



دفعء القرنفل

شذا الزنجبيل

القهوة الأصلية

Lateefa Alwaalan is an Arabic coffee enthusiast and the founder of Yatoog Trading; a young startup working on transforming the Arabic coffee experience.

Yatoog, meaning crave in Arabic, was started by Lateefa who started her career as a software developer and currently manages Alwallan pharmacy group. Her passion for women empowerment led her to co-found Cella, the Saudi professional women's network.

How did you come up with the idea for Yatoog?

I enjoy having the blond spiced coffee known as Arabic coffee, which is most famous in the Arabian Gulf region. However, the inconsistency in taste and flavor drove me crazy. Arabic coffee is delicious to have but not so easy to make. The brewing process can take up to 30 minutes and is still done manually.

So, I decided to make enjoying the perfect *fenjan* easy for everyone. For my generation, Arabic coffee is for us to enjoy, not to make.

What is it about Arabic coffee that makes it Unique?

Arabic coffee is not your usual black coffee. It is made of blond coffee beans, a bunch of spices like cardamom and saffron; and it has its own brewing process.

How would you describe Yatoog?

Yatoog is an innovative startup that focuses on Arabic coffee. Yatoog aims to bring innovation to the Arabic coffee experience. It introduced its first line of ready-made Arabic coffee blends in July 2011. Yatoog Arabic Coffee Blends enable anyone to brew good tasting, consistent Arabic coffee anywhere, anytime in three simple steps! Selling online through Yatoog.com, coffee blends are distributed from Riyadh Saudi Arabia, and Seattle, USA. Yatoog started by offering its original flavor and quickly launched two winter flavors: Cloves Warmth and Ginger Aroma.

How has the reaction been to Yatoog?

Thank God the response has been positive. Our greatest joy is to hear from our customers that they indeed enjoy our coffee, especially when it comes from older ladies.

How do you hope to expand Yatoog?

We aim to bring technology and innovation to the Arabic coffee experience. We want to make the process of making Arabic coffee even easier. For the past year, we have been developing the first ever Arabic Coffee Maker. We hope to get it ready in the coming few months.

We are also working on expanding in retail outlets. And, in five years, I hope for Yatoog to be the brand name associated with "easy to make, consistent, Arabic coffee."

Yatoog coffee can be ordered online at www.yatoog.com