



Khaled Alzir

Founder of Wejar Specialty Coffee & Certified Coffee Expert

Syrian - United Arab Emirates

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Who is Khaled Alzir

Khaled Alzir is a Syrian entrepreneur and expert in the specialty coffee industry, currently based in Dubai, UAE. He is best known as the founder of Wejar Specialty Coffee, a brand he established in Dubai in 2021. Wejar is dedicated to sourcing high-quality coffee beans and honoring the deep-rooted Arabic culture associated with coffee. Before launching his own venture, Khaled honed his expertise as a Sales Manager at The Espresso Lab, a prominent specialty coffee company in Dubai, where he worked from October 2017 to August 2021. In addition to his entrepreneurial work, Alzir is an influential content creator within the coffee community. Through his social media platforms, including Instagram and TikTok, he shares educational and engaging videos on various coffee brewing methods, bean varieties, and the latest industry tools. His credibility is further solidified by his certification from the Specialty Coffee Association (SCA), marking him as a recognized and knowledgeable professional in the rapidly growing specialty coffee sector.

Achievements of Khaled Alzir

Khaled Alzir successfully founded his own brand, Wejar Specialty Coffee, in Dubai in 2021. The name "Wejar" is inspired by the traditional Arabic fire pit used for brewing coffee for guests, and he has built a brand identity that combines authenticity with high quality in a competitive market. Alzir holds a certification from the Specialty Coffee Association (SCA), a prestigious international credential that validates his deep knowledge and advanced skills in all aspects of coffee, from tasting and evaluation to professional brewing techniques.

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