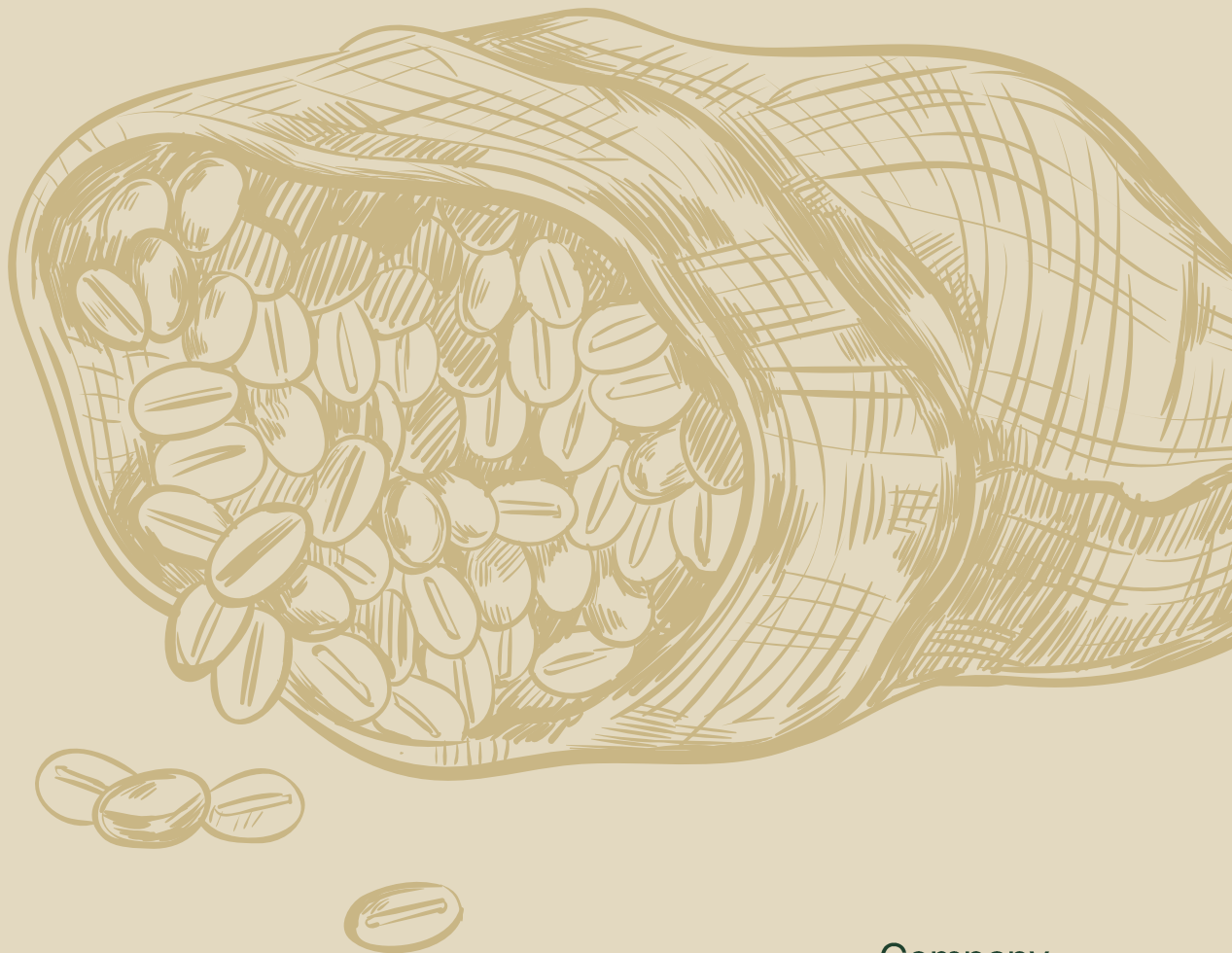




[ESTD 2024]

Company
Profile

A person wearing a green sweater is pouring milk from a small glass pitcher into a glass of iced coffee. The coffee is dark brown with ice cubes and a layer of white foam on top. The person's hands are visible, and the background is a plain, light-colored wall.

Slow you down, designed to bring you back



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A Slower Beginning



In a world that moves fast...
we chose to begin slowly.
7•7 is not just coffee...
it is a moment of balance.
Here, nothing is random.
Every cup is measured.
Every detail is intentional.
We don't just prepare coffee...
we design an experience
you feel before you taste.



About Us

7•7 Specialty Coffee is built around a simple belief: that coffee is not just a product, but a carefully crafted experience.

Every element is designed with intention — from the selection of beans, to the precision of preparation, to the atmosphere that surrounds each cup.

At 7•7, we focus on creating moments of balance through consistency, simplicity, and attention to detail.

Brand Positioning

7•7 is positioned as a **premium specialty coffee experience** that goes beyond traditional cafés.

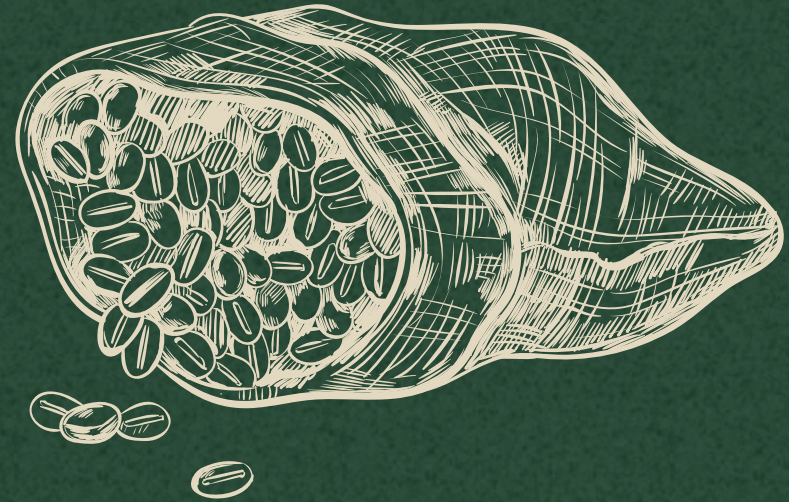
We offer a refined, minimal, and intentional environment where every detail visual, sensory, and operational works together to create a sense of calm and presence.



Mission

To create a mindful coffee experience built on precision, balance, and consistency where every cup is carefully crafted to offer a moment of calm, presence, and connection.

We aim to redefine everyday coffee by transforming it into a ritual, designed with intention, delivered with discipline, and felt beyond the taste.



Vision

To become the leading specialty coffee brand in Egypt and the region, recognized for creating a unique category of **mindful coffee experiences**. By 2030, we aspire to build a network of distinctive locations and a scalable concept that carries the philosophy of 7•7 delivering the same level of balance, quality, and emotional connection in every market we enter.

From Bean top Cup



GREAT COFFEE BEGINS LONG
BEFORE IT REACHES THE CUP

SVN DOT SVN works directly with dedicated producers through **Direct Trade partnerships**, building strong relationships with coffee farmers in traditional coffee-growing countries.

This approach allows us to offer better prices to farmers, support sustainability in the coffee supply chain, and maintain full traceability, **ensuring we understand every characteristic of the beans we use.**

OUR *Philosophy*

We believe in slowing down.
In doing things with intention.
In crafting every cup with precision and balance.
Because coffee is not just a drink...
it is a moment of presence.

Measured. Balanced. Intentional.





Balance in Every Cup

Coffee (g) × 7.7 = Water (ml)

- Balanced flavor profile
- Consistent extraction
- Controlled brewing process
- Attention to every detail



At 7•7, every cup is built on precision.

The 7.7:1 ratio is our standard

a carefully refined balance between coffee and water,
designed to achieve consistency in taste, texture, and depth.

SVN DOT SVN

Slow you down, designed to bring you back

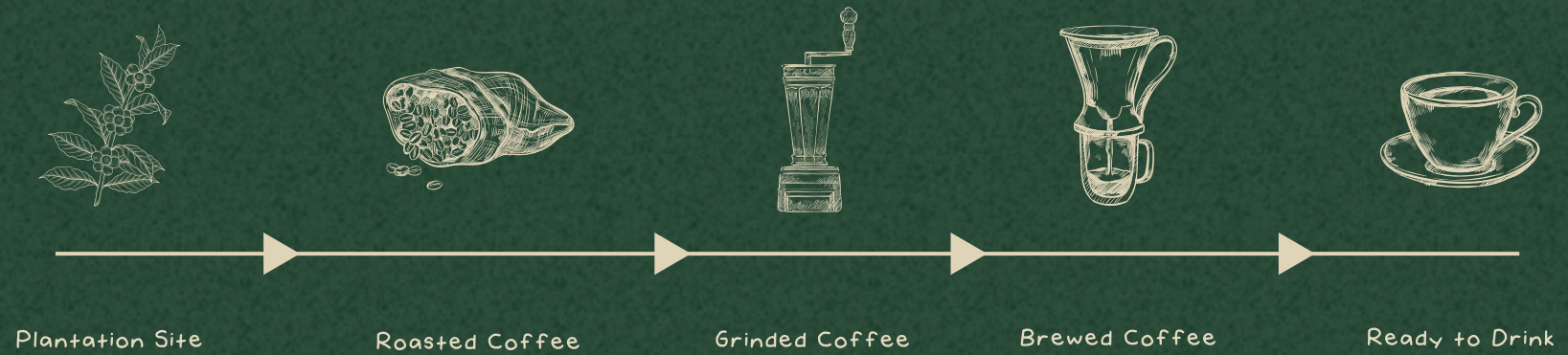
Our Vibes

Where the city slows down...
and the moment begins.
At 7•7, the experience is not just inside the cup.
It's in the light, the space, the silence, and the view.
A place designed to let you pause,
breathe,
and reconnect one cup at a time.

Coffee. Silence. Balance.



Our Process of Coffee



A specialty
coffee company

Operating *Philosophy*

1.

Precision Brewing System

Every cup follows the 7.7:1 ratio for consistent balance

2.

Standardized Training Approach

Baristas are trained to deliver the same experience, every time

3.

Intentional Space Design

Every element is designed to create calm and presence

4.

Curated Product Offering

Focused menu built on quality, not quantity

5.

Consistency Across Experience

From taste to service to atmosphere always aligned

6.

Ritual-Driven Concept

Coffee is not served... it is experienced



SVN DOT SVN

Slow you down, designed to bring you back

Our Community

People don't just visit 7•7...
they return to it.

At 7•7, we don't build traffic we build connection.

Our community is made of people
who appreciate calm, detail, and presence.

They don't come for speed...
they come for how it feels.

(Who They Are)

Seekers of quiet moments

Lovers of quality over noise

People who notice details

Guests who return for the feeling, not just the cup

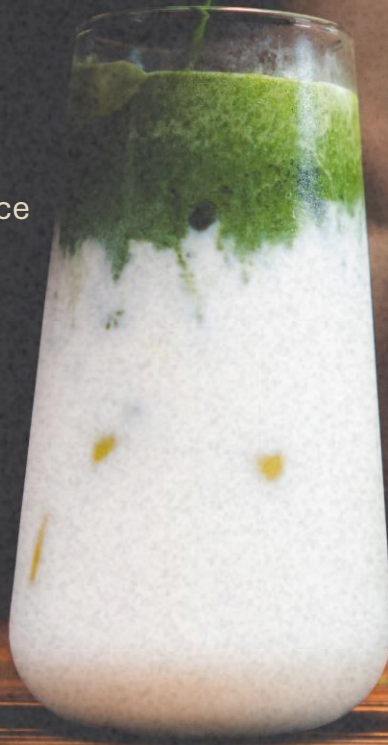
Market Positioning

7•7 is positioned as a **premium specialty coffee experience** built on precision, balance, and intentional design.

We operate at the intersection of:

- Specialty coffee craftsmanship
- Minimal, calming environments
- A ritual-driven customer experience

We don't compete in coffee...
we redefine the experience



Location & Atmosphere

Where Stillness Meets the Nile

Our first location was never a coincidence.

It was a choice guided by feeling... not just strategy.

Located along the Nile Walk in Zamalek,

7•7 was designed to exist in a space where movement slows down,
and the environment naturally invites presence.

The rhythm of the water, the openness of the walkway,
and the quiet distance from the city's noise
all play a role in shaping the experience.

Because at 7•7, the location is not just where we operate...
it is part of what we offer.



Competitive Advantage

1.

Defined Brewing Philosophy
7.7:1 ratio ensures consistency and balance in every cup

2.

Experience-Driven Concept
Not just coffee... a designed, intentional experience

3.

Calm, Differentiated Atmosphere
A quiet, minimal space in a crowded café market

4.

High Consistency Model
Standardized process across product, service, and environment

5.

Strong Repeat Behavior
Customers return for the feeling not just the product

6.

Scalable Premium Concept
Built to expand while maintaining experience quality

SVN DOT SVN

Clients Review and Rating

We don't chase ratings...
we create moments worth remembering.

7.7



Zahraa Nima

Loved this café! The drinks are excellent, the atmosphere is welcoming, and the staff are super friendly. Such a nice place to relax — I'll definitely be back.



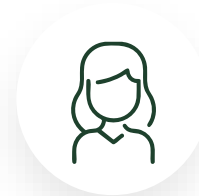
Yousef JAY Abo Eissa

Came to SVN.SVN by coincidence once with my wife and this place literally turned into our daily spot! So calm, chill and the new Christmas vibes are really beautiful 💜 🎄



Yassmin Ismail

Place is very cozy and comfortable Staff is friendly & creative Coffee is very delicious as well



Aisha Ashraf

I was so happy to celebrate my birthday with my besties at 7.7 🥳 Thank you so much for the gift I truly appreciate it. It's not my first time there, and I'll definitely keep coming back for the mango passion smoothie. The place is so cozy and has an energy that makes you always want to return 🍷

Slow you down, designed to bring you back

Contact



CONTACT

Every cup starts with a moment. Reach out to us and let's create an experience that feels just right for you.

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