فلافل

كُوفِيَة القُدس

KUFIYAT AL QUDS

Company Profile

COMPANY PROFILE

A story of authentic taste, and roots that never change

A Story of Authenticity

2026



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KUFIYAT AL QUDS

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BRAND IDENTITY

Brand Identity

Jerusalem in the name, authenticity in the taste, and love in every meal. An identity that runs from the logo to the packaging, the boxes and the team uniform.

Brand colours

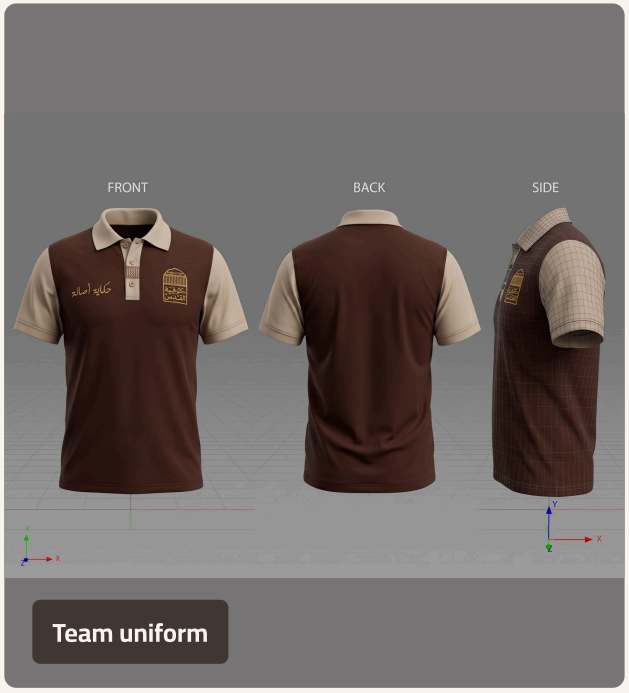


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حكاية أصالة

Logo



Packaging



Team uniform



Al-Lamma boxes

OUR FOUNDERS

Our Founders

From this dream, founders Raed Al-Ghraifi, Mustafa Al-Ghraifi and Murad Al-Ghraifi came together around one vision: that Kufiyat Al Quds would be more than a place to eat — an address for authenticity, and a name that carries the identity of Jerusalem in every meal.

R

Raed Al-Ghraifi

Co-Founder

M

Mustafa Al-Ghraifi

Co-Founder

M

Murad Al-Ghraifi

Co-Founder

A

GENERAL MANAGER

Ali Al-Haj

General Manager

OUR MENU

Our Menu

A story of authenticity in every bite



Page 06

Sandwiches

Falafel, zinger & brioche fillet



Page 07

Prime Falafel

Al-Lamma & Al-Sohba boxes and meals



Page 08

Prime Zinger

Turbo Box, Full Tank & meals

Jerusalem tahini · authentic falafel · ka'ak & shrak bread



SANDWICHES

Sandwiches

Falafel in ka'ak, shrak and hammam bread, the falafel burger, and zinger and fillet sandwiches in brioche — all served with Jerusalem tahini.



Highlights



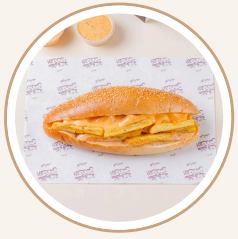
Falafel Ka'ak



Falafel Shrak



Falafel Burger



Potato Ka'ak



Zinger Shrak



Chicken Fillet Brioche

Kufiya Hummus | Ayyam Zaman | Falafel Hammam

01



02

PRIME FALAFEL

Kufiya Prime Falafel

Boxes made for gatherings: prize sandwiches and potato burgers with cups of tea, tahini and pickles, in a box that carries a drawing of Jerusalem.

Highlights



Al-Lamma Box 01



Al-Lamma Box 02



Al-Sohba Box



Falafel Shrak Meal



Fries Box



Mint Tea

Falafel (3 pcs) | Tahini cup | Pickles cup

PRIME ZINGER

Kufiya Prime Zinger

Crispy zinger in shrak and ka'ak bread and chicken fillet in brioche, with fries, cheese and sauce — as single meals or sharing boxes.

Highlights



Zinger Shrak



Kufiya Zinger Meal



Chicken Fillet Meal

Sharing box

Turbo Box 1

12 mini zingers

Sharing box

Turbo Box 2

8 mini zingers

Meal

Full Tank

200 g zinger & jalapeño



OUR MISSION

Our Mission

We started our journey with a clear idea and a mission we believe in: to serve a taste that respects heritage, quality that satisfies our customers, and an experience that makes every guest feel there is a story behind every dish.

OUR VISION

Our Vision

For Kufiyat Al Quds to be more than a place to eat — an address for authenticity, and a name that carries the identity of Jerusalem in every meal.

OUR VALUES

01

Authentic taste

02

Pride in our roots

03

Love in every bite



OUR STORY

Kufiyat Al Quds… a story of authentic taste, and roots that never change

Founding Kufiyat Al Quds was never just about opening a new restaurant. It was a dream that carries within it the story of an ancient city, an authentic Palestinian heritage, and a flavour that tastes of nothing but Jerusalem.

The idea grew from our belief that real taste does not need much changing; it needs to be preserved. So we set out to offer people an experience that takes them back to the simplicity of the Jerusalem kitchen: rich Jerusalem tahini, the original taste of falafel, and the aroma of food that reminds you of family gatherings and the warmth of old homes.

Our Story



“

The story began in Jerusalem... and the idea grew from authentic taste.



OUR SIGNATURE

Jerusalem Tahini & Authentic Falafel

We chose Jerusalem tahini to be part of our identity, and falafel with its authentic flavour to be a symbol of the simplicity and richness of Palestinian cuisine. Some flavours need no introduction: they live in memory, forever tied to the land, to family and to memories.





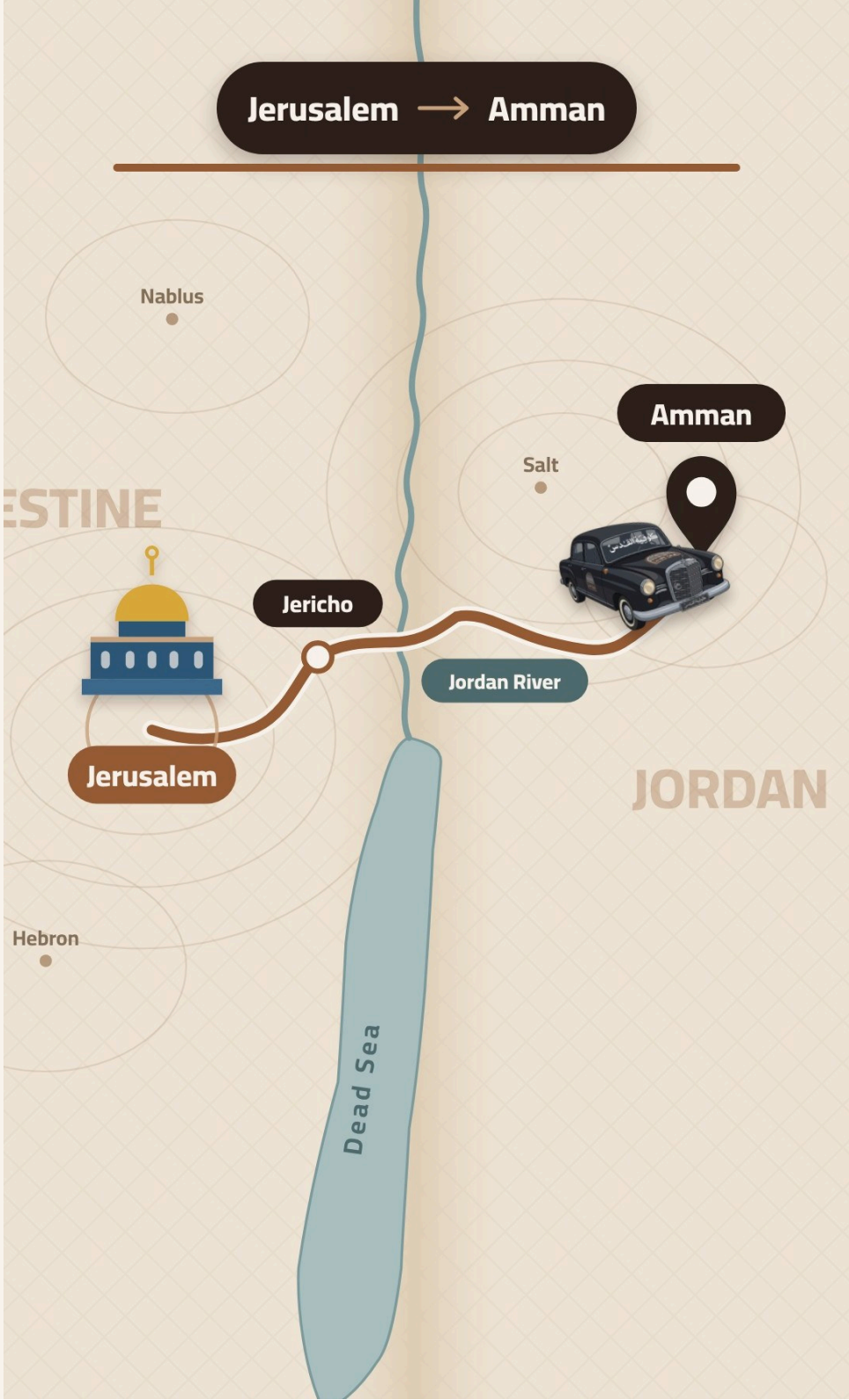


OUR JOURNEY

The Story Continues

With every step, our goal has been to grow and reach more people with the story of Kufiyat Al Quds, while holding on to the idea we started with: authentic taste, pride in our roots, and love in every bite.

Today the story continues — a story that began with the dream of three founders, grew with the trust and love of our customers, and still carries the same spirit it was born with.





OUR PROMISE

Because at Kufiyat Al Quds we don't just serve food... we serve a story from our heritage, a flavour of our identity, and a memory worth keeping.

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OUR BRANCHES

Our Branches

Three branches in Amman carrying the same story and the same taste, served by one central kitchen.

01

Khalda

Khalda Branch · Amman

02

7th Circle

7th Circle Branch · Amman

03

Abu Nseir

Abu Nseir Branch · Amman

Orders & enquiries

0793333862

Follow us

KUFIYAT AL QUDS

SOCIAL MEDIA

Social Media

Content that tells the taste before it's tasted, with one identity across all our platforms.











Instagram & Facebook

KUFIYAT AL QUDS

Contact

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KUFIYAT AL QUDS

Kufiyat Al Quds... the authenticity of Jerusalem at your table.

Jerusalem in the name, authenticity in the taste, and love in every meal.

Contact

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Our Branches

Khalda · 7th Circle · Abu Nseir