



CASA SABOR

~ FOR CAFÉ AND ~
RESTAURANTS
MANAGEMENT

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About Casa Sabor Holding

Casa Sabor Holding is a visionary hospitality and lifestyle group dedicated to shaping elevated consumer experiences through culture, craftsmanship, design, and emotional storytelling. Built on the belief that modern brands should create more than products, the group develops concepts that transform everyday moments into memorable experiences – blending aesthetics, atmosphere, and human connection into every detail. With a focus on premium hospitality and design-led innovation, Casa Sabor Holding creates brands that exist at the intersection of:

Hospitality

Food & Beverage Innovation

Lifestyle Retail

Design-Led Experiences

Community & Culture

Create experiences people emotionally connect with.

More than building brands, Casa Sabor Holding creates destinations with soul – experiences designed to inspire emotion, spark connection, and leave a lasting impression. Through Casa de Nata, the group introduces one of the world's most iconic pastry traditions to the Egyptian market through refined craftsmanship, elevated branding, and a contemporary premium café experience inspired by Portuguese heritage.



HOSPITALITY
EXCELLENCE



TAILORED
SOLUTIONS



PARTNERED
SUCCESS



Casa de Nata

Handcrafted Happiness

A Premium Portuguese Pastelaria & Café Experience
introducing a new dessert culture to Egypt through premium
craftsmanship, elevated hospitality, and unforgettable
experiences.

BY CASA SABOR HOLDING

A New Ritual Arrives in Egypt

Some experiences are remembered long after the last bite.

Before Casa de Nata, the Egyptian dessert market was filled with familiar choices. But globally, a different ritual was quietly becoming iconic. In the cafés of Lisbon, people gather around small golden pastries layered with crisp texture, warm custard, and centuries of tradition.

The Pastel de Nata became more than a dessert — it became a ritual, a cultural symbol, and a moment of pause. Casa de Nata was created to bring that feeling to Egypt through a contemporary premium experience designed for modern lifestyle culture.



The Tale Behind the Nata

A Pastry Born From History, Crafted Into Culture

The Origin

Centuries ago, Portuguese monks used egg whites to starch garments and preserve manuscripts. The unused egg yolks became the foundation of one of Portugal's most iconic culinary creations – the Pastel de Nata.

The Ritual

Overtime, the nata evolved beyond a dessert into part of Portugal's cultural identity – morning coffee rituals, late afternoon conversations, and memories of warmth and tradition. Casa de Nata was inspired by this emotional connection. The vision was never simply to introduce a pastry. It was to introduce the *ritual* behind it.



Introducing Casa de Nata

Egypt's First Premium Pastelaria Experience

Casa de Nata is a premium Portuguese-inspired pastelaria and café concept – more than a bakery, it is a **lifestyle destination** where flavor, architecture, branding, and emotional storytelling merge into one refined experience.

Craftsmanship

Every layer folded with precision.
Every texture intentional.

A Portuguese Corner

A warm European escape—
inspired by tradition, reimagined
for Cairo.

Premium Design

Editorial minimalism meets Mediterranean warmth and contemporary hospitality.



Vision, Mission & Values

Our Vision

To become Egypt's most iconic premium pasteleria brand – redefining how consumers experience desserts and café culture through authentic craftsmanship, modern hospitality, elevated design, and experiential retail.

Our Mission

To deliver premium handcrafted nata experiences through exceptional quality, beautiful environments, and emotionally engaging customer journeys.

Our Core Values

- Craftsmanship & Authenticity
- Design Excellence
- Hospitality & Innovation
- Uncompromising Quality

Every touchpoint – from ingredients to packaging – is held to the highest standards of quality, creativity, and emotional hospitality.

The Product Experience

Signature Pastel de Nata & Beyond

The Signature Nata

Freshly baked, crafted with premium ingredients, and designed for both taste and presentation. Each nata is a handcrafted moment of warmth, heritage, and comfort.

The Full Menu

Specialty coffee, seasonal flavors, signature beverages, and premium dessert pairings — all curated to complement the nata experience.

Brand Identity

Soft pastel tones, warm textures, minimal luxury, refined typography, and elevated packaging — elegant, warm, and timeless.

Positioning

Premium • Contemporary • Experiential — a lifestyle café brand at the intersection of culture and craftsmanship.



Premium Booth Design

A Destination in Every Corner

Our premium booth concept transforms compact retail spaces into high-impact destinations, specifically designed for upscale mall environments. Each booth serves as a miniature Casa de Nata, embodying the brand's commitment to craftsmanship and elevated experiences.

Design & Aesthetics

Featuring a pristine white and navy blue palette, authentic azulejo tile accents, warm brass fixtures, elegant signage, and a captivating premium pastry display.

Engaging Experience

An open layout invites passersby with warm lighting, visible craftsmanship, and beautifully displayed branded packaging, creating an irresistible allure.

Strategic Presence

Positioned in high-footfall, premium mall locations to maximize brand visibility, drive spontaneous trials, and reinforce Casa de Nata's luxury identity.



Packaging & Digital Presence



Packaging & Visual System

Dessert boxes, coffee cups, carrybags, and merchandise are all designed to create instant brand recognition. Packaging is treated as an extension of the customer experience.

Social & Digital Presence

The brand identity and environment are intentionally optimized for social media storytelling, lifestyle photography, and premium content creation – built for modern culture.

Building a Scalable Lifestyle Brand

Growth Vision



Premium Booths

High-impact mall pop-ups and activations.



Mall Expansion

Multiple mall locations and regional rollouts.



Standalone Cafés

Branded cafés with full menu experience.

Building a Scalable Lifestyle Brand

Growth Vision



Franchise Potential

Replicable model for franchise partners.

The business model is designed for scalable expansion – from premium booth activations and mall rollouts to standalone cafés, seasonal collaborations, retail extensions, and franchise potential across Egypt and beyond.



Seasonal Collaborations

Limited edition flavors and curated brand partnerships.



Casa de Nata — Handcrafted Happiness

Introducing a new dessert culture to Egypt through premium craftsmanship, elevated hospitality, and unforgettable experiences.



Emotion

Experiences people emotionally connect with.



Experience

Every touchpoint intentionally curated.



Quality

Premium craftsmanship in every single nata.

A signature concept proudly developed by **Casa Sabor Holding**.



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