

Franchise

Investment

Opportunity



shawarmer®



**SPREADING JOY
THROUGH OUR SHARED
LOVE FOR SHAWARMA**

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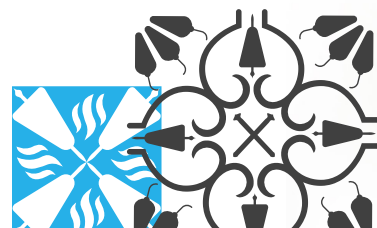
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Who is Shawarmer

Our Story

THE SUCCESSFUL JOURNEY OF AN INNOVATIVE SAUDI HOME-GROWN BRAND

The story began in 1999 in Riyadh, capital city of Saudi Arabia. The journey took Shawarmer® throughout the Kingdom, and today we share the love for shawarma in more than **30 cities across 160 stores** and counting.

At Shawarmer®, we believe that the Middle Eastern tradition “shawarma” is at the core of our identity, and from this tradition, through innovation and creativity, we serve all our meals.

Our dedication to the modern shawarma is equaled by our commitment to using only the highest quality ingredients.

The cornerstone of the Shawarmer® experience that our customers expect and demand is the consistency in flavor in all-natural sauces and highest quality marinated halal proteins on cones.

“WE ARE VERY PROUD
TO BE THE FIRST
SUCCESSFUL
SHAWARMA CHAIN
OF ITS KIND”

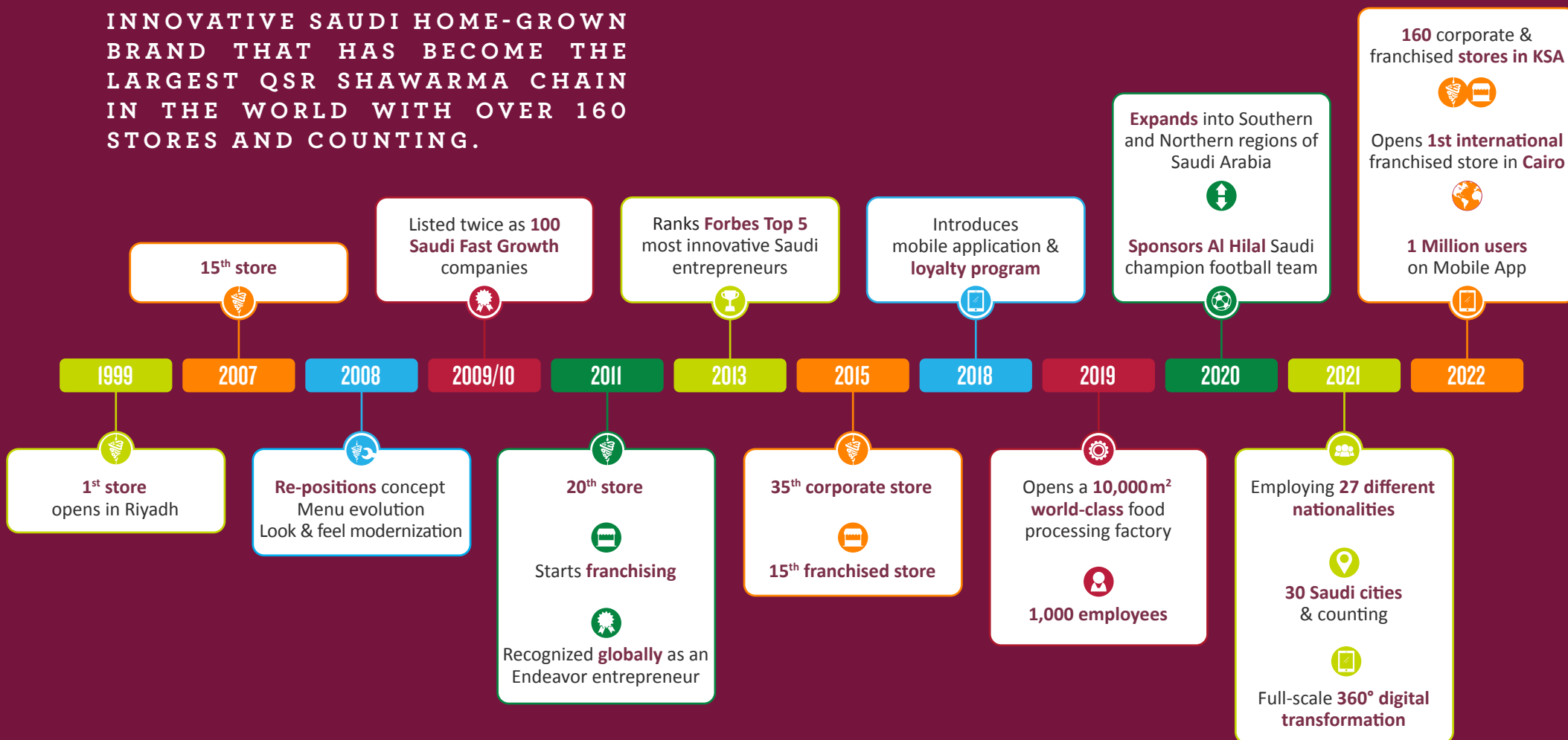


Who is Shawarmer

Our Journey

“24 YEARS OF GOODNESS”

THE SUCCESSFUL JOURNEY OF AN INNOVATIVE SAUDI HOME-GROWN BRAND THAT HAS BECOME THE LARGEST QSR SHAWARMA CHAIN IN THE WORLD WITH OVER 160 STORES AND COUNTING.



Who is Shawarmer

What We Stand For

“IN EVERYTHING WE DO,
WE STRIVE TO UPHOLD
OUR VALUES WITH NO
COMPROMISE”



INNOVATION

At the core of everything we do. Everyday.



HOSPITALITY

Our success is all about our Customers and our People.



EXCELLENCE

Going the extra mile in every shawarma we create. In every meal we serve. In every experience we share.



TRANSPARENCY

Transparency and clarity every step of the way is the foundation of Shawarmer’s promise.



Who is Shawarmer

The Concept

NOT YOUR TYPICAL MAINSTREAM FAST-FOOD CONCEPT AND MORE RELEVANT THAN YOUR MOM & POP NEIGHBORHOOD SHAWARMA SHOPS

The Shawarmer formula for success is based on a commitment to the shawarma sandwich as the menu hero with variations in breads, sauces and flavors inspired by local heritage.

Able to remain **“relevant”** through innovation and **“local”** through adaptability, we stay focused on the basics: **Taste - Speed - Value for Money.**

In short, Shawarmer is the modern QSR version of the traditional neighborhood shawarma shops.

“INNOVATION IS IN OUR DNA. WE CONTINUOUSLY IMPROVE THE WAY WE DO THINGS.”

Who is Shawarmer

The Food

**HIGH QUALITY INGREDIENTS,
FUN PACKAGING AND CONSTANT
INNOVATION**

Product R&D and innovation with a focus on taste is a differentiation factor that kept us in the lead of the Shawarma market space.

With a finger constantly on the pulse, we are sufficiently proactive and agile to adapt to changes in local palates and consumer behavior.

Supplied from our world-class factory, our halal shawarma cones, sauces and key ingredients are equal-to-non in terms of food safety and quality compliance.

**“MARKET LEADERS &
PIONEERS IN PRODUCT
INNOVATION WITH AN
EMPHASIS ON TASTE”**



Who is Shawarmer

The Menu

1 **Arabo**



Cal. 1595

Icons: * 🍌 🌿

3 **Arabiyah**



Cal. 1545

7 **Protein.**



Cal. 1748

11 **BRICHAH**



Cal. 1199

ADD-ONS

Mutawam

Arabi Cal. 304 Saji Cal. 274

Icons: 🌿 🍌 🌿 *

Cookies

Cal. 258

Icons: 🌿 🍌 🌿

2 **Arabo 2x**



Cal. 2439

Icons: * 🍌 🌿

5 **TAMOURI**



Cal. 1316

Icons: * 🍌 🌿

9 **DUO[®] SAJI**



Cal. 1146

13 **ABOKHALTA**



Cal. 1209

POTATO HAZZA

Agnetor Cal. 690

Icons: 🌿 🍌 🌿 *

Agnetor Spicy

Cal. 703

Icons: 🌿 🍌 🌿 *

Agnetor

Cal. 723

Icons: 🌿 🍌 🌿 *

Only for Meals *

6 **Nahyfat[®]**



Cal. 1125

Icons: * 🍌 🌿

10 **DUO[®] ARABI**



Cal. 1206

14 **AlBatriyah**



Cal. 1220



Who is Shawarmer

The Stores

SHAWARMER STORES OFFER VARIETY AND ADAPTABILITY

From standalone with drive-through to food court, from strip mall in-line stores to petrol stations stop-overs, we've tested, tried and adopted a variety of store formats.

**“IT’S OUR FOOD,
SERVICE & DESIGN THAT
DELIVER A COMPLETE
EXPERIENCE”**



Dine-in



Freestanding with Drive Through



Food Court counter



Who is Shawarmer

We Connect

We Listen

We Act

“WE BELIEVE IN
TECH FOR CUSTOMER
CENTRICITY”

A CUSTOMER-FIRST APPROACH,
UNDERPINNED BY A DATA-DRIVEN
ATTITUDE

Millennials and particularly generation Z, all want to be part of the journey and give back by identifying with the brand. **Wherever we go, we identify with our audience by speaking “local”.** And our fans love it.

Action-packed creativity that is relevant to an audience of millennials and generation Z.

A strong 360° CRM platform, mobile app and loyalty program keep our customers engaged and management aligned.

عبد العزيز المشعري | عبد العزيز المشعري | هيف الشرف
عبد العزيز المشعري

الأسياخ كبرت

A shawarmer®
motion picture

عمر ٢١
تعدت العرين

THOMFLIX

MAR 15

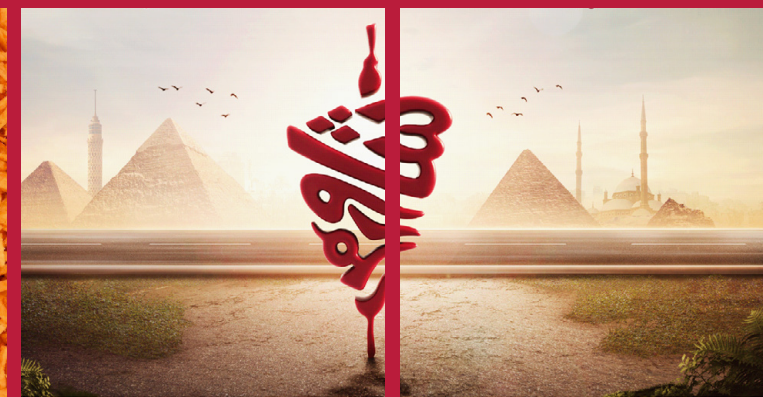
Farfasha®
فرفتشة

شاورمر
shawarmer

شاورمر

Farfasha®
فرفتشة

CHILI
LEMON
STICKS



Why Shawarmer

Award Winning Brand

2009

LISTED IN SAUDI FAST GROWTH 100

2010

LISTED IN SAUDI FAST GROWTH 100

2013

SHAWARMER MANAGEMENT SELECTED AS ENDEAVOR ENTREPRENEUR AND RANKED 3RD IN THE FORBES MOST INNOVATIVE SAUDI ENTREPRENEURS.

2016

TOP 100 SAUDI BRANDS AWARD (AL WATAN NEWSPAPER)

2017

MARKETING PIONEERS AWARD



Why Shawarmer

Becoming a Global Brand

WE'RE AMBITIOUS. WE'RE BOLD.
WE'RE ON THE MOVE.

Street food is fast becoming global; opening new food horizons and embracing all strata of society. Today, office workers in London can order an Egyptian koshari bowl, German teenagers can feast on Mexican enchiladas, and Japanese businessmen can enjoy their korokke.

Globalization, inclusion, and diversity trends coupled with unprecedented recent massive migration from the middle east led refugees and migrants from the region to become part of western society and introduce elements of their own culture and demand along with them.

Middle-Eastern Shawarma and its derivatives such as Mexican Tacos Al Pastor, Turkish Döner and Greek Gyros are making their way worldwide.

There are very few successful shawarma chains out there. **Shawarmer® is today, the world's largest Shawarma QSR chain.**



**“WE STRONGLY BELIEVE
THAT SHAWARMER® HAS
WHAT IT TAKES TO BECOME
A GLOBAL BRAND & THE
TIME IS RIPE”.**



Why Shawarmer

Capabilities

TWENTY PLUS YEARS OF CORPORATE AND FRANCHISE OPERATIONS EXPERIENCE

More than two decades of domestic operations with owned stores plus **a decade of franchising experience** provide the solid steppingstones to a successful global expansion readiness

Innovation and technology have always been at the core of our business strategy. We remain on the fringe of what technology has to offer in the food service industry to improve our customer experience, operations, and management decision-making.



Why Shawarmer

Key Ingredients

UNIQUENESS

Shawarmer is unique in 2 essential ways:

A menu that goes far beyond the traditional shawarma sandwich

A QSR system adapted as a 1st to a shawarma street food concept

PROFITABILITY

Store economics focused on a swift payback period of about 2 years.

DEFENSIBILITY

The entry barrier is high, as the Shawarma QSR operating model is unlike your typical burger, pizza or coffee brands. It took decades to master and includes a substantial amount of custom technology.

SUSTAINABILITY

Those who anticipate and adapt quickly to change in market conditions and disruptive technologies will be the ones who survive. Shawarmer is all about innovation and staying ahead of the curve.

“SHAWARMER IS QUITE DIFFERENT THAN YOUR TYPICAL GLOBAL QSR CONCEPTS, MAKING IT ATTRACTIVE & HIGHLY COMPETITIVE”



“DELIVERING ON OUR PROMISE TO OUR FRANCHISE PARTNERS”



SUPPORT

We are by your side from the very moment you become our business partner and will support you all along this journey.

TRAINING

We provide hands-on training, materials, and cutting-edge support systems that help you succeed with your business.

Join Our Family

A Supportive Partner

WE ARE BY YOUR SIDE FROM THE VERY MOMENT YOU BECOME OUR BUSINESS PARTNER AND WILL SUPPORT YOU ALL ALONG THIS ENTREPRENEURIAL JOURNEY

The past decade we have gone through a valuable learning curve in franchising, putting us today in a good level of comfort to start deploying our brand cross-border.

We are growing a core team of industry experts to seamlessly achieve our ambition to go global.

Recognizing that in today's fast paced environment, it is the fast that eat the slow and not the big that eats the small, our moto is: **“Agility, Flexibility, Responsiveness”**.

We strongly believe that the success of our partners relies on our ability to provide extensive training and on-going support.

Join Our Family

The Ideal Profile

ARE YOU READY TO REAP THE REWARDS OF JOINING THE LARGEST QSR SHAWARMA CHAIN IN THE WORLD?

Our ideal international franchise partner is an established multi-unit food service operator with the operational and financial capabilities to develop the brand in a region or country.

If you can equally commit to spread the joy and share the love one shawarma at a time, contact us for further information about franchising:

franchise@shawarmer.com

