



LEBANEATS

FRESH TASTE OF LEBANON

a fresh taste of Lebanon.

FRANCHISE PROSPECTUS

WELCOME TO LEBANEATS

At LebanEats, we're obsessed by authentic, delicious, fresh and healthy Lebanese food.

For us, food is a celebration of life, a reason to get excited day in, day out. It's what gets us out of bed each morning and true to Lebanese hospitality, we love sharing our great food with others!

After a decade of outstanding success in our London stores we are now expanding our business throughout the UK, sharing our successful business model and established brand to franchisees.

Why Lebanese cuisine?

Having worked in the industry, Hakeem discovered that the popularity of Lebanese and Middle Eastern cuisine is rapidly rising in the UK. With its diverse and unmistakable recipes and flavours, the cuisine's popularity has quickly taken shape and demand has grown not just in culturally diverse areas such as London, but nationwide.

Whether you are a meat-lover or a vegetarian, health-conscious or looking for an indulgent treat; Lebanese cuisine suits all.

Our stores are open nearly 24/7, catering to a diverse clientele of early morning breakfast seekers, lunch hour office-goers, a place to chill in the evenings as well as a spot to grab a quick bite after those late nights on the town.

We focus on ensuring our customers walk in hungry and leave full and happy.



OUR STORY

It started with four distinct individuals who each had dreams of following their passion for food, with a goal of bringing innovation to the London food scene.

Restaurant Consultant Abdhul Hakeem and Chef Peter Joseph were classmates back in their homeland of India, Peter started his culinary journey in the kitchen whereas Hakeem focused on front of house operations. Now an award-winning Chef, Peter went to Beirut for food research and later shared his experience and vision with Hakeem and other friends Bastin and Jasdeep over dinner one day. Friends and colleagues Bastin and Jasdeep worked in technology together, through their shared love and passion for food they also had the dream of creating a unique dining concept in London.

The team was fascinated by the details shared by Peter and as they all have had experience in working and travelling across Middle Eastern countries, the cuisine became one of their favourites. They developed a keen palette for the unique flavours and soon created a vast menu of delicious traditional Lebanese food (with a hint of inspiration from their homeland of India.)

With their entrepreneurial spirit, Hakeem, Bastin and Jasdeep wanted to take it to the next level and so started to develop the LebanEats concept to the high standards that they deliver now. As a team along with the help of another passionate Chef Santhosh, they brought an outstanding innovation to the QSR market.

In 2009 LebanEats was born.

The first store was opened in Mayfair and we very soon had four units in central London, serving freshly prepared Lebanese food. Our aim is to make LebanEats a household name, with a plan to open 50 units by 2025.





THE OPPORTUNITY

We are offering franchisees across the UK the chance to use our established business model and brand to bring a taste of Lebanon to their communities. You will be given everything you need to hit the ground running with your new business, receiving comprehensive training and support from the experienced team at LebanEats.

What you receive:

- The rights to use the brand and systems for 5-years
- Exclusive territory in your chosen area
- Site acquisition assistance
- A store design with an option of a turn-key project
- Initial comprehensive training and ongoing support
- Staff training and support
- Website and mobile apps
- Marketing support
- Technology (Sales insights, multi-platform dashboard, sales prediction algorithm, shift planning algorithm, supply application to predict, place and receive orders and much more)
- Access to the partner pricing (Delivery companies, digital food safety, other perks and benefits)

*“Lovely wraps and salads all made fresh before your eyes and *fabulous* soup. A real change from the endless Pret/Eat fare. Good prices too and friendly staff. Try the non-alcoholic ‘beer’ with it.”*

Colm on TripAdvisor

THE FRANCHISE MODELS

Master Franchise

As a Master Franchisee you will be developing your franchise network within your territory as well as managing your own LebanEats restaurant. Your responsibilities will be to develop brand awareness in your area and to support your sub-franchisees with their marketing, services and operation.

Your role will be:

- Open a central commissary to supply all menu items to franchise stores, to LebanEat's standards and recipes
- Your store will be certified as a training store
- Recruit franchisees
- Supervision and the build out of franchisee stores to corporate standards
- Train your franchisees
- Maintain standards in franchise stores through regular audits



Master Franchise Fee

Negotiable by territory

Store Franchise Fee

£17,500

Commissary Fit-out Cost

£15,000 – £25,000

Store Fit Out Cost

£1,500 per s/m²

THE FRANCHISE MODELS

LebanEats Restaurant

Own your own LebanEats restaurant in your chosen area, you can even operate multiple restaurants. Be the restaurant manager and offer your customers a full menu of fresh and delicious Lebanese cuisine.

Franchise Fee £17,500

Fit Out Cost £1,500 per s/m²



LebanEats Dark Kitchen

Launch your delivery-only LebanEats Dark Kitchen to serve a local residential population. Your kitchen will be fully fitted in a dark kitchen facility with preferential rates with delivery partners such as Deliveroo, Uber Eats and Just Eat.

Franchise Fee £12,500

Fit Out Cost £15,000 – £20,000



THE BUSINESS MODELS

LebanEats Pop-up Stall

Take your LebanEats stall to popular markets, student areas and events. You will be offering hungry passers-by a reduced menu of Lebanese street food.

Franchise Fee £10,000

Fit Out Cost £10,000 – £20,000



LebanEats Food Truck

With a LebanEats food truck you can take a taste of Lebanon with you wherever you choose; festivals, markets and events.

Franchise Fee £15,000

Fit Out Cost £15,000 – £25,000





"I'm a huge fan of Lebanese food and this is a very good take out place. The vegetables are fresh and the meat has a great grilled charcoal taste to it. Service is also friendly and efficient. Thoroughly recommended."

Barrington on TripAdvisor



THE MENU

We serve a wide range of exciting, fresh and authentic Lebanese cuisine – pastries, mezzas, wraps, salads, hot dishes, soups, snacks, dips and drinks.

Your customers will be truly spoilt for choice. Whether sitting down for a hot meal or popping in for a quick lunch; our large and diverse menu has something for everyone. We have options for gluten/wheat free, vegetarians and vegans.

We're continually refining our recipes and improving our ingredient supply to raise the bar for Lebanese food in the UK. Our

delicacies are made from our very own home developed recipes.

Our food is naturally prepared with great care and skill. Our chefs source the freshest ingredients which is the foundation of our great tasting Lebanese food.

You don't have to be a trained chef or have food preparation experience (although it may help), you will receive all the training that you need to deliver the highest quality service to your customers.



MEET THE TEAM

ABDHUL HAKEEM

Operational Director

Hakeem is a passionate foodie and restaurateur with over 20 years of experience within the hospitality industry. He experienced good home cooking and by constantly observing his mother cook; inventing and tweaking recipes, which inspired his dream to provide simple good food for people to relish and enjoy. With the goal of setting up his own authentic and fresh fast-food restaurant, he went on to do his Masters in Hospitality and Business Management.

Known for his expertise, networking prowess and ability to provide a strategic dimension to business, he has helped with various phases in setting up the stores, brought back stores with declining sales and infused new life into them.



PETER JOSEPH

Chef Consultant

Once he had decided to dedicate his life to the art of cooking, Peter entered the hospitality industry and began gaining experience in professional kitchens. Peter loves British produce – especially meat – because it's sustainable, fresh and local.

Peter has taken the food he grew up with to dizzying new heights. He made his name at the Michelin-starred Tamarind, and now has his own restaurant Kahani in Chelsea. After exploring and modernising the Indian classics, Peter is now taking the journey towards Middle Eastern and Lebanese cuisine whilst working again with his friend Hakeem.



JASDEEP SONI

Director

Jasdeep is a technocrat by profession (and a foodie by passion) he has worked with 500 leading companies in Asia, US and Europe to enable organisations to build strong data analytic solutions. He hails from the small town Goa in India and had a dream of setting up a shack on a pristine beach.

Having lived in London for the last 10 years, with his dream still live he decided to pivot into setting up a venture serving freshly made Lebanese food. Jasdeep is a passionate entrepreneur, determined to bring good quality food to the London market.



BASTIN TITUS ANTONYRAJ

Director

Bastin Titus Antonyraj is a passionate artist and a self-learned expert in cooking, his roots trace back to the Chettinad from South India where cooks would endlessly experiment with different hand-grounded spices. Fond of his kitchen space at home, his devotion to cooking tasty and healthy food led him to find a way to professionally share his fervour towards this industry.

A professional Big Data Solution Consultant/Adviser, Bastin has been part of many leading and MNC's for over 18 years in countries across the globe. He helps and advises in architectural designing, building and implementing analytical solutions.



MEET THE TEAM

SANTHOSH MEGANATHAN

Chef Consultant

Santhosh was born and raised in Peninsular India. His formal Chef training began in India and the Maldives and he then came to the UK in the early part of 2003 to educate and explore the culinary art, master various cuisines, flavours and cooking techniques.

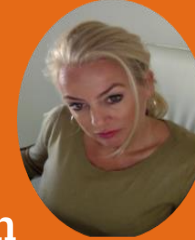
Here in the UK, having completed his B-Tec and Post Grad degree in Hotel & Business Management and his culinary experience over 20 years Santhosh is able to bring innovation in running a restaurant, kitchen organisation, menu planning and food costing.

Santhosh has been the Executive Sous Chef at the 5 Star Luxury Collection Hotel, The Park Tower Knightsbridge London. As well as at the award-winning restaurant One-O-One, one of the top fresh seafood restaurant in the country.

Chef Santhosh has teamed with Lebaneats London, bringing his cooking passion, knowledge and skills to take it to the next level of success in the culinary world.

ANIL SUNKUR

Operations Manager



Julie McLaughlan

Business Development & Franchise Director

With more than thirty years' expertise gained working internationally and domestically in senior leadership and strategic roles: helping to make commercial ambition a practical reality. Julie has strong organisational, analytical and team building capabilities. Consistently championing world-class standards, and challenging the status quo whenever necessary, as a trusted and reliable adviser at board level.

Ensured optimal growth and profitability trajectories through insightfully matching franchise partners with franchisors.

Received SME Managing Director of the year 2022: In recognition of Exporting Brands

AVITA PEREIRA

Training Manager





OUR FRANCHISEES

We look for committed professionals with the desire and motivation to succeed. Experience in management or the food industry would be a bonus.

As a franchisor we will be entering into a partnership with you, which involves significant levels of trust and confidence from both sides. The recruitment process involves a significant investment in time, money and effort with any new franchisee. We will also be looking to make sure that you will be compliant with our systems.

Whilst we encourage ideas and innovation, for brand protection it is essential that a system and proven business model is followed by all franchisees.

You should have

- A love of good food
 - People skills
- The ability to adhere to our systems
 - Customer service skills
 - Passion and drive

FAQs

How quickly can I get started with my LebanEats franchise?

Every franchise launch is unique and individual, we will work with you to get you up and running as quickly as possible. All of our initial training is done on a one to one basis and this enables you to get your LebanEats business off the ground.

How much can I earn in my LebanEats franchise?

The LebanEats business model is a low overhead, high profit business. As soon as we have met, you will be provided with a confidential Franchise Information Memorandum, amongst many other important pieces of information, the FIM comprises of a detailed three-year franchise business plan that provides full revenue, expenditure and profit and loss information.

Can I take trade and professional references on the company?

Of course! We would expect nothing less; LebanEats has a highly experienced management team. The FIM provided at our first face to face meeting contains much of our reference material, but we are happy to provide whatever other information that you require in order that you can make an informed decision.

Can I resell in the future?

Yes, you can (on the terms set out in our Franchise Agreement including our approval of the purchaser as a new franchisee). This is generally why most of us start a business in the first place. Should you decide at some point to retire or move on, our franchise agreement is for 5 years; you therefore have an asset that is realisable at a premium price.

How can I finance my franchise?

We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks, who will be happy to answer any of your questions.

Of particular importance to those establishing a LebanEats franchise, we have a loan facility in place with The Start Up Loans Company, a UK government lending initiative where new start franchises can borrow unsecured and at a low rate of interest up to £25,000 for the purchase and establishment of the business. Additional funding is available as required.

COMPLIANCE

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Whilst we encourage ideas and innovation, for brand protection it is essential that a system and proven business model is followed by all franchisees.

As a franchisee not only will you be expected to adhere to the system, you will also be expected to be able to work well with the rest of the team.





WHAT'S NEXT?



Do you think the LebanEats Franchise is perfect for you?

We want to hear from you!

If having read through the prospectus you believe you have the necessary skills and desire to become a franchisee with LebanEats, then you are ready to take your application further.

The next step is to provide you with answers to your questions regarding the franchise and then arrange for you to come and meet the team.

You will also be provided with a confidential Franchise Information Memorandum (FIM) that explains at length the unique operating methods of LebanEats, complete with a projected profit and loss over the first three years of the franchise.





LebanEats Franchising Ltd
85 Vicarage Farm Road
Hounslow
England
TW3 4NN

In partnership with

Accentia[®]
Strategic Franchise Solutions

Accentia Franchise Consultants Ltd
48 The Grove
Ilkley
West Yorkshire
LS29 9EE
t: 01943 886711

