

أم شريف  
EM SHERIF  
CAFÉ

CONCEPTUAL PRESENTATION

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# 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 22 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 CAFÉ CONCEPT



Em Sherif Café, the all-day dining luxury café serves an exquisite "a la carte" menu of traditional Lebanese delicacies and sumptuous bites while maintaining the highest standards of food service quality.

*Em Sherif Café* is open in the UAE at the Heritage Hotel, Autograph Collection in Dubai and West Bay in Abu Dhabi, in Saudi Arabia, Riyadh at The Zone, in Qatar at the Millennium Hotel in Al Sadd, Doha, The Avenues Mall in Kuwait and two locations in Egypt (Waterway 2 and Park Street), in Baghdad at Dijlah Village, in Amman, Jordan at Al Abdeli district & recently Em Sherif Café has opened its doors in Abidjan at Zone 4.

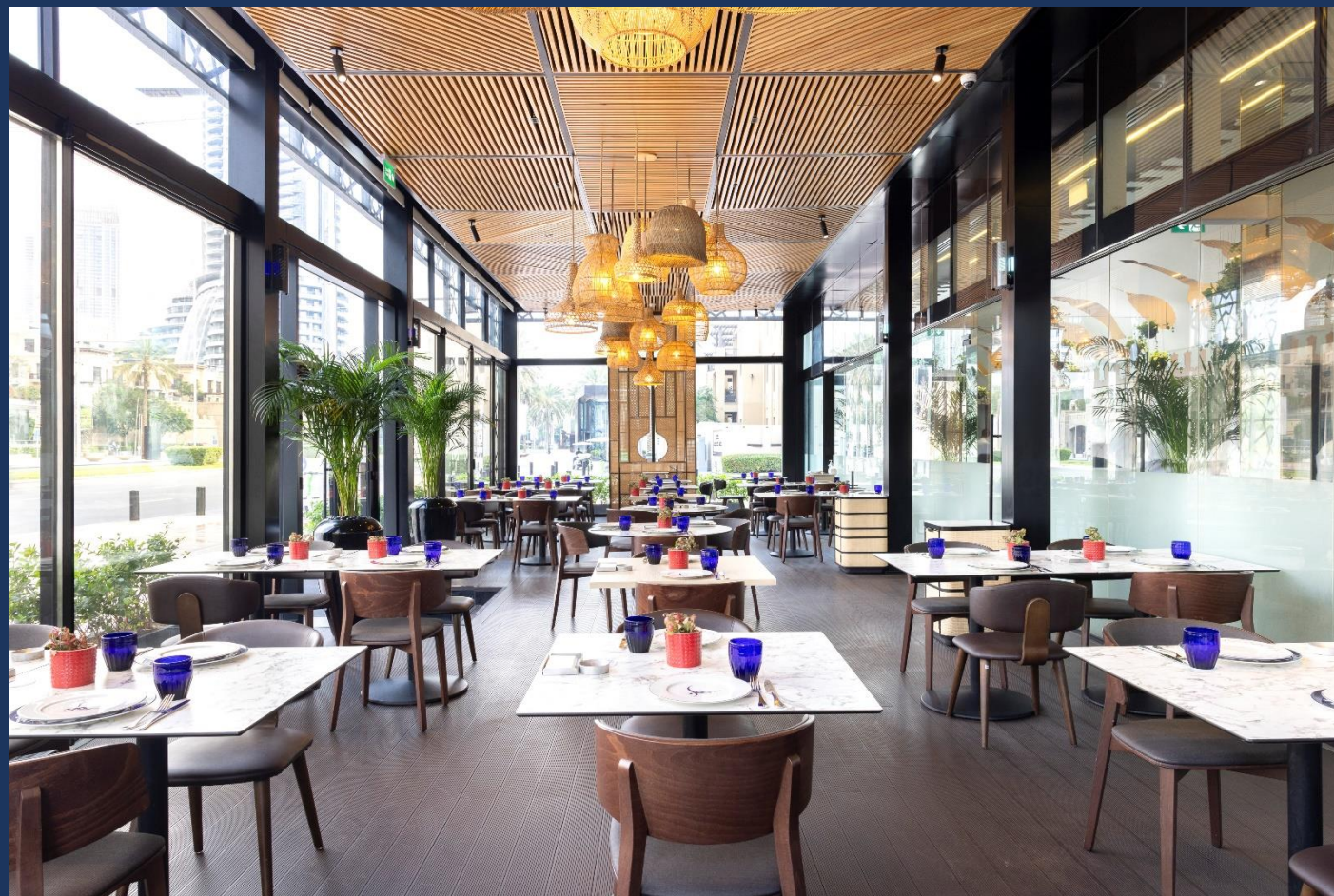
# GALLERY

EM SHERIF CAFÉ, ABU DHABI INTERIOR



# GALLERY

EM SHERIF CAFÉ, DUBAI INTERIOR



# GALLERY

EM SHERIF CAFÉ, QATAR INTERIOR





# GALLERY

EM SHERIF CAFÉ, AMMAN INTERIOR



# GALLERY

EM SHERIF CAFÉ, BAGHDAD INTERIOR



# GALLERY

EM SHERIF CAFÉ, ABIDJAN INTERIOR



# GALLERY

EM SHERIF CAFÉ , FOOD



# GALLERY

EM SHERIF CAFÉ , FOOD



# FRANCHISE DETAILS

## A- What we provide

### Pre-opening support

- Location preliminary. Survey.
- Transfer of know-how and guidelines through 7 detailed manuals.
- Recruitment and training of key managerial positions in Beirut Lebanon.
- Supplier sourcing and quality insurance of raw products.
- Grand opening preparation and support.

### Post-opening support

- Periodical visits to outlets as agreed upon (up to 2 days per month for the first year).
- Periodical update of manuals.
- Periodical update of menu items and recipes.

## B- What you provide

### Pre-opening requirements

- A location that is satisfactory to our requirements.
  - Ideally surface should be of 400 sqm (40% allocated for kitchen).
  - Ideally a seating capacity of 120.
- The complete building and FFE as detailed in the franchise manuals you will receive.
- Hiring qualified staff as per our requirements.
- Salaries of key personnel during their training period in Beirut Lebanon.
- Airline tickets and lodging to our delegates during periodical visits (continues after the opening as well).

### Post-opening support

- Adhere to all clauses approved upon in the franchise agreement.

THANK YOU