

أم شريف
EM SHERIF
RESTAURANT

CONCEPTUAL PRESENTATION

TABLE OF CONTENTS

- I. About
- II. Em Sherif Restaurant Concept
- III. Interior & Food Gallery
Em Sherif Restaurant
- 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 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 RESTAURANT CONCEPT



Em Sherif Restaurant, a fine-dining Lebanese concept that offers an unmatched first-class culinary experience to guests. Renowned for its distinctive twist to Lebanese cuisine, Em Sherif offers a set menu featuring an array of mouth-watering dishes while enjoying live entertainment.

Em Sherif Restaurant exists in Kuwait's Palms Hotel, Al Maha Island in Doha, Qatar, Damascus at the Four Seasons Hotel, Monte-Carlo at Hotel de Paris and in Harrods in London.

GALLERY

EM SHERIF RESTAURANT, LONDON INTERIOR



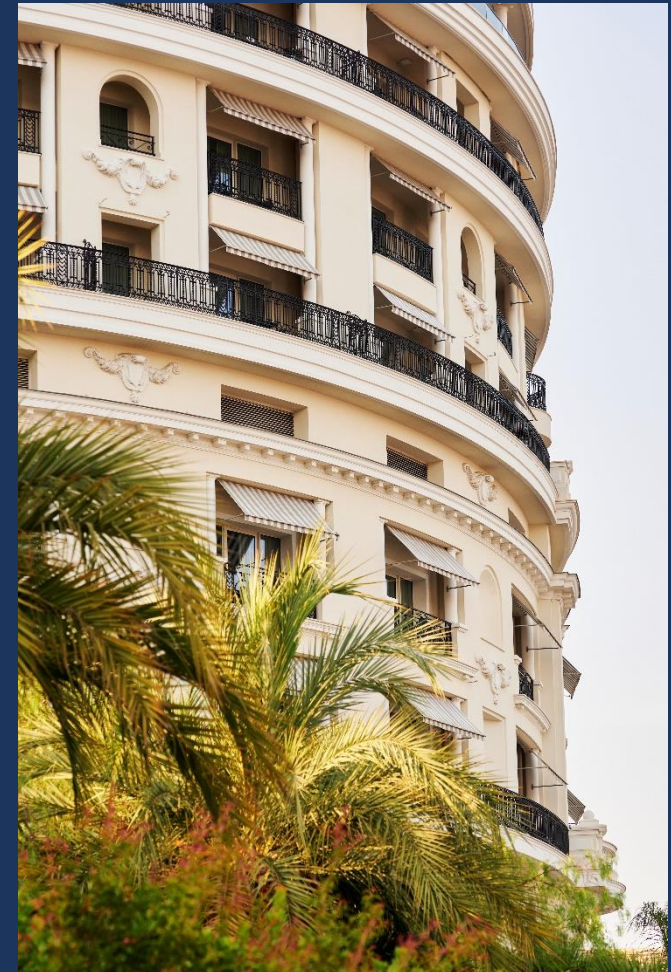
GALLERY

EM SHERIF RESTAURANT, LONDON INTERIOR



GALLERY

EM SHERIF RESTAURANT, MONTE-CARLO INTERIOR



GALLERY

EM SHERIF RESTAURANT, QATAR INTERIOR



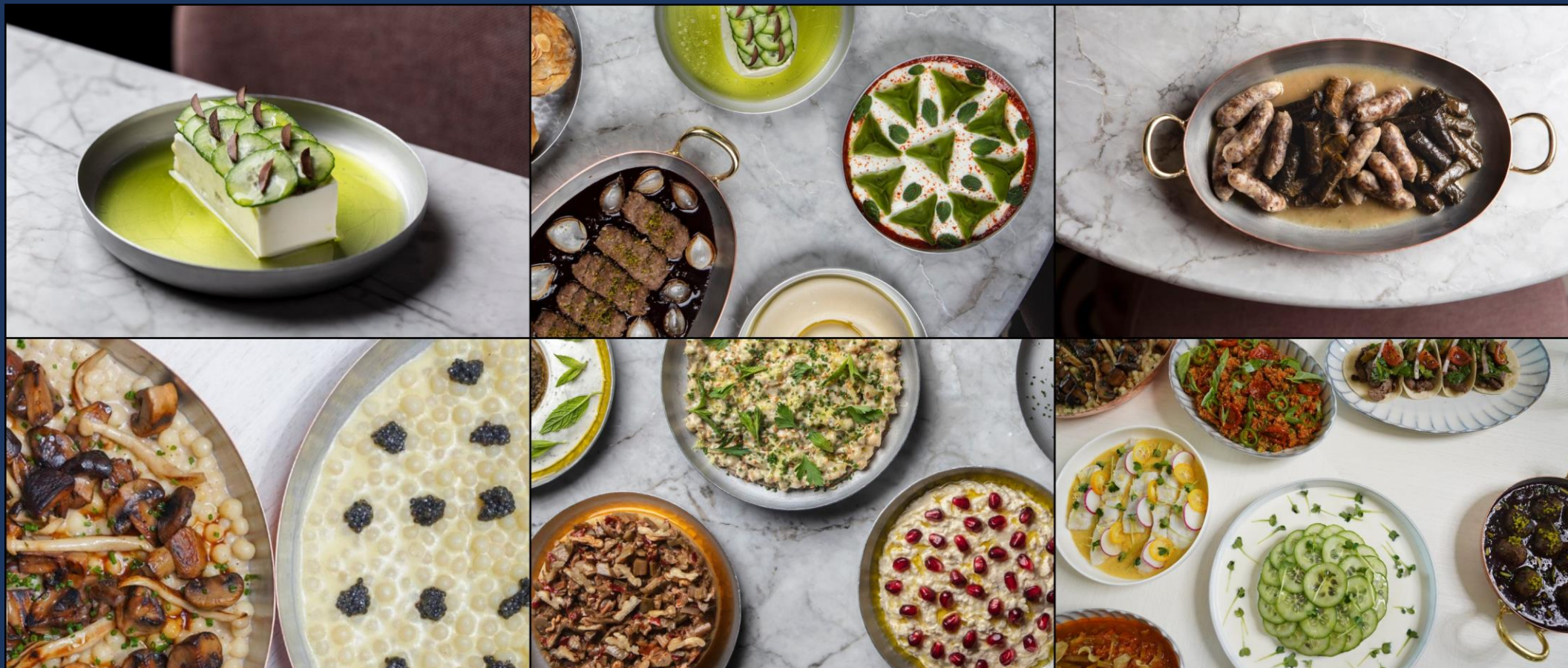
GALLERY

EM SHERIF RESTAURANT, QATAR INTERIOR



GALLERY

EM SHERIF RESTAURANT FOOD



GALLERY

EM SHERIF RESTAURANT FOOD



FRANCHISE DETAILS

What we offer:

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

What you should provide:

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

THANK YOU