



Company Profile

“There is no love sincerer than the love of food.”

George Bernard Shaw

Incorporating simple dining pleasures into your everyday lifestyle, The Comfort Food Company was founded in 2013, as a WLL company, with a vision of building brands to create an unmatched experience of being a passionate companion of food and comfort.

By delivering on-trend and exquisite blends of food concepts, The Comfort Food Company is built on pillars of leadership, creativity, innovation and reliability, which we believe contributes to delivering the best quality of food designed to suit everyone's palette.

Our core brands are known to exemplify famous cuisines, where familiar tastes are expertly merged with the highest quality ingredients alongside the best of local and seasonal foods, all magnificently curated in our artisanal restaurants. Our speciality lies in creating, managing and investing in new restaurant concepts and F&B products in and around the Middle East.

Who We Are

The Story So Far

To offer the best of comfort food, all created with a unique vibe and modern twist to ultimately enrich your culinary experience.



Our Vision

To offer the best of comfort food, all created with a unique vibe and modern twist to ultimately enrich your culinary experience.

Our mission is to constantly create, develop and maintain unique restaurant concepts with high business ethics and an exceptional reputation.

Our Mission

Our Values

Our three core values- Innovation, Hospitality and Quality serve as the foundation of our culture, and a definition of our character. Through these values, we relentlessly work to pursue the value-added growth for the company, by being engaged, determined and passionate to achieve success.

● Our Brands

The Grub Shack



“You’ve Been Grubbed!!”

Redefining the American diner concept, The Grub Shack, owing to its charm has already earned love with recipes and dishes that always get people talking. The cozy one-of-a-kind American diner concept by The Comfort Food Company first opened its doors to the hungry crowds in Hamala, in 2012. Serving hearty meals from breakfast all through dinner, The Grub Shack has incorporated quirkiness into the local food scene by making the best value of food and dining experience money can buy.

Keeping the promise of staying fresh, all THE GRUB is made using exceptionally sourced and blended ingredients, in addition to the having only the finest of the Certified American Angus beef produce.

Using only 100% trans-fat free peanut oil and ingredients and buns freshly prepared, The Grub Shack offers a collection of eclectic dishes like the fried chicken and waffles, the spicy lamb chops, and burgers like ‘The Elvis’ and ‘The Shredder’, to name a few.



EL Gringo



“Orale Vato!!! Authentic Mexican”

There’s always something that gets the appetite going wild and taste buds craving for more. Indulge in the traditional and authentic street flavours of Mexico only at El Gringo. Cooking with values and quality of food and environment in mind, El Gringo takes top spot with the menu being deliciously different, ticking off all the right boxes of the tastiest tacos, quesadillas and burritos.

Situated in the bustle of Hamala, you will find yourself consuming fresh ingredients with delectable flavours. Born out of love for Mexican food, El Gringo offers diners mouth-watering cuisine that will not be forgotten.

Choox Chicken Coop



“All Things Chicken”

There is nothing standard when it comes to the Kingdom’s new favourite, Choox Chicken Coop located at El Mercado Mall in Janabiya. With a rustic theme, this restaurant brings you the best of ‘All things chicken’, that is deeply satisfying, right to your dining table.

Cooked onsite, Choox Chicken Coop focuses in using the most simple, natural and necessary ingredients to present dishes that are truly a crowd pleaser. Each of their thoughtfully prepared dishes make for the single most perfect bite of delightful, perfectly crisp batter opening into the tender meat within. This kind of food matched with a wrapping ambience just grows on you making you come back for more.

Wangs Funky Chinese



“Funky Chinese”

Wangs, located in El Mercado, Janabiya, is The Comfort Food Company’s hottest venture, which opened its doors to the public in January 2017. This eatery draws inspiration from the bustle of China and serves up classic dishes that are familiar and comforting, yet re-invented with a modern and funky touch.

The unique ambience integrates fun classics with the Chinese pop culture giving you a different kind of dining experience of great quality Chinese food that is hard not to love.

Open from lunch all through dinner, Wangs stands out with its signature Kung Pao chicken, Cantonese Short Ribs, and traditional favourites such as the dim sums and Chow Mein designed to be shared, in the true spirit of the dim sum culture.

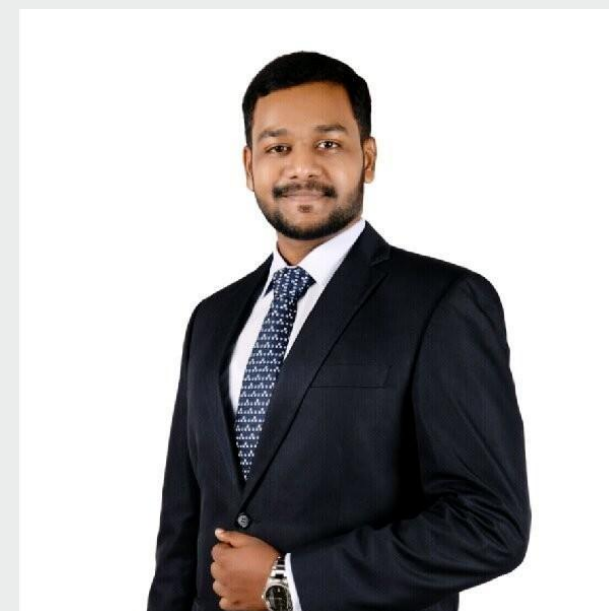
The Management



Rob Nakfour
Managing Director



Gideon Gonsalves
*Operations &
Franchise Manager*



Noel Saji
Accounts Manager

Our achievements

over
600,000
Customers

over
2.5MILLION
Sales

60
Team
Members

Time line

The Comfort food launches its first restaurant **2012**



2015 Our 2nd Restaurant Opened

Winner **2015**
TIME OUT *Best Burger*



Time line



2016

Our 3rd Restaurant Opened

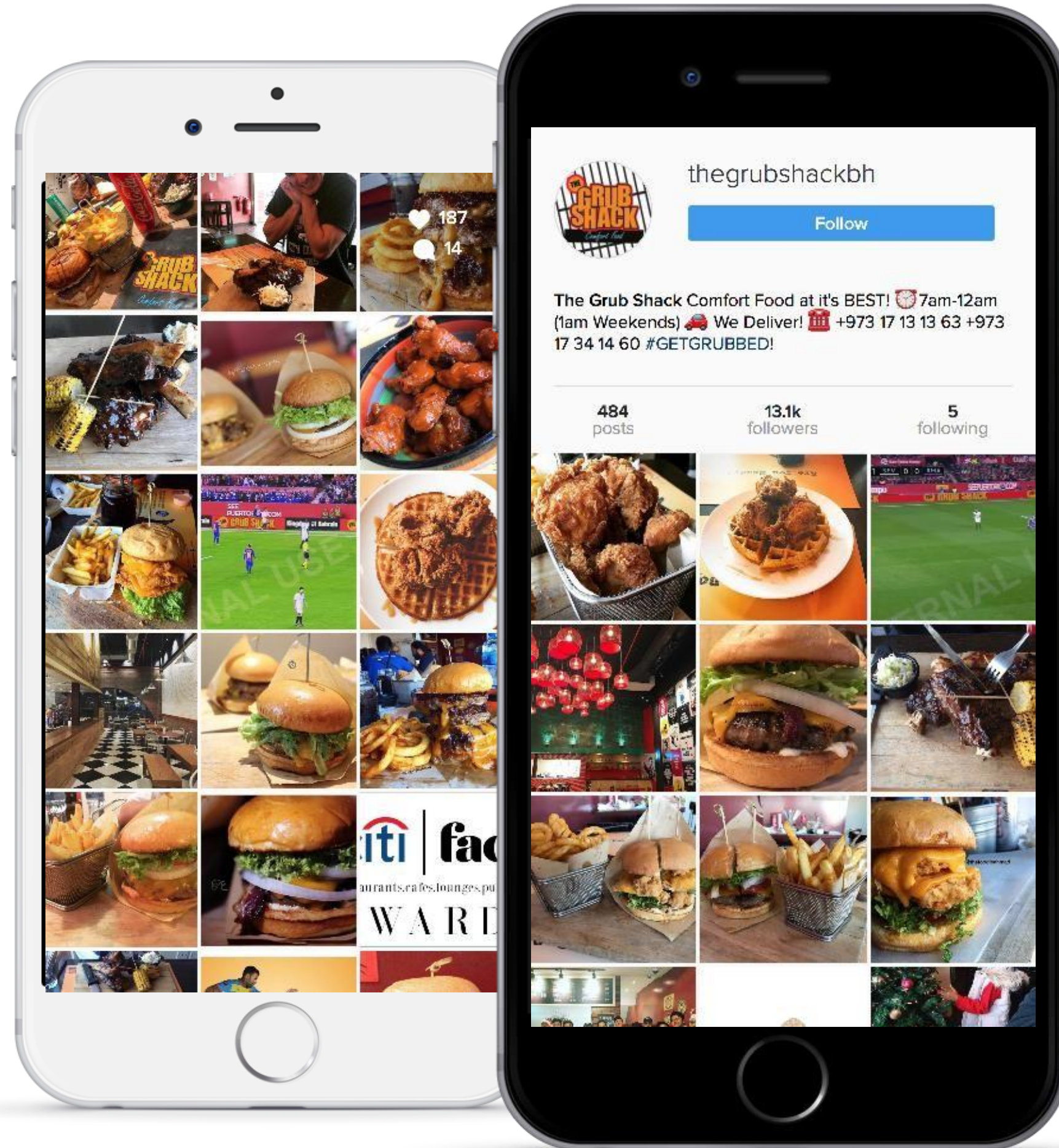
Our 4th Restaurant Opened

2017

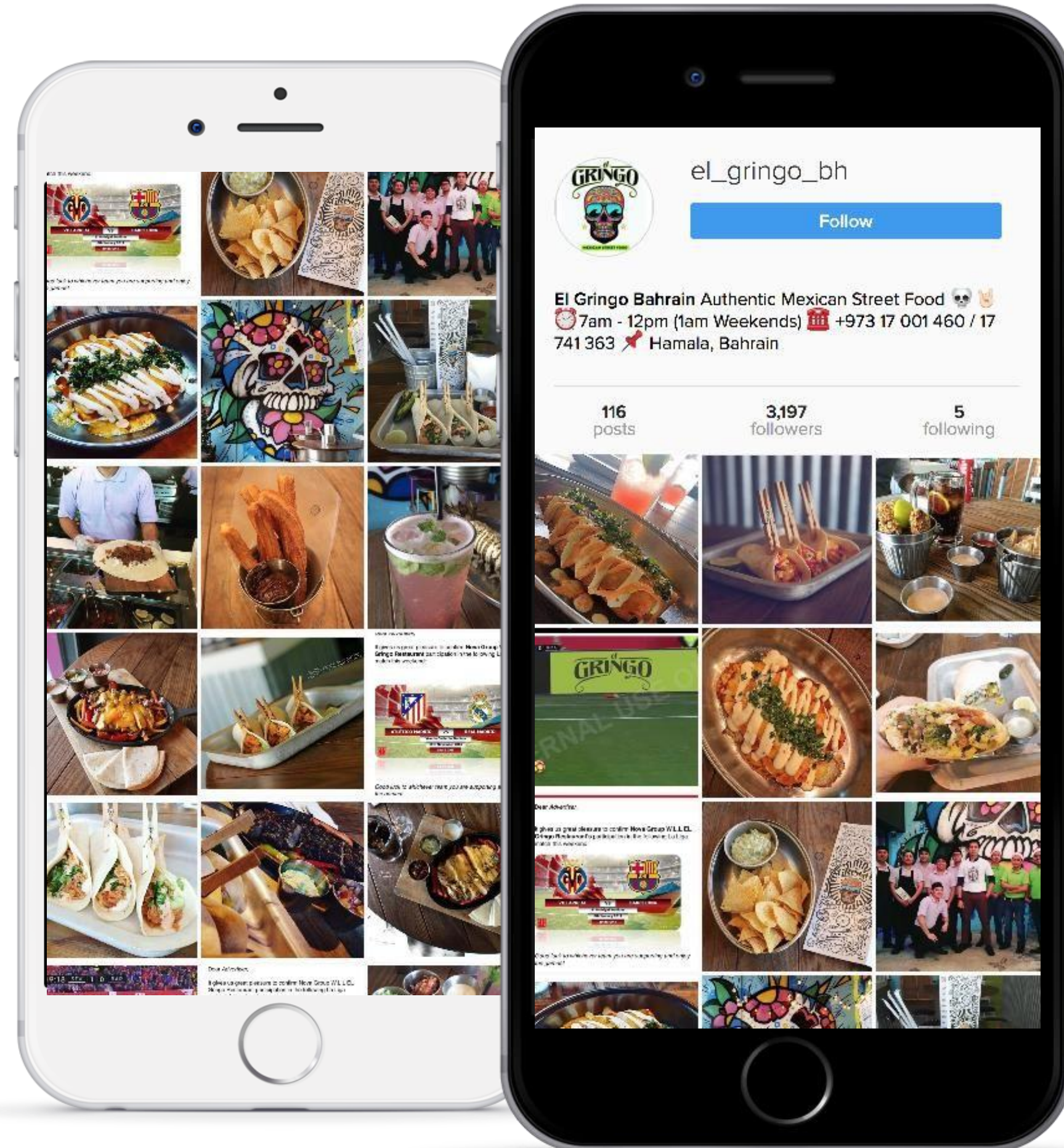


● Social Media

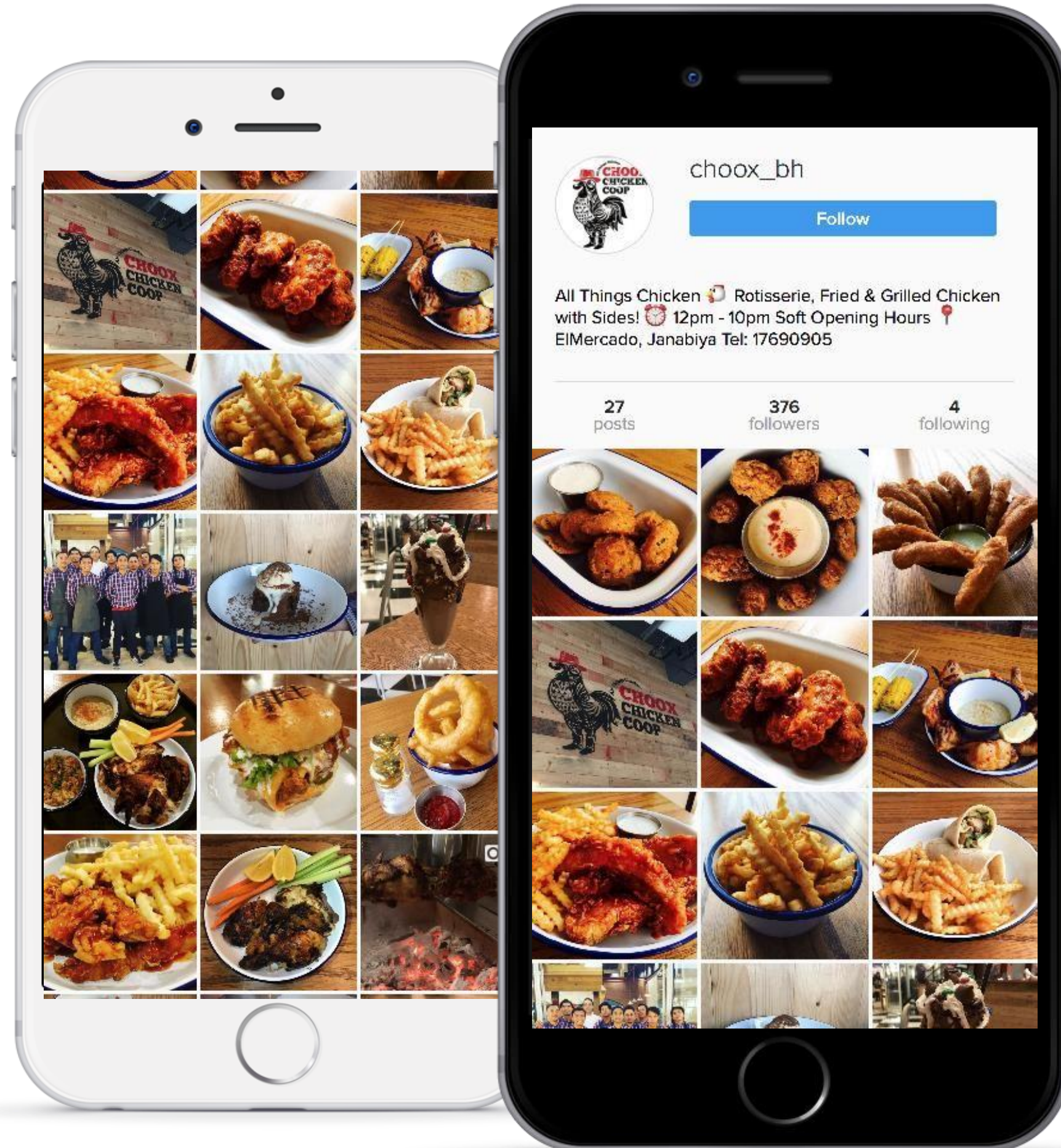
Social Media



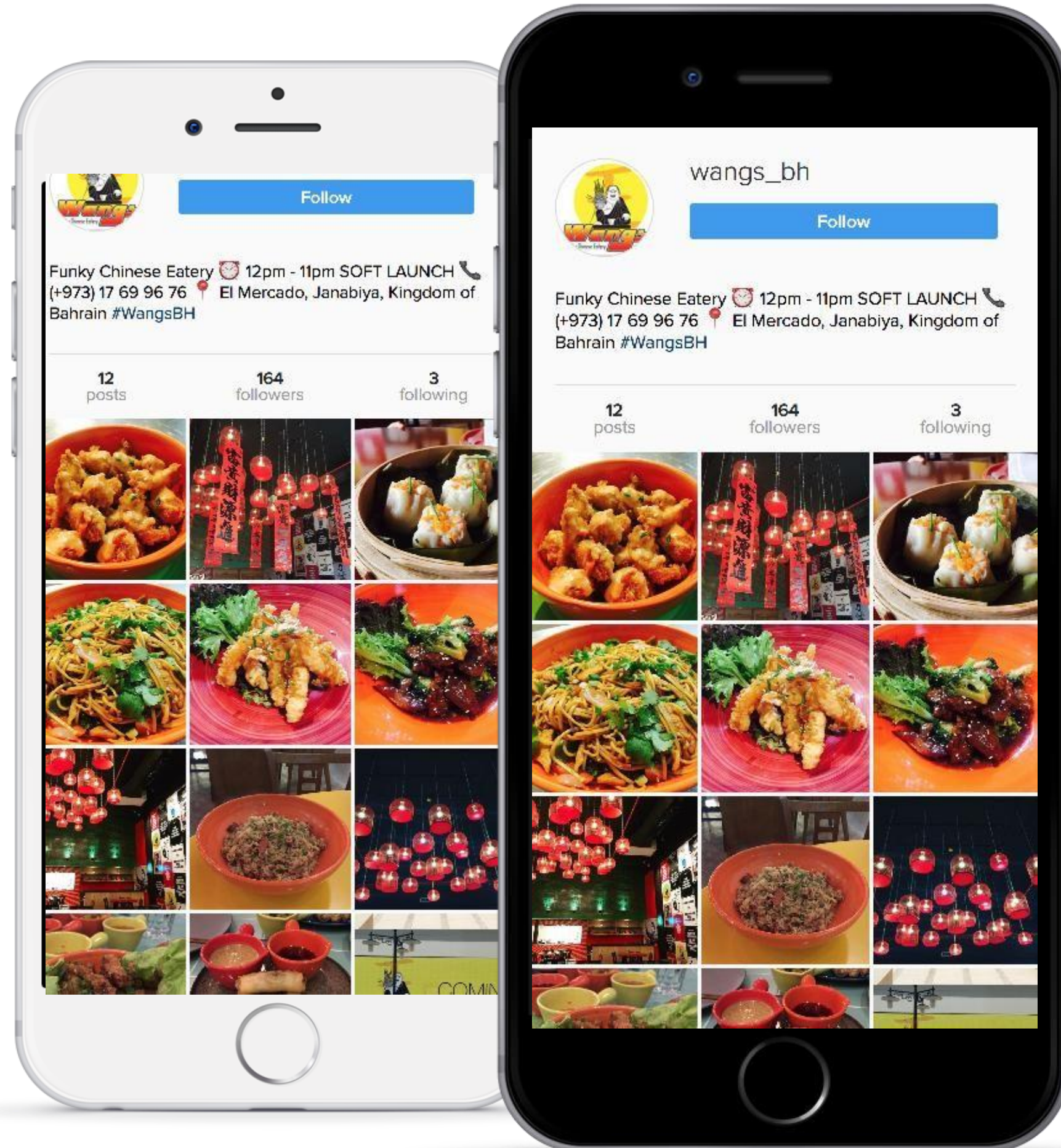
Social Media



Social Media



Social Media



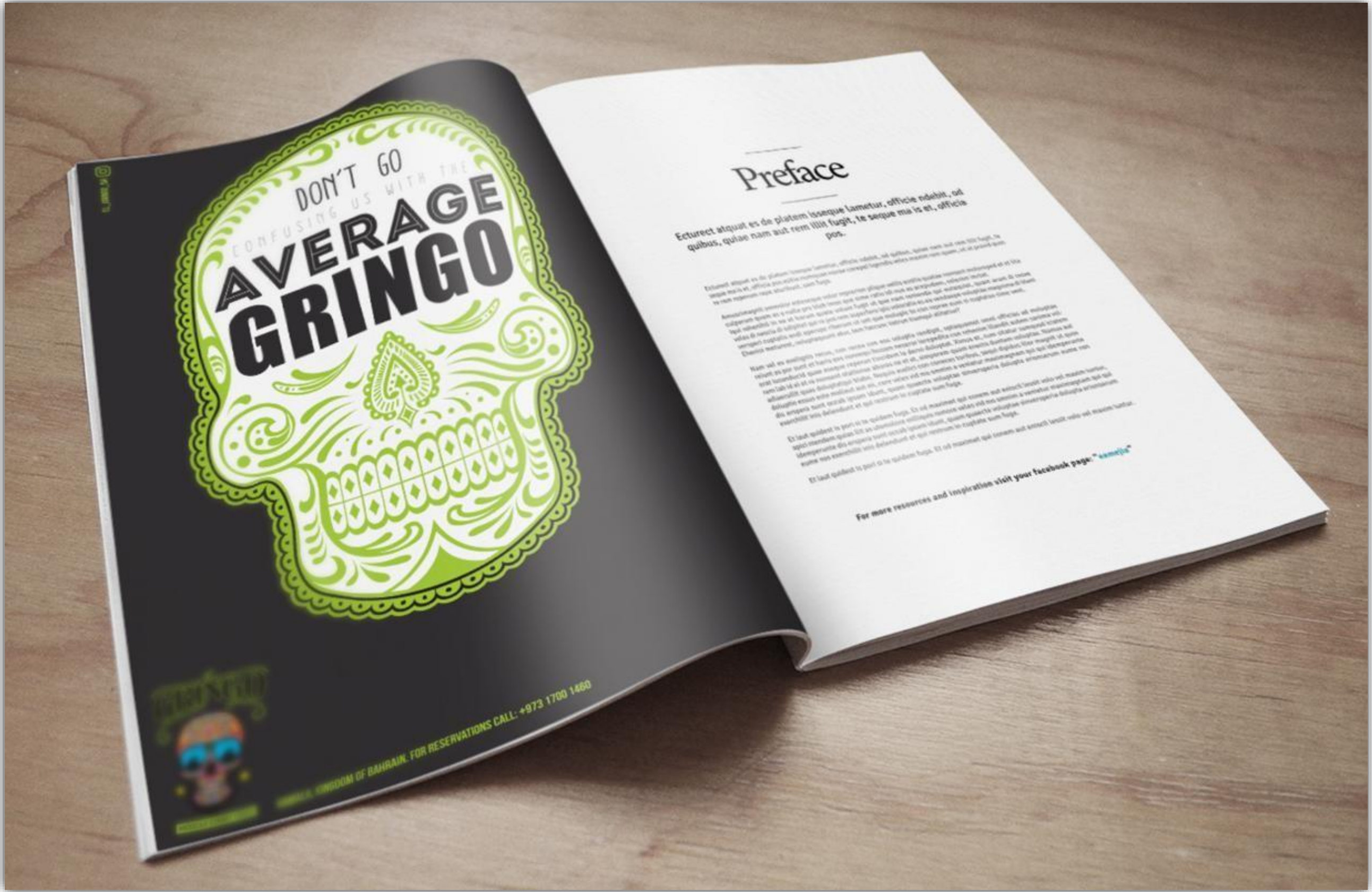
● Reviews

TimeOut Magazine





Bahrain This Month



● **Thank You**

