' presence. We believe it is imperative to have our own people who live by our brands and speak our brands' languages fluently to best communicate our concepts to our audience.



7 Instagram Accounts | 7 Facebook Accounts | 229K Collective Followers



ALESANA
A BAKY HOSPITALITY PRODUCT

In 2018, to enhance the guest's experience, Baky's team flew all the way to Italy's vineyards to source red and white wine for our in-house label. ALESANA, meaning powerful and complete and inspired by Baky's precious ladies' names; Alexa, Sasha and Tina, was created.



Alesana's Pinot Grigio is a medium dry white wine, accented by abundant aromas of pear and peach, with soft notes of hay chamomile.

Our ALESANA is an excellent companion to savory first courses, salt cured meats, fish and cheese. Best served at 12 ° c.

Alesana's Sangiovese, comes from the vineyards of Terre di Chieti where it is matured. A beautifully balanced red wine, accentuated by abundant strawberry and sour black cherry notes with a unique scent of wood.

Best served at 17°C, paired with savory first courses, roasted red meats, cheese and spicy food.



EVERY EMPTY BOTTLE IS FILLED WITH A GREAT STORY.



BAKY STUDIO SESSIONS

Baky Studio was proud to launch a new monthly series of DJ sets featuring Egyptian and international DJs. These sets were shot at our venues and some iconic locations all over Egypt.

Our sets can be found on YouTube, Soundcloud and Anghami!



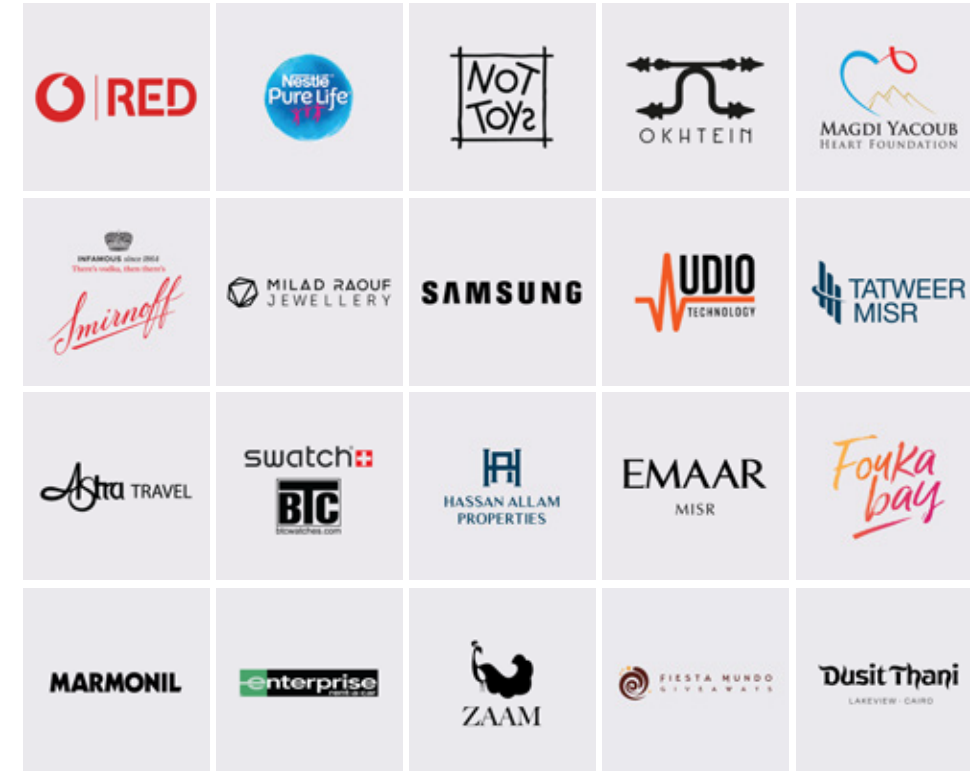
PARTNERSHIP ACTIVATIONS

We have partnered with national and international organizations over the past 8 years.

Our existing partners



Our partners throughout the years



SOME OF OUR EVENTS



*“ And when we pause to take stock of what we’ve
accomplished and contemplate what’s still to come, we
realize we are part of something great something we’ll
carry with us forever ”*

by B A K Y S T U D I O