أم شريف

EM SHERIF

RESTAURANT

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EM SHERIF
RESTAURANT

OUTLINE

SGR OFFSHORE
société de gestion de restaurants

- **About us**
  a. Mission & Vision
  b. Values
  c. Concept
  d. Story
  e. Competitive Edge

- **Target Market & Positioning**
  a. Target market
  b. Positioning
  c. Selecting & developing a site

- **Em Sherif Restaurant**
  a. Set menus
  b. Em Sherif Lebanon

- **Awards and Features**

- **Em Sherif Restaurant Flagships**
  a. Franchises
  b. Opening Soon
  c. Potential Expansion

- **Testimonials**

- **Franchising**
  a. What we provide
  b. What you should provide
  c. Franchise terms

- **Em Sherif "THE BRAND"**

- **Contact Details**

ABOUT US

a. Mission & Vision

To welcome our customers in a homey and elegant atmosphere, to surprise and delight them with each served dish and to transport them back in time to forgotten authentic food flavors.
Our vision is to become a landmark in authentic Oriental cuisine worldwide.

b. Values

Trust [We establish a trust relation with all our guests who are here to savor our daily dishes]
Human Feel [Providing attentive, personalized service in a homey atmosphere]
Passion [Our staff is devoted to every job task and communicates its enthusiasm to our guests]
Satisfaction [We serve our guests with sincere willingness to please them]
Uniqueness [Our unique taste that makes us a reference for each dish we serve]
Innovation [We strive to be constantly innovative in our food offering]
Experience [Our guests undergo an exceptional experience with our hospitality, service, food & unique entertainment]

c. Concept

Em Sherif is a fine-dining Oriental restaurant that offers unique, authentic Oriental cuisine which brings back forgotten traditional flavors. Em Sherif only offers a set menu for a fixed price. It is characterized by its homey atmosphere where invitees are offered whatever is cooked daily. It is distinguished by its daily dish that promises to surprise clients' palette, its wide variety of mezze and food, its refined service and its elegant decoration. Em Sherif is also an entertainment venue with musicians and singers performing every night and events organized regularly. Guests can also enjoy a shisha on the terrace.

ABOUT US

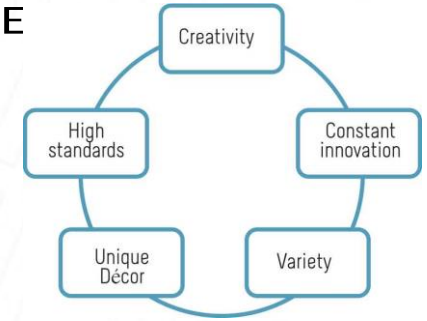
d. Story

Em Sherif is the third successful concept of Mireille Hayek mother of young Sherif and an inspirational entrepreneur to many women across Lebanon. Her hard work and forceful ambitions are all channeled towards one vital goal – delivering an impeccable service along with excellent food.

With that, Mireille Hayek is known to become a successful Lebanese restaurateur, yet without losing sight of her original love of arts. Walking into Em Sherif reminds you of walking into an antique Lebanese mansion, except that it is lavished with fine luxury. In the dining rooms, an air of Arabian extravagance fills the space with long swishes of material elegantly falling from the ceiling, fine aesthetic lamps, beautifully displayed ornamental plates, hand-painted ceiling, and many more... All of which are a reflection of Mireille Hayek's unbounded vision and creativity.

She ingeniously decided to upgrade the style of Lebanese food and present it attractively, yet ensuring that the traditional Lebanese values of generosity remains. Hayek's philosophy has always been that a plate is a portrait that can be used to display plentiful creations.

e. Competitive E



TARGET MARKET & POSITIONING

a. Target Market: Em Sherif typical target customer includes (but is not limited to):

- Mid to high income individuals
- Oriental and Lebanese food lovers
- Women
- Vegetarians
- Tourists
- Families and singles
- All age categories

b. Positioning

Em Sherif brand is positioned in the high-end market segment.

Its differentiation strategy (or Unique Selling Proposition-USP) relies on the variety of the set menu, the quality of products used, the innovation in the homemade recipes, the high-end customer service, the use of upscale decorative items and cutleries and the authentic daily entertainment at night. In order to position Em Sherif among its competitors in the local market, the Sales & Marketing Department should:

- Identify Em Sherif's direct/indirect competition
- Understand how each competitor is positioning their business today (i.e. claiming to be the best in quality, largest, the leader, cuisine style, best in food category, etc.)
- Compare Em Sherif's positioning to its competitors to identify viable areas for differentiation

EM SHERIF RESTAURANT

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Em Sherif Set Menus

EM SHERIF
RESTAURANT

Gathering friends and family around tables layered with seasonal delicacies, with traditional plates, and original creations. Em Sherif invites you to experience elegance.

LUNCH MENU

Manakish Zaatar
Manak sh Lahme
Fattouch
Tabbouleh
Salade Malfouf
Hara2 Osba3o
Balila
Hommos
Arnabit Me2li
Tajin
Bourghol Banadoura
Mousa2a3it Batenjan
Hindbeh
Labneh
Kebbeh Nayi
Sahen Khodra
Moutabbal
Kabis Mehchi
Fattet Batenjan
Batata w Makdous
Kebbeh Sajiyeh
Briwat Jebneh
Bateta Mekl yeh
Sawda Djej
Makanek
Tawouk
Kabab
Tabekh Em Sherif
Mouhallabiyeh
Meghli
Bouza Tout
Laymouniyeh
Tamriye

42$ V.A.T. included (Excluding Beverages)
The set menu is subject to change depending on seasonal products and Em Sherif's inspiration.

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RESTAURANT

Gathering friends and family around tables layered with seasonal delicacies, with traditional plates, and original creations. Em Sherif invites you to experience elegance.

DINNER MENU

Manakish Zaatar
Manak sh Lahme
Fattouch
Tabbouleh
Basterma & Salade Zaatar
Hara2 Osba3o
Balila
Hommos
Tajin
Bourghol Banadoura
Mousa2a3it Batenjan
Hindbeh
Batata w Makdous
Sahen Jebneh w Khodra
Moutabbal
Kabis Mehchi
Kebbeh Nayi
Labneh
Yalanji
Kebbeh Sajiyeh
Briwat Jebneh
Sambousik
Fattet Batenjan
Kreidis Mechwi
Sawda Djej
Makanek
Laban w Kebbeh Bil Na3Na3
Bateta Mekliye
Toshka
Tawouk
Lahme Mechwiye
Tabekh Em Sherif
Mouhallabiyeh
Meghli
Bouza Tout
Em Ali
Forêt Noire
Laymouniyeh

65$ V.A.T. included (Excluding Beverages)
The set menu is subject to change depending on seasonal products and Em Sherif's inspiration.

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Em Sherif | Food Gallery

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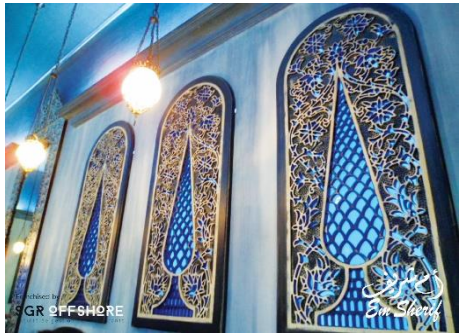
Em Sherif, Achrafieh, Lebanon



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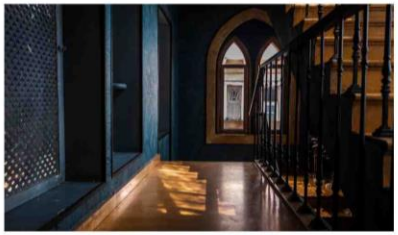
Em Sherif, Achrafieh, Lebanon



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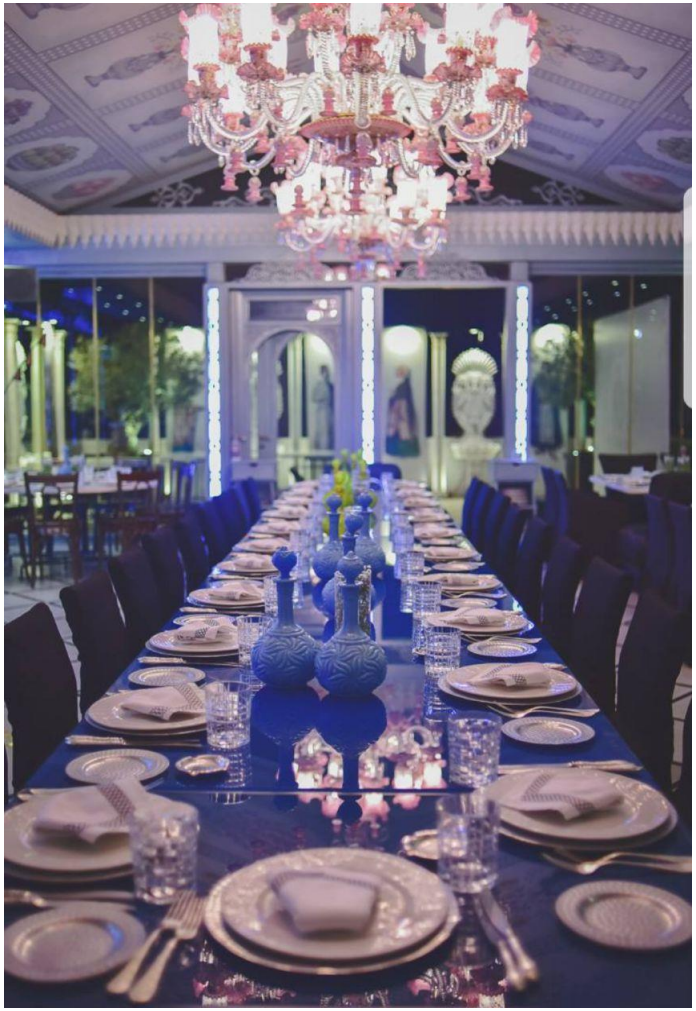
Em Sherif Terrace, Achrafieh, Lebanon



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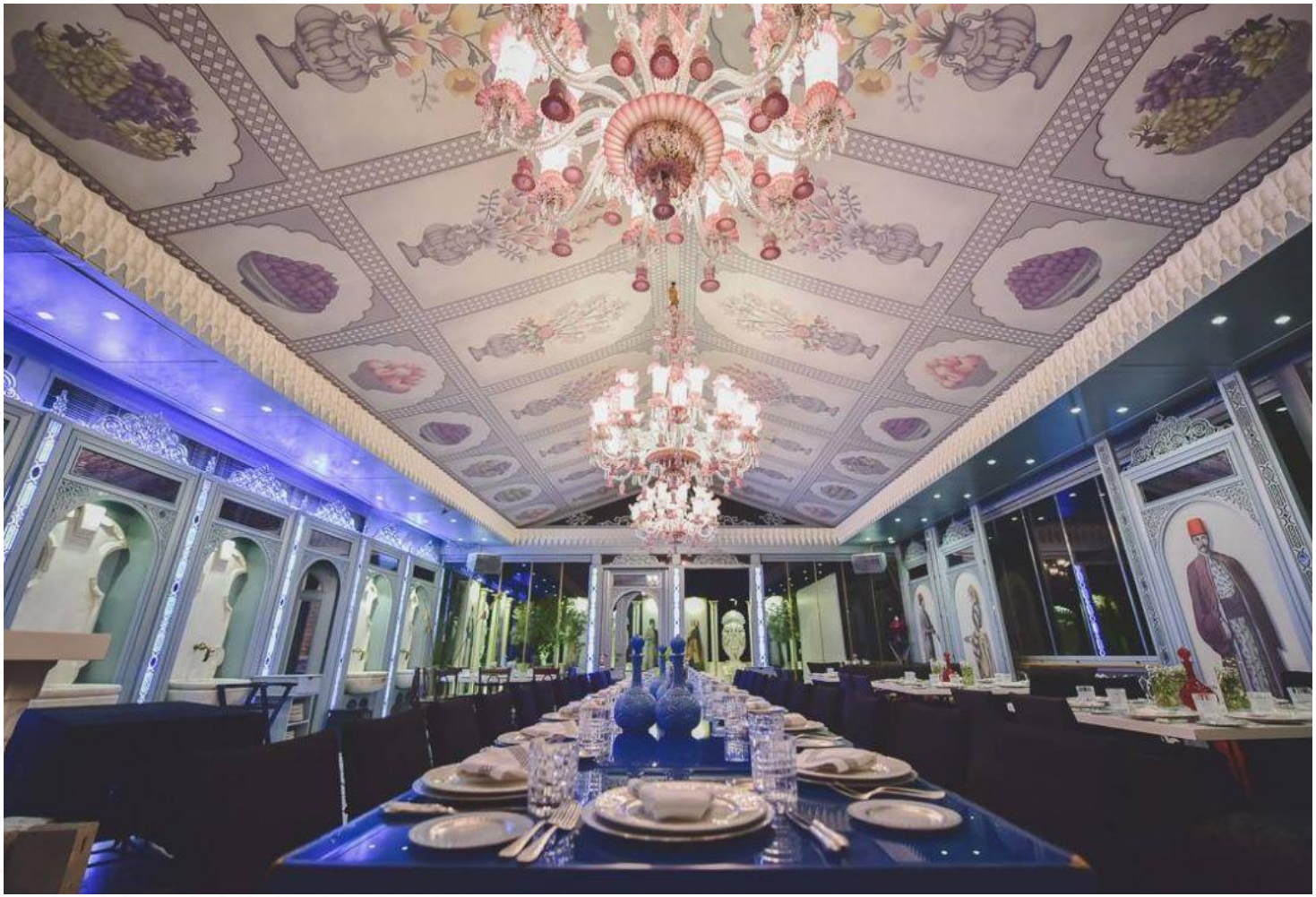
Em Sherif Terrace, Achrafieh, Lebanon



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Em Sherif Dubai, The Address Downtown

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Em Sherif Dubai, The Address Downtown

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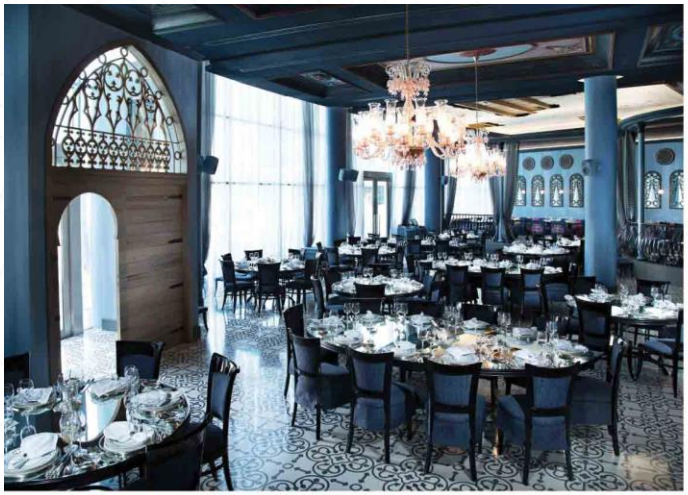
Em Sherif Dubai, The Address Downtown



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Em Sherif Kuwait, Palms Hotel, Al Ta'awon St., Road 25, Bida'a Area

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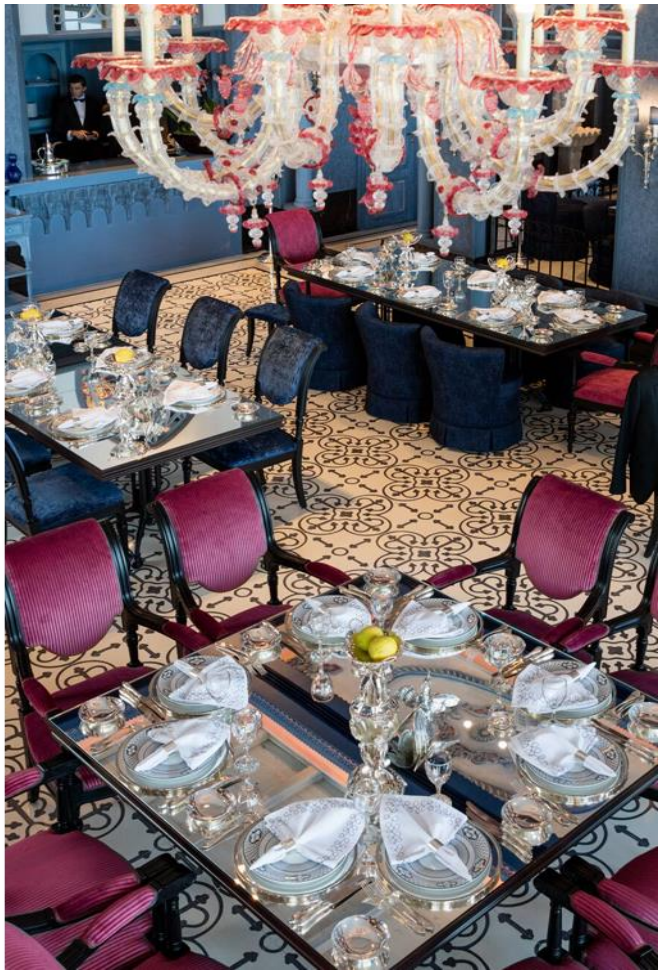
Em Sherif Kuwait, Palms Hotel, Al Ta'awon St., Road 25, Bida'a Area



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Em Sherif Qatar, at Al Shaheen, Sheraton Resort & Convention Hotel

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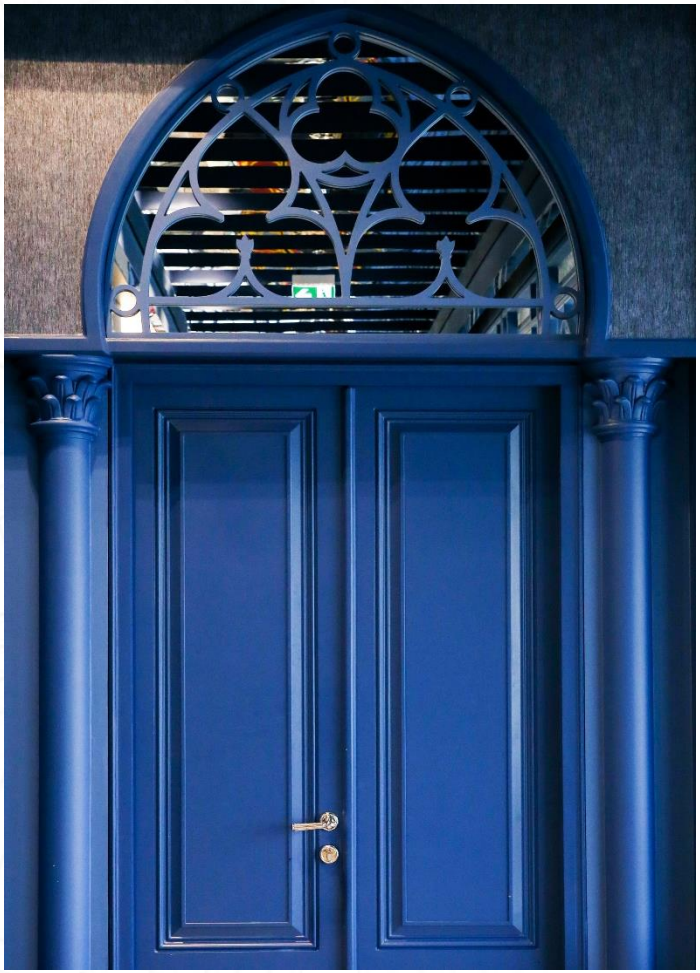
Em Sherif Qatar, at Al Shaheen, Sheraton Resort & Convention Hotel



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Em Sherif Qatar, at Al Shaheen, Sheraton Resort & Convention Hotel

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EM SHERIF RESTAURANT FLAGSHIPS

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Opening Soon:
Oman, Bahrain, Egypt, Abu Dhabi

Potential Expansion:
London
Paris
Turkey
Riyadh
Dammam
Monaco

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TESTIMONIALS

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Just Amazing!
I went to Em Sherif when it first opened its doors , the atmosphere was charming , live music all dedicated to the great Lebanese legend "Feyrouz" , the decor is beautiful, the food is wonderfully cooked and presented, it's Lebanese food with a twist and this is what this outstanding cuisine really needs .The most amazing thing in the restaurant is the service and the personal attention of the owner herself to details , she is really involved in every aspect , the food ,the presentation , the decor , the ambiance ... in my opinion this is the recipe for success. What is amazing as well, is that Lebanese gourmet normally get tired of going to the same place and they always seek something new, but Em Sherif managed to keep them coming for more, simply because it's amazing

“Great Food and Great Lebanese Entertainment”
This restaurant is unique in several ways. For a Lebanese restaurant, a set menu is the only available option (which is a good thing since you don't have to worry about over or under ordering). An army of waiters are there to serve you (they literally never let your glass go empty). If you are sitting in the main area of the restaurant, at 10:30 p.m. a typical Lebanese band will start playing classic Arabic tunes. The atmosphere is quite unique, a must try !

“One of the best, if not the best Lebanese restaurants around”
We were around 28 people, so it was a big group. The service was still top notch, the food came in fast and was really amazing. There was also a small local band singing to some popular Arabic tunes. It was really a perfect experience, i recommend anyone to visit Em Sherif when looking for the perfect Lebanese cuisine experience.

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WORLD'S 50 BEST RESTAURANTS

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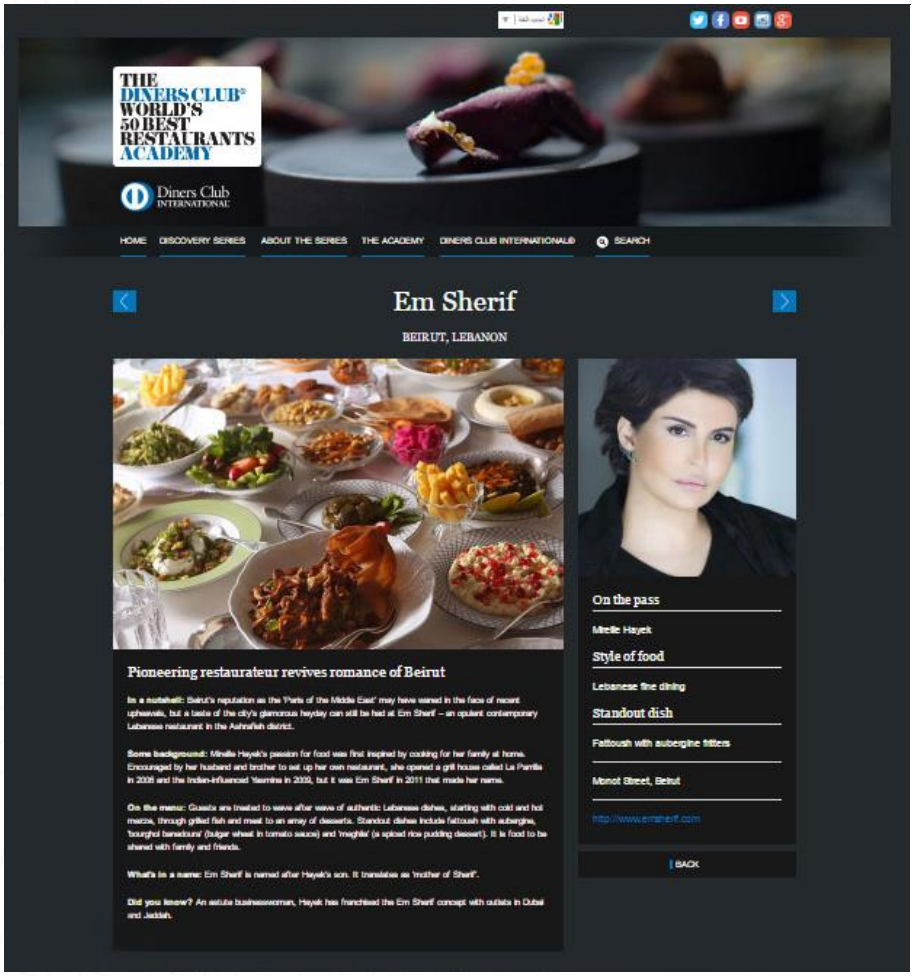

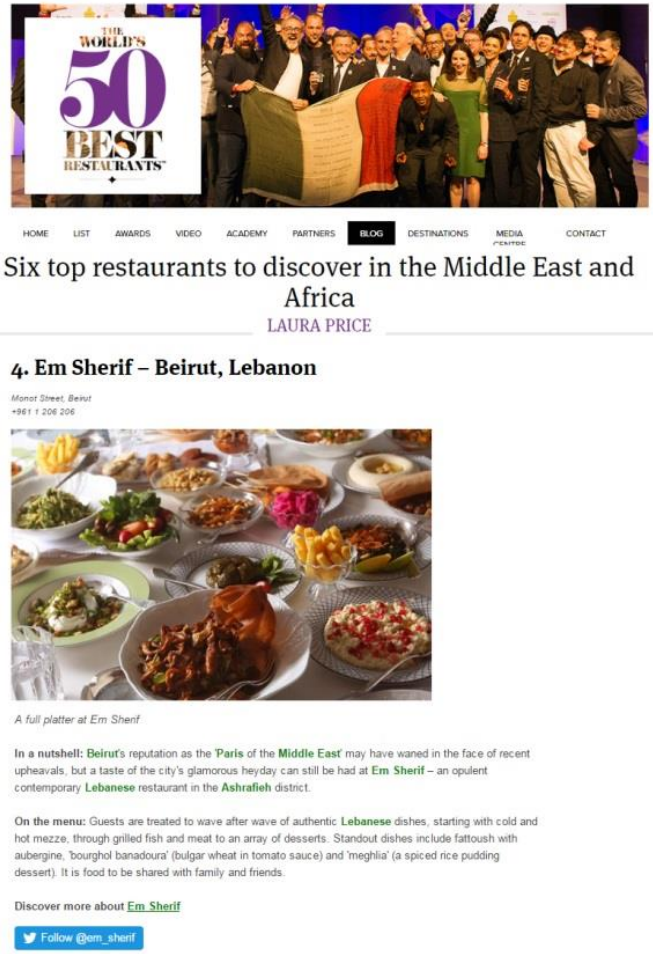

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MONOCLE

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③
Em Sherif, Monot
The full monty

Yes, the decadent hand-painted ceilings and mirrored tables are a lot to take in. But hang in there because if you can get used to the extravagant interior an onslaught (33 dishes to be exact) of truly exceptional food awaits you.

This is a set-menu affair so pace yourself and leave room for a taste of each regional dish assembled by the chef and co-owner, Mireille Hayek. Expect outstanding basics such as hummus and *muttabal*, pastries from the in-house bakery, succulent grilled chicken and beef, plus six different traditional desserts. From the crowd to the live Arabic music, this is Lebanon at its flamboyant best.
Victor Hugo Street

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INTERNATIONAL ACADEMY OF GASTRONOMY

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EM SHERIF RECEIVES LEBANESE ACADEMY OF GASTRONOMY AWARD

LAG nominated Em Sherif in Rue Monot for a special prize titled, *'Grand Prix Special pour l'acceuil et la Tradition'* for its exceptional setting, personalized reception/service, which innovated and revolutionized the art of hospitality in Lebanese restaurants

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ACADEMIE INTERNATIONALE DE LA GASTRONOMIE
ACADEMIA INTERNACIONAL DE GASTRONOMIA
ACCADEMIA INTERNAZIONALE DELLA GASTRONOMIA
INTERNATIONAL ACADEMY OF GASTRONOMY
INTERNATIONALE AKADEMIE DER GASTRONOMIE

Grand Prix Spécial

pour l'Accueil et la Tradition

décerné à

Mireille Hayek, restaurant Em Sherif - Rue Monot, Beyrouth

Le Président National

Le Président de l'A.I.G.
Jean Vitaux

Paris, le 4 février 2019

TIME OUT AWARD – EM SHERIF QATAR

Winner
Em Sherif
Not enough has been said about how excellent this Luxury Lebanese spot is. Set menus are offered here and trust us, it works perfectly. You can even choose your favorite dishes from the Choice is yours menu.

The food keeps coming in little sharing plates and we assure you the variety is top notch. The mezzes are easily the best we've had in Doha and the mains are more than impressive.
Sheraton Grand Doha (4488 8236).

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WORLD'S 50 BEST DISCOVERY – EM SHERIF LEBANON

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theworlds50best.com/dis

50 BEST Discovery

Search by city or establishment name

Em Sherif

Beirut, Lebanon

Acclaimed chef Mireille Hayek opened Em Sherif in 2011, capturing the hearts of nostalgic diners with her homage to Lebanon's cuisine and Beirut's glamorous heyday. Tables can be hard to come by in

theworlds50best.com/dis

50 BEST Discovery

Search by city or establishment name

Em Sherif

Beirut, Lebanon

Acclaimed chef Mireille Hayek opened Em Sherif in 2011, capturing the hearts of nostalgic diners with her homage to Lebanon's cuisine and Beirut's glamorous heyday. Tables can be hard to come by in the buzzy, opulent dining room, where the trickle of water fountains meets traditional taarab music. There's no menu as such: patrons receive a succession of 30-plus meze plates, including outstanding staples such as fattoush and tabbouleh. Native wines are bolstered by some excellent French and Italian bins. Outposts are now open in Dubai, Kuwait and Qatar.

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50 BEST Discovery

Search by city or establishment name

Em Sherif

Beirut, Lebanon

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BEIRUT ART MAP – MAIN SPONSOR

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The "Beirut Art Map"; When culinary art and fine art meet. This unique guide gives you the opportunity to discover all the museums and galleries in the heart of Beirut, realized by l'agenda culturel, sponsored by Em Sherif.

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FRANCHISING

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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.

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FRANCHISING

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Franchise terms & fees:
Basically the fees will be as follow:
• Primary fee: 800,000 USD as a franchise fee for one outlet
• Royalty fees: 6.0% on gross sales
• 1.0% marketing fund contribution thereafter

The Franchise fee is for 10 years renewable.

Franchise fees are paid as follows:

- 50% on contract signature
- 20% on location approval
- 20% on delivery of Franchise Manuals and Training manuals
- 10 % within 20 days from opening

- Royalty fees are paid monthly.

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EM SHERIF – THE BRAND

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The Brand "Em Sherif" is today the most appealing and appreciated brand for luxury Lebanese cuisine in the GCC countries.

- Em Sherif is ranked 1st on TripAdvisor amongst 700 restaurants.
- Em Sherif franchised business has been valued by KMPG at 19+ million USD (Valuation took into account the signed agreement for Em Sherif restaurant, thus the huge potential from the café and Em Sherif other concepts has not been valued)
- From the "Em Sherif Brand" shareholders are/ or will be developing the following concept:
    - Em Sherif Café, luxury and high end Lebanese cafe, 1st outlet opened in Solidere Beirut in 2016, to be followed by 3 other outlets. More than 30 cafes will open between 2016 and 2018 all over the GCC countries
    - Em Sherif sandwiches, a casual concept still under development
    - Locanda Em Sherif, a boutique hotel concept still under development
    - Ready to eat products branded Em Sherif (Hummus, Moutabbal, Vine leaves…)

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EM SHERIF CAFE

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Contact Details

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PARRILLA

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EM SHERIF SEA CAFÉ

EM SHERIF CAFÉ

EM SHERIF RESTAURANT

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