

# abraham's

BUSINESS PORTFOLIO

abraham's  
GOURMET

abraham's  
FARMHOUSES

abraham's  
arte

vini e  
capricci  
by abraham's



# Contents

The Business History	03
Current Operations	04
Butchery	06
Cheese Ageing Facility	06
Proposed Brand & Service Expansion	07
The People	08
The Brands	09
Ogygia	15

Registered Office  
Abraham's Supplies Co. Ltd  
Gozitano Agricultural Village,  
Mgarr Road,  
Xewkija, Gozo, Malta

Company Registration Number  
C 17315

Directors  
Mr. Abraham and Ms. Michelle Said

## The Business History

Mr. Abraham started business operations in 1984, servicing both the retail and wholesale sector. Later in 1994, Mr. Said incorporated the firm Abraham Supplies Co. Ltd. The wholesale side targets mainly the food service industry, whilst the retail side operated until 2016 a food store in Xaghra, Gozo. As business expanded and more space was required, in 2006 a decision was taken to move operations to the Gozitan Agricultural Village in Xewkija, Gozo. In 2013, Mr. Said expanded operations in Xewkija, by opening a new retail outlet offering mainly gourmet food and beverage, under the brand name Vini e Capricci.

In 2008, Mr. Abraham Said also ventured in the accommodation sector, offering upmarket accommodation facilities, through a complex named Vigneto Court. In 2010, operations were transferred to Abraham's Holiday Farmhouses Ltd. Nestled within the charming village of Xaghra, a stone throw away from the picturesque Ramla Bay, Abraham's Holiday complex, aptly named 'Il Vigneto', houses six spacious and fully furnished luxurious holiday homes and a beautiful contemporary apartment with breath-taking views of Ramla Bay. The complex as found in the present day, was completed in 2008, and can accommodate up to sixty residents.

'...by opening a new retail outlet offering mainly gourmet food and beverage, under the brand name Vini e Capricci'

---

## Current Operations

### ABRAHAM'S SUPPLIES CO. LTD

Abraham's Supplies Co. Ltd is a well trusted and established food and beverage supplier, servicing a number of hotels, restaurants, bars and other related firms operating within the food and catering industry around Malta and Gozo. This specialisation in HORECA supplies has enabled the firm to build up over the years a comprehensive capacity base, both in terms of organisation, industry knowledge, as well as key relationships, both with local and foreign supplies, hence enabling the firm to take the lead within the sector.

At present, Abraham's Supplies Co. Ltd markets and distributes a comprehensive number of brands, ranging from coffee and beverages, wines and spirits, confectionery, food and catering consumables. In addition to these brands, the firm is also keen to continually expand its product range, through direct agreements with major suppliers and manufacturers across the globe, with most of its focus on Italy.

### OGYGIA

Under the brand Ogygia, Abraham's Supplies Co. Ltd markets a number of traditional Gozitan foods including marmalades, honey, carob syrup, sundried tomatoes, handpicked capers, peppered cheeselets, olives, natural sea salt, pâtes and pastries. These products are mainly available from the Vini e Capricci retail outlet, however the firm is also seeking to partner with other upmarket retailers to expand its market coverage.

The main objective of the firm is to put local products at par with imported premium foods, stressing the point that local products are as good as foreign imports. In order to achieve this objective, the firm's management carefully sources all of its products from trusted selected suppliers that can guarantee a consistent and genuine quality product.

### ABRAHAM'S HOLIDAY FARMHOUSES

The businesses' shareholders are also involved in the accommodation sector offering a number of superior highly finished accommodation. Nestled within the charming village of Xaghra, a stone throw away from the picturesque Ramla Bay, Abraham's Holiday Complex, aptly named 'Il Vigneto', houses six spacious and fully furnished luxurious holiday homes and a beautiful contemporary apartment with breath-taking views of Ramla Bay. The complex as found in the present day, was completed in 2008, and can accommodate up to sixty residents.

Il Vigneto Court is the perfect retreat for those seeking privacy but within easy reach of the cultural delights Gozo has to offer. With beautiful Mediterranean architecture, the project offers a high standard of luxury complete with private pools. Abraham's Farmhouses main objective is that of offering the best customer experience possible. This is achieved through an above average physical product in the form of superior finishes and amenities, as well as a culture of service excellence ensuring that customer expectations are always exceeded.

### Abraham's Arte

Art and culture are an integral part of the Vini e Capricci experience. Since opening its doors, renowned local and foreign artists have been given the opportunity to both exhibit and sell their works of art using the Donatella Cinelli Colombini Venue Suite.

These successful events have encouraged the firms to further invest in the art segment.

# Current Operations

## VINI E CAPRICCI BY ABRAHAM'S

THE VANGUARD OF RETAIL THEATRE AND GOZO'S CULINARY DESTINATION

More than a shop, Abraham Said, Managing Director and the inspiration behind Vini e Capricci, wanted a multi-sensory and immersive experience to delight the most demanding connoisseur and the most jaded palate. Epicurean local and foreign treats are a speciality and Vini e Capricci's team is persistently in search of the finest in award-winning wines and spirits, craft beers, oils, herbs and condiments - anything and everything that you need for cooking, eating and entertaining in style.

"Not only do we want clients visiting Vini e Capricci to try before they buy, but we want to host events, tastings and the marrying of food, wine and art - all under one roof"

Originally opened in 2013, Vini e Capricci by Abraham's aim was to marry a store selling the finest ingredients and foods with a cultural and artistic offer second to none. Success can be measured by a number of chefs and cooks who have Vini e Capricci on speed dial as well as their famous exhibitions.

In the past year Vini e Capricci has undergone a refurbishment with exciting new additions to the existing offer. Taking culinary theatricals to the new level, the Deli counter has been extended by an impressive 15 metres to allow a spectacular display for fresh pasta, aged and fresh cheeses, cured meats and cured fish. Vini e Capricci has brought its own stylish and Gozitan feel to the store. A butchery area and demonstration kitchen are also part of the design. Vini e Capricci's desire is to educate as well as to entertain, and the new additions are key to that ethos.

An elegant in-store café is a must in a food hall: offering a wide variety of coffee and tea blends, the café specialises in beautiful patisserie. Starting with freshly made breakfast croissants, the all-day offer is a destination in its own right.

A more substantial offer is provided by Vinoteca Livio Felluga. Delivering a new concept in dining, clients may choose from the à la carte menu or individual products from the Deli and Butchery counter, which will be then prepared for them in the kitchen.

Legendary Gozitan hospitality is readily available with Vini e Capricci's cellar; Cantina Michele Chiarlo. Named after Piedmont's leading wine maker, the cellar has been extended specifically for Magnums, as well as for the laying down and ageing of fine and premium wines.

With a selection of 60 wines by the glass or an endless choice from the wide range of wines found in Cantina Michele Chiarlo, everything is designed around the wishes of the client. Vini e Capricci lives up to its name - 'wines and whims' - to give the customer the ultimate in choice.

As Vini e Capricci is renowned for its exhibitions and event hosting, the Donatella Cinelli Colombini Venue Suite has also been updated to reflect the constant innovation and attention to detail on which the company prides itself. Perfect for private functions, both the privacy and elegant design are hard to replicate elsewhere on Gozo. Leading into the Gianfranco Berta Lounge, this area is dedicated to the appreciation of the digestif - the great houses for grappa, cognac, armagnac, whisky and rum are well represented. Drinks can be served by the measure or the bottle to suit the occasion. Add a walk-in cigar humidor and post dinner perfection is assured.

## BUTCHERY

Vini e Capricci by Abraham's is in a strategic agreement with a local breeder that raises Maltese cattle according to pre-set quality and dietary standards. This strategy also targets the catering industry, where Abraham's Supplies Co. Ltd is one of the major suppliers.

The company believes passionately in the Local Pork (il-Majjal ta' Malta), and performs great research on the grades of pork, that leads to the manufacturing and also aging at the meat ageing facility. Products such as salamis, and sausages amongst others, are prepared according to particular recipes developed by the Company.

The company also articulates great research on the Fassona Beef, an exceptionally lean meet from the Fassona Piedmontese breed which has excellent characteristics, due to its unique muscular structure, particularly in the thighs, which is the result of natural muscular hypertrophy, yielding high-quality meat that is distinguished by excellent texture, tenderness, juiciness, and a rich, sweet flavour.

## CHEESE AGEING FACILITY

Italy has a great variety of cheeses, ranging from fresh, mild creations to hard, aged cheeses with very mature flavours. Many of these are eaten at different stages of maturity, from months to years.

This aging or curing process is a vital part of cheese quality and is greatly affected by temperature, moisture, and salt content. Whilst the local consumer is well accustomed to foreign imported cheese, local cheese manufacturing tends to focus on Gozitan Cheeselets (gbejna), from either cow or sheep milk.









Vini e Capricci encourages this in the way it ages the cheese itself inside the Cheese Aging Room found at the premises.

# Proposed Brand and Service Expansion

This expansion is seeking to integrate the core competencies developed through each business operation and offer the market a comprehensive product offer made up of each distinctive element portraying a brand that is immediately associated with quality and exclusivity. A differentiation strategy will be adopted, fulfilling the needs of customers that are in search of something unique, genuine and authentic. This objective will be achieved through an appropriate strategy, which seeks to build up a competitive advantage as a result of:

- Operational Excellence | by appropriately investing in the development of an effective and streamlined value chain, and hence ensuring effectiveness throughout all activities, from idea and product development up to the final customer, binding together each link to offer clients the best experience possible and foster repeat business.
- Customer Intimacy | seeking as much as possible to satisfy customer needs and investing time, effort and resources in building customer loyalty and relationships.
- Product leaderships | by ensuring that only quality products and services are delivered to clients.

# The People

-  ***Owner & Managing Director***  
Mr. Abraham Said
-  ***Director***  
Ms. Michelle Said
-  ***Food Sales Executive***  
Mr. Luke Said
-  ***Vini e Capricci Manager***  
Mr. Jeremy Said
-  ***Store & Distribution Manager***  
Mr. Daniel Sultana
-  ***Management Consultant***  
Ms. Dolores M.E. Nolan
-  ***Head of Accounts***  
Ms. Riana Camilleri
-  ***Credit Controller***  
Ms. Diane Vella
-  ***Head of HR***  
Ms. Frances Camilleri
-  ***Head of Marketing & Events***  
Ms. Rica Xuereb
-  ***Executive Chef***  
Mr. Rubert Azzopardi
-  ***Sommelier and Wine Consultant***  
Mr. Fabien Etienne
-  ***Logistics***  
Ms. Anna Di Pietrantonio  
Mr. Joseph Farrugia
-  ***Sales Executive***  
Mr. Malcolm Cini  
Ms. Ruth Sammut

and a team of Sales People across Malta and Gozo



## The Brands

This wide network of contacts and product variety, without doubt, not only provides a solid competitive advantage, but also ensures that customers are well served with a complex variety of products, satisfying the needs of the most demanding client

---

## ARGENTINA

---

Altos Las Hormigas

## AUSTRALIA

---

Jim Barry

## BORDEAUX

---

Armagnac Delord | Cadrans de Lassegue | Château Bellevue | Château Beauregard | Château Cantenac-Brown | Château Cap d'Or | Château Castera | Château Corbin | Château de Fayolle | Château Fonroque | Château Grand Tayac | Château Le Thil | Château Mangot | Château Pavie | Château Petit Boyer | Château Rieussec | Château Roques Mauriac | Château Roylland | Domaine de Viaud | Le Puy | Tesseron Cognac | Vieux Château Saint André

## FRANCE

---

Boisset Collection | Champagne Lallier | Château de Coulaine | Domaine Bernard Fleuriet et Fils | Domaine de Terrebrune | Domaine Lebrun | Domaine Michel Girard Sancerre | Ferraton Père & Fils | Pinon Damien | Ropiteau Frères | Sunny Bay

## GERMANY

---

Villa Huesgen

**GREECE**

---

Mylonas Winery

**IRELAND**

---

The Boatyard Distillery

**ITALY**

---

Barone Pizzini | Berta | Birra Amarcord | Borgo dei  
Posseri | Borgo Molino | Bortolin Angelo Spumanti |  
Cantine Colosi | Cantina di Mogoro | Cantine Dei | Cantine  
Mothia | Cantine Sardus Pater | Casanova di Neri | Castello  
di Monsanto | Cincinnato | Delibori | Donatella Cinelli  
Colombini | Elena Fucci | Leonucci | Livio Felluga | Michele  
Chiarlo | Pievalta | PoggioargentierA | Salvioni | Talamonti |  
Tenuta San Guido | Tenuta San Leonardo | Terre di Valter |  
Torrevento | Tua Rita | Vietti | Villa Bella | Vini Franchetti |  
Zýmē

**NEW ZEALAND**

---

Hãhã

**PORTUGAL**

---

Quinta Do Crasto

**SOUTH AFRICA**

---

Meerendal

## SPAIN

---

Abadía de Tortoreos | Bodegas Azpillaga Urarte | Bodegas D. Mateos | Bodegas Pinord | Botas De Barro | Demencia | Estévez Bodegas y Viñedos | NITA

## USA

---

Kendall Jackson | Opus One | Pym-Rae

---

**ACETAIA**

Acetaia Giusti

---

**CHEESE & RICOTTA**

Beppino Ocelli | Caseificio Gennari |  
Caseificio Tosi | Caseificio Zucchelli |  
Cavallaro | Cilento | La Casearia  
Carpenedo | La Casera

---

**FASSONA BEEF**

Macelleria Oberto

---

**TÈ & CAFFÈ**

La Via del Tè  
Universal Caffè

---

**WATER**

Harrogate Spring  
Water, Recycled PET

---

**CONFECTIONERY**

Brezzo | Cannolificio Gieri Antonio di  
Micieli Corrado | Guido Gobino | I.CO.  
Cialde | Marabissi |  
Martinucci 1950 | Scar Pier | Vannucci

---

**HAZELNUT**

Papa dei Boschi

---

**OLIVE OIL**

Zagara & Jasmine

---

**BAKERY, PASTA & SAUCES**

Agnoni | Antica Sicilia | Cascina San  
Maiolo | Checco il Pastaio | Delfino |  
Fratelli Cantone | Gemignani | Man-  
tovagnocchi | Mario Fongo | Pastificio  
Vallebelbo | Ristoris | Rustichella d'  
Abruzzo |

---

**BEVERAGES**

Galvanina | Mavi Drink

---

**NUT & SNACK**

FOX

---

**SALUMERIA**

Coati Salumi | Leoni Randolpho | Maletti |  
Salcis



Since its launch in 2014, Ogygia has epitomised the authentic taste of true Gozitan flavours. We are constantly blending our supreme local ingredients in novel ways to create new taste combinations.

Bringing new products to the brand which show the authenticity and diversity of our Gozitan flavours is what motivates our Ogygia team daily.

Just as the nymph Calypso enchanted Odysseus on Ogygia, in Homer's Odyssey book and kept him under her spell - we endeavour to create tastes for our Ogygia range, which captivate and enchant all the senses.

Ogygia has risen to become not only a recognised and respected household name by those seeking wholesome traditional food, but one whose genuine goodness is also endorsed by gourmet chefs.



**SUNDRIED  
TOMATOES**

**LIQUEURS**

**GOZITAN  
CHEESELETS**

**TRADITIONAL  
BISCUITS**

**CAPERS &  
OLIVES**

**INFUSED  
OILS**

**COFFEE  
MIX**

**SAUCES &  
PÂTES**

**JAMS &  
CHUTNEYS**

**UNFILTERED  
EXTRA  
VIRGIN  
OLIVE OIL**

**SEA SALT**

**TORTA  
LEWZ &  
TAMAL**

**KUNSERVA**

**GELATO  
& SORBET**

**HONEY &  
CAROB  
SYRUP**

**HERBS &  
SEASONINGS**

**BEEWAX &  
LIPBALM**

**GALLETTI &  
GRISSINI**

**GIFT  
SETS**





## *Ta' Manann*

If you have visited Vini e Capricci, you surely have met Mary Anne, or better known as Mananni, Abraham's mother-in-law (il-kunjata). A charming woman, ready to invite and welcome anyone!

Her food is nothing short of divine. With legendary recipes across the island, Mananni took over this practice from her mother, from the very young age of 11, a practice which has been handed down from one generation to another.

"During the 70's, I emigrated to Australia and even if being so far away from my homeland, I made sure I'd keep these traditions that made me feel at home".

Mananni's story brought a new idea to the Company, that would help us represent our family value within the organisation by means of her traditional cooking.

This new line of products comprise of 'Qassatat', 'Torot', and 'Ftajjar' ta' Manann, thus a variety of Maltese recipes and seasonal specialties.

This genuine produce, is not only made with a lot of dedication but also continues to build on the concept of local produce and our already introduced local brand Ogygia.

t: (+356) 2156 3231 e: [abraham@abrahams.com.mt](mailto:abraham@abrahams.com.mt)  
f: abrahamsgozo i: abrahams\_gozo