CATERING PORTFOLIO · 2023 — 2026

Othmane El Jadid

Co-Founder & CEO, REM Holding · Riyad Traiteur



Riyad Traiteur

Moroccan *Excellence*

De vos rêves à nos tables. · Casablanca

OPENING DAY · 18 FEBRUARY 2024

It began with *a free buffet*

We did not open Riyad Traiteur with an advertisement. We opened it with a promise you could taste: **a free buffet for anyone who walked in**. On 18 February 2024, hundreds of people came from Casablanca and other cities, welcomed on the red carpet by an Issawa troupe. They ate, they danced, and they left having seen exactly what we meant by Moroccan excellence. The food blogger Kamaka came and filmed it.

From then on, our speciality was turning people's wildest ideas into reality, always with a Moroccan touch: sometimes in the food itself, sometimes in the decor, the music or the light. Whether the client was a bride, a company or a school, every guest had to feel Morocco at its best.



"Waiters you almost never see, yet always there the moment you need them. Music, photography and food moving as one. That was the experience we designed."







Hundreds	20–30	200	MAD 200K
GUESTS AT OUR FREE OPENING	EVENTS DELIVERED	GUESTS AT OUR LARGEST	LARGEST PARTNERSHIP

RYAD ELEGANTE MY EVENT

One holding, *three crafts*

REM brought catering, event design and institutional catering under one standard of quality, from the first tasting to the last cup of tea.

CATERING

Riyad Traiteur

Weddings, graduations, private celebrations and corporate receptions: buffets, cocktails and seated Moroccan dinners.

EVENT DESIGN

Elegante

Concepts, decor, florals, lighting, table settings and buffet styling that turn a venue into a scene.

INSTITUTIONS

RD

Catering partnerships for schools and companies, with menus, logistics and food-safety commitments.

THE FOUNDERS



Othmane El Jadid

CO-FOUNDER & CEO · DIRECTOR OF OPERATIONS

The vision: menus, tasting every dish before service, event design, sales, client briefs and all brand content, shot and edited in-house.

Ilyas El Aroui

CO-FOUNDER · DIRECTOR OF HYGIENE & FOOD SAFETY

Doctor of Pharmacy with food-safety training, guarding quality and ONSA standards in every kitchen.

40+	3	20	5
TEAM MEMBERS	CHEFS AND A CULINARY SUPERVISOR	WAITERS, PLUS FLOOR MANAGERS	PHOTOGRAPHERS

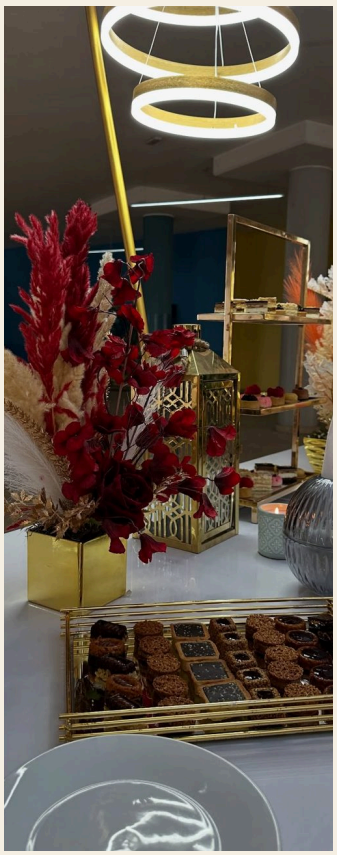
Our culinary supervisor, Ayoub Hafidi, brought 15+ years of experience, including the Marrakech International Film Festival and Mawazine. Around him: chefs and kitchen helpers, waiters, floor managers, sales, marketing, photographers, reception and accounting.



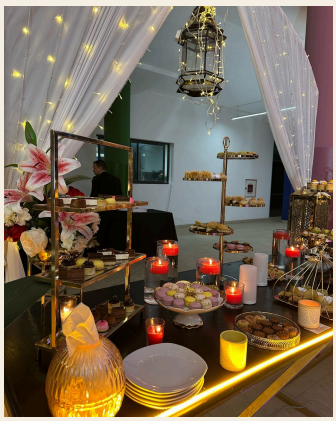
OUR SIGNATURE

Every table, *a scene*

Gold stands, birdcages, floral sculptures, suspended rings of light and candlelight. We designed each buffet first as a picture, then filled it with Moroccan pastries, French patisserie and savoury bites.









THE MOROCCAN WEDDING

An evening in *four acts*

I · ACCUEIL

Medjool dates and milk
Amuse-bouches

II · RÉCEPTION

Juices of many flavours · Moroccan tea
Gâteaux de soirée · savoury assortment
macarons, nougat, sushi

III · DÎNER

Chicken pastilla or seafood pastilla
Roast chicken with daghmira
Beef with prunes and seffa
Méchoui, or half lamb grilled

IV · CLÔTURE

Moroccan pastries · prestige cakes
Iced cake and seasonal fruit
Tea, coffee and almond trays

Every package included floral table decoration, waiters and a photographer, with traditional Issawa music on request. Wedding packages ranged from *Happy Hour* to *Love in the Air* and *Diamond*.

MOROCCAN SOUL, OPEN TO THE WORLD

From briouats *to sushi boats*

Pastilla and briouats next to sushi, tempura, mini burgers and canapés: we followed our guests' tastes without losing our own.







ON THE SAVOURY LIST

Briouats and cigars with minced meat, fish, chicken, cheese or spinach · mini burgers · pizza · chaussons · savoury choux · vol-au-vent · mini shawarma · mini tacos · canapés

THE ART OF THE MOROCCAN TABLE

Seated *dinners*

Gold-rimmed porcelain, embroidered linen and fresh centrepieces. Pastillas, slow-cooked lamb, seffa and a tray of Moroccan pastries to close the night.

For graduations and thesis defences we styled jury tables and receptions for doctors, pharmacists and their families; for companies, seated meals for teams and launches.









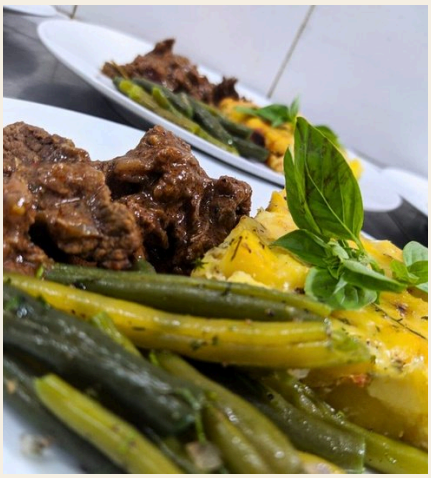


EXCELLENCE AT SCALE

Plated with *precision*

Hundreds of identical plates, each one checked. Production planning, portioning and hygiene were non-negotiable, because excellence at scale is only excellence if the last plate matches the first.









Production for receptions and institutional catering: Moroccan tajines, grilled fish, pasta, salads and composed plates.

2023 — 2026

From one table *to a whole institution*

PRIVATE CELEBRATIONS

Weddings & family events

Full evenings from dates and milk to dinner, pastries and tea, with photography and traditional music.

ACADEMIC

Graduations & defences

Receptions and jury tables for graduates, doctors and pharmacists, styled to the occasion.

CORPORATE

Companies & organisations

Cocktails, buffets and seated meals for teams, launches and conferences.

PARTNERSHIPS

Schools & institutions

Long-term catering partnerships with written proposals and catalogues, up to MAD 200,000.

CLIENTS

- Technopark Casablanca
- INSPAIRX
- IODSE
- Enactus ENCG Settat
- Doctors, pharmacists, consultants and executives

BRAND & REACH

- 3,700+ Instagram followers
- Reels at 355K, 169K, 108K and 86K views
- All content shot and edited in-house
- Meta campaigns that brought steady enquiries
- Collaborations with Kamaka and Irolli Girl

Riyad Traiteur

LET'S SET THE NEXT TABLE

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