

Our Story

With over 200 employees and 50 years of experience, Café Najjar commands 47% of the local Lebanese market share and has come to be known in 53 countries abroad.

With this success, Café Najjar decided to open its own Café, namely La Maison Du Café.

Due to the instant success and encouraging feedback, La Maison Du Café, with its first outlet opened May 19th 2000, decided to start a franchise.

Today MDC Franchise System SAL operates 22 outlets in Lebanon and the Gulf Countries.

Our Philosophy

Coffee... the word itself brings the entire globe together. Excellent coffee... people would point in the direction of La Maison Du Café.

Our aromatic flavors go hand in hand with the right choice of salads, sandwiches and homemade desserts.

That is why our motto is:

"A connoisseur at your service".

Our Concept

We truly believe that success lies in our dedication, energy and constant strive to the best.

Come and find out:

Why will MDC grow... why is MDC so special... and why an MDC franchise....

This success can only be derived from the combined energy of Franchisor and Franchisee with the MDC friendly, honest environment and fun for all.

Franchising & the future

MDC franchise system is providing only a select group of qualified individuals the opportunity to be a part of this rewarding business.

We have the know-how and we can teach you our business.

Once you become a franchisee you will be privy to our operations manual, which describes the operations process in full details.

Now... you are a true partner and will take advantage of our concept, which is always on the move towards greater heights.

Our future is clear...

Excellence is our standard and success is our aim.