

A vibrant still life of fresh produce including spinach, tomatoes, oranges, and dates, with a parrot and a basket of groceries.

ALSABOQ

Premium Food Services

From the source to your table.

Est. 2020 · Since then, every day.

Backed by Ice Triangle Foundation for Food Services.



Quality isn't an option, but a promise we renew each morning.

Established in 2020 as a premier Saudi brand under the **Ice Triangle Foundation for Food Services**, **Alsaboq** was built on a simple conviction: premium food is a fundamental right for every household and business. We bypass the traditional market delays to connect certified farms and suppliers directly to your kitchen.



Trusted Quality:
Rigorous daily selection from certified sources.



Unmatched Speed:
Delivered in hours, or minutes during peak times.



Fair Pricing:
Direct sourcing means genuine savings for you.



Dedicated Service:
A 24/7 support team that actually listens.

Strategic Direction

Vision:

To be the Kingdom's premier platform for premium food delivery, redefining the traditional market experience with a modern, digital-first approach that reaches every door.

Mission:

Curating top-tier products through a smart, highly-optimized supply chain that guarantees uncompromising quality, rigorous safety, and precise timeliness.



Quality



Trust



Speed



Integrity



Innovation

By The Numbers: Our Proof of Scale

The Dashboard

+10,000

Happy Customers

+1,500

Diverse Products

14

Main Categories

99%















Customer Satisfaction

The Chart

Relentless Growth (Orders in Thousands, 2020–2026)



The Bounty Matrix: Thousands of Choices

Fresh Produce	Premium Proteins	Pantry & Staples	Specialty & Beyond
 Fresh Vegetables (320+)	 Red Meat (85+)	 Groceries (210+)	 Beverages (120+)
 Seasonal Fruits (180+)	 Poultry (60+)	 Dairy & Cheese (140+)	 Frozen (65+)
	 Seafood (70+)	 Spices (90+)	 Bakery (55+)
		 Nuts & Dates (75+)	 Organic (45+)
			 Hospitality (30+)

The Operations Engine: How We Work



Order.

Seamlessly browse and select from our extensive catalog via our digital app or website.



Pick.

Our specialized team manually hand-picks the finest items, applying strict, on-the-spot quality control.



Pack.

Items are secured in premium, professional-grade insulated packaging to lock in peak condition.



Deliver.

Dispatched immediately in our fleet of refrigerated vehicles for rapid, climate-controlled transit.



Enjoy.

Received at your doorstep in pristine condition, accompanied by a fully compliant tax invoice.

The Fleet

Delivering Quality faster than you can imagine.

Our dedicated, climate-controlled fleet covers the entirety of Riyadh, ensuring that the premium quality we select at the source is exactly what arrives at your kitchen.

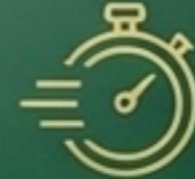


The Competitive Edge: Why Alsaboq Wins



Guaranteed Quality

Daily selection from certified farms and suppliers with rigorous, multi-stage quality control checks at every node.



Swift Delivery

Unmatched logistics enabling 1-2 hour delivery turnarounds within our primary coverage zones.



Best Pricing

Direct-to-source relationships bypass middlemen, transferring authentic wholesale savings directly to our partners.



Secure Payment

Frictionless, multi-gateway payment options protected by state-of-the-art encryption.



Customer Care

A dedicated, proactive operational support team available daily to resolve needs instantly.



Premium Packaging

Advanced insulated packing technology that maintains the perfect micro-climate for your goods in transit.

B2B Wholesale: The Supply Partner for Pros

End-to-end commercial solutions tailored for scale and precision.

Restaurants & Cafes

- Daily, reliable supply of produce and proteins.
- Preferential volume-based pricing tiers.
- Dedicated B2B relationship manager.

Hotels & Catering

- Precision weekly supply scheduling.
- Customized sourcing based on specific menu requirements.
- Comprehensive, frictionless tax invoicing.

Markets & Retail

- High-volume bulk wholesale capabilities.
- Carefully curated premium product lines.
- Flexible, adaptable logistics support.

Unwavering Standards

Commitments We Honor. Governed by KSA Law.

01

| **Quality Policy:** We adhere to the strictest standards in the selection, storage, and delivery of our products. Zero compromises before dispatch.

02

| **Return & Exchange:** Your rights are guaranteed. Unconditional 24-hour return or exchange if any product fails to meet your exact expectations.

03

| **Privacy Policy:** Partner and customer data is protected under the highest security protocols, used strictly to optimize your service experience.

04

| **Tax Invoices:** Fully compliant, ZATCA-approved tax invoices issued seamlessly for every transaction to simplify your accounting.

05

| **Working Hours:** Relentless support. Customer service is available 24/7, with active delivery operations running from 8:00 AM to 11:00 PM.

Let's Start Working Together

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ALSABOQ
السبوق

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