



CONCEPTUAL PRESENTATION

TABLE OF CONTENTS

- I. About
- II. Em Sherif Sea Café Concept
- III. Interior & Food Gallery
Em Sherif Sea Café
- IV. Franchise Details



ABOUT

Em Sherif, which translates to “the mother of Sherif” in Arabic, is a traditional and refined restaurant that is a gathering hub for Lebanese culture no matter which outpost one finds themselves in a culture which is tasted, seen, heard, and constantly felt through its cuisine, décor, music and its familial hospitality. The entire group’s restaurant concepts are recognized for their ability to showcase the many facets of Lebanese cuisine in a traditional, yet refined dining setting and ambiance.

Founder and Chef, Mireille Hayek, opened her first restaurant in Beirut, Lebanon, in 2011 and has since grown to have 18 restaurants across the Middle Eastern region, including to date in Monaco, London, Qatar, Egypt, Kuwait, UAE, to name a few, with more exciting international locations to come under her belt soon.



EM SHERIF SEA CAFÉ CONCEPT



Em Sherif Sea Café is a seafood a la carte concept featuring fresh seafood dishes, traditional Lebanese mezze and a beef bar corner. Guests visiting can experience the award-winning Mediterranean cuisine that has taken the world by storm.

GALLERY

EM SHERIF SEA CAFÉ, ABU DHABI INTERIOR



GALLERY

EM SHERIF SEA CAFÉ, ABU DHABI INTERIOR



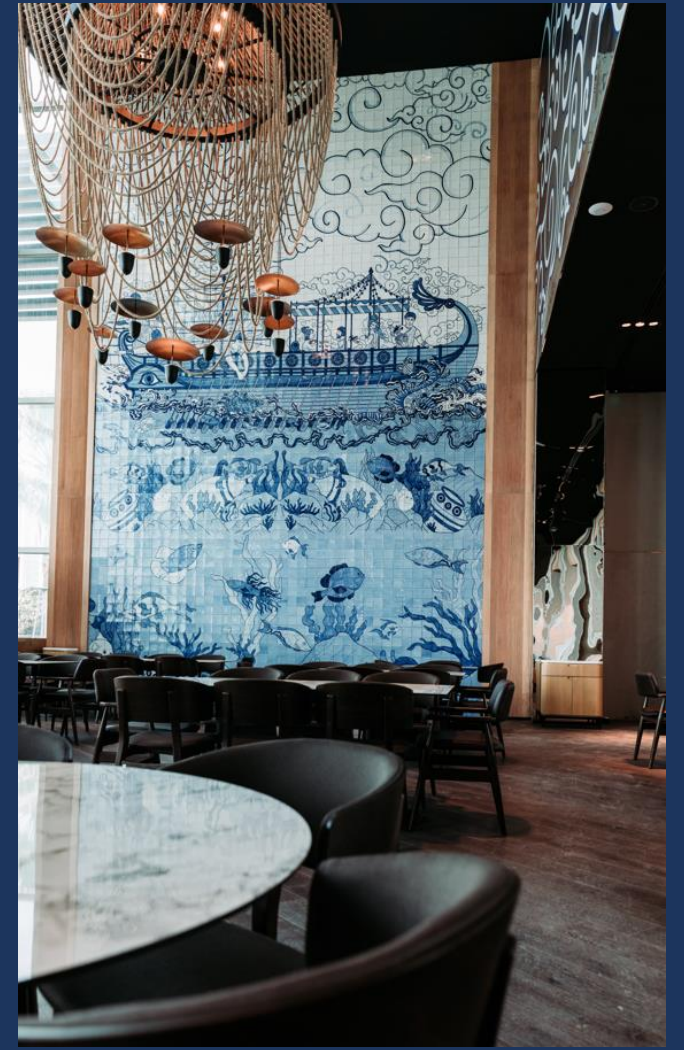
GALLERY

EM SHERIF SEA CAFÉ, ABU DHABI INTERIOR



GALLERY

EM SHERIF SEA CAFÉ, BAHRAIN INTERIOR



GALLERY

EM SHERIF SEA CAFÉ, BAHRAIN INTERIOR



GALLERY

EM SHERIF SEA CAFÉ FOOD



GALLERY

EM SHERIF SEA CAFÉ FOOD



FRANCHISE DETAILS

A. What We Offer

- Location preliminary survey (2 days visit).
- Interior decoration guidelines and detailed layout requirements
- Site visits and works follow up (1 day every 2 weeks).
- Transfer of know-how, franchise manual, technical sheets...
- Key employees (chef, sous-chef and manager) hiring and training for (3 ,2 weeks in our restaurants in Beirut) in addition to 8 other key positions.
- Local employees training (3 ,2 Months in the designated territory and Lebanon by our F&B managers).
- Suppliers sourcing and ingredients quality selection...
- Grand opening preparation and assistance...
- Monthly visits for assistance and quality survey (2 days/month for 1 year).
- Recruitment and training of the management team (9 to 10 people).

B. What You Should Provide

- A very prime location for the intended restaurant in the requested city within the desired territory.
- The complete building, furniture and equipment of each location according to our concept guidelines
- Hiring of qualified staff as per our requirements
- Salaries of hired key employees during their training in Beirut
- Airline tickets and lodging of our delegates for their visits to your restaurant.

THANK YOU