Abou SHAWARMA®

Authentic Lebanese

FRANCHISE BRAND MANUAL

INTRODUCTION TO ABOU SHAWARMA

Abou Shawarma is a forward thinking, exceptional fast casual food model bringing much loved Lebanese Shawarma products and sandwiches from Lebanon to the world. It seeks to change the conventional Shawarma and the way it has been served, almost unchanged, over hundreds of years.

The concept revolves around high quality ingredients, generous offerings, and exclusive products that bring both the traditional much loved shawarmas (beef and chicken) as well as new age shawarmas (fish, kebab, cheese, sojok) and combinations to the general public through an established, consistent, and attractive outlet model.

In addition to its unparalleled products, an over-the-counter presentation and the introduction of untraditional and delicious toppings and sauces, combined with a strong emphasis on sandwich personalization (choice of toppings, sauces, and meats) create an exceptional concept and experience for customers.

The *Abou Shawarma* concept is fully aligned with emerging global food industry trends. The increasing global demand for relatively healthy products, Levantian (especially Shawarma) cuisine, fast-casual concepts, personalization, Halal products, and see-your-food business models are heavily incorporated.

A robust and aggressive branding, marketing, and online social media platform created and managed by strategic partners is creating exponential growth in brand demand and recognition. Customer feedback, increasing sales, Market recognition (press and industry experts), and an early and strong interest from global franchisees indicates exceptionally strong growth potential.

Typical outlets range from 25 sq. m. to 120 sq. m. in size and target mass market, mid-low to high income customers.

Abou Shawarma was first established in 2012 in Lebanon. Its flagship store is located in the heart of Beirut, Lebanon. It is currently franchising to the General Middle East, North Africa, and Europe.

Logo

Abou SHAWARMA®
Authentic Lebanese

أبو شاورما®
اللبناني الأصيل

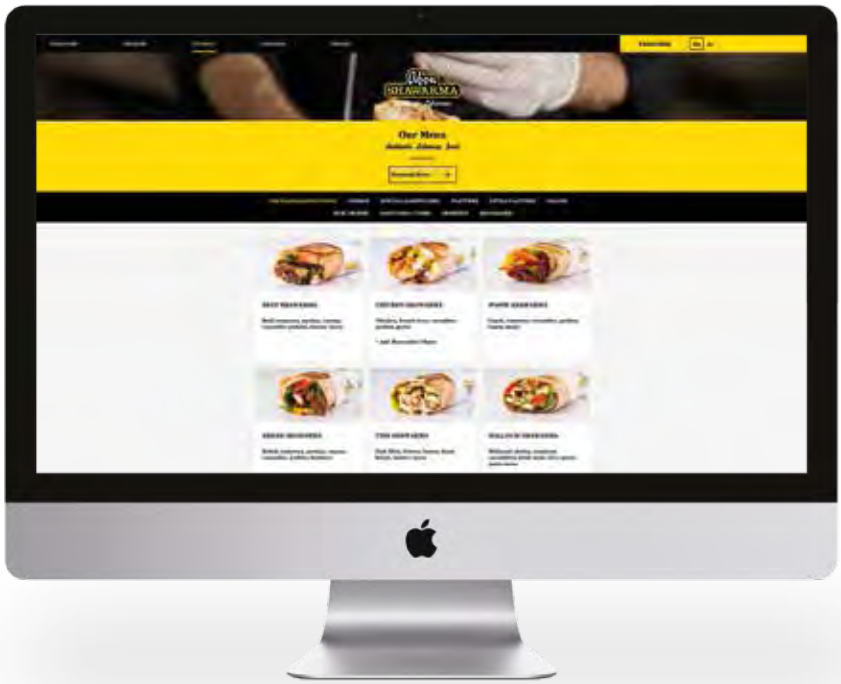
Restaurant

Packaging

PRESENCE ONLINE

Website

desktop website



mobile version

Social Media

facebook page

instagram page

ONLINE SOCIAL MEDIA

/AbouShawarma

Instagram

Facebook

Tripadvisor

Twitter

Linkedin

Foursquare

OUR PRODUCT

In short, what sets *Abou Shawarma* apart from its competition is the product. In addition to the traditional meat and chicken Shawarmas, Fish Filet, Kebab, Cheese (Halloum), and Sojok Shawarmas have been developed to cater to different tastes. Our unique bread is widely recognized and loved, and to make things even better, scrumptious sauces and toppings have been developed and introduced to create a world of delicious possibilities and creativity. One recent creation, for example, that is quickly gaining in popularity is the Kebab special, which is a combination of Kebab, coleslaw, and cherry sauce.
In addition to the products offered, the delivery is ideal. The focus on personal choice through customization of each sandwich has proven extremely successful.

Abou Shawarma sandwiches have higher quality, taste better, are more generous, yet cost less than the average competitor.

Our platform gives potential franchisees the ability to introduce new toppings and sauces that are relevant to their particular regional and cultural taste preferences. The introduction of such additions must coincide strictly with *Abou Shawarma* approval processes; however its existence brings strong added value.

ABOU SHAWARMA MENU

إفطار تقليدي
TRADITIONAL BREAKFAST

جميع الأطباق تقدم مع ربطة خبز و خضار جانبا
All platters are served with bread and side vegetables

فول مدمس
Foul Medammas
Foul, garlic and lemon mixture, cumin, olive oil, tomatoes, parsley
فول، خلطة الثوم والحامض، كمون، زيت زيتون، طماطم، بقدونس
2.5 USD

ساندويش فول
Foul Sandwich
Foul medammas, tomatoes
فول مدمس، طماطم
0.5 USD

حمص بليلة
Hummus Balila
Hummus, garlic and lemon mixture, cumin, olive oil, parsley
حمص حب، خلطة الثوم والحامض، كمون، زيت زيتون، بقدونس
2.5 USD

مسبحة
Musabaha
Hummus cream, hummus, garlic and lemon mixture, cumin, capsicum sauce, olive oil, parsley
حمص بطحينة، حمص حب، خلطة الثوم والحامض، كمون، صلصة الفلفل الحلو، زيت زيتون، بقدونس
2.5 USD

فتة حمص باللبن
Fattet Hummus Bil Laban
Hummus, pita bread, yoghurt, garlic and mint mixture, pine nuts
حمص حب، خبز مقرمش، لبن زبادي، خلطة الثوم والنعناع، صنوبر
4 USD

فتة حمص سبشل
Fattet Hummus Special
Hummus cream, hummus, pita bread, tarator, pine nuts, capsicum sauce
حمص بطحينة، حمص حب، خبز مقرمش، صلصة طحينة، صنوبر، صلصة الفلفل الحلو
4 USD

بيض بالخضار
Eggs with Vegetables
Eggs, green pepper, onions, tomatoes, parsley, fresh mint
بيض، فلفل أخضر، بصل، طماطم، بقدونس، نعناع طازج
2.5 USD

بيض بالسجق
Eggs with Sojok
Eggs, sojok, onions, tomatoes
بيض، سجق، بصل، طماطم
3 USD

بيض مقلي
Fried Eggs
Fried eggs, sumac, parsley
بيض مقلي، سماق، بقدونس
2 USD

ساندويش بيض
Egg Sandwich
Fried eggs, fresh mint, lettuce, tomatoes
بيض مقلي، نعناع طازج، خس، طماطم
1 USD

لبنة
Labneh
Labneh, olive oil
لبنة، زيت زيتون
2.5 USD

ساندويش لبنة
Labneh Sandwich
Labneh, cucumber, tomatoes, fresh mint, olive oil
لبنة، خيار، طماطم، نعناع طازج، زيت الزيتون
1.5 USD

سندويشات سبشل
SPECIAL SANDWICHES

بطاطا حرة
Potato Harra
Roasted potato, tomatoes, lettuce, cucumber pickles, mayonnaise
بطاطس محمرة، طماطم، خس، مخلل خيار، مايونيز
1 USD

ساندويش مقالي
Vegetable Sandwich
Eggplant, falafel, potato, cauliflower, lettuce, tarator sauce
باذنجان، فلافل، بطاطس، زهرة، خس، صلصة طحينة
1 USD

فلافل اكسترا
Falafel Extra
Falafel, tomatoes, radish, fresh mint, parsley, turnip pickles, tarator sauce
فلافل، طماطم، فجل، نعناع طازج، بقدونس، مخلل لفت، صلصة طحينة
1 USD

فلافل عادي
Falafel Regular
Falafel, tomatoes, tarator sauce
فلافل، طماطم، صلصة طحينة
0.5 USD

كبدة دجاج
Chicken Liver
Sesame or Special Bread
خبز السمسم أو سبشل
Chicken liver, french fries, tomatoes, cucumber pickles, pomegranate molasses, garlic
كبدة دجاج،بطاطس مقلية، طماطم، مخلل خيار، دبس رمان، ثوم
3 USD

دجاج مسحب
Chicken Musahab
Sesame or Special Bread
خبز السمسم أو سبشل
Chicken, cucumber pickles, garlic
دجاج، مخلل خيار، ثوم
3 USD

ساندويشات شاورما
SHAWARMA SANDWICHES

عادي Regular 16cm / كبير Large 21cm
+ أضف جبنة موزاريلا 0.6 USD Add mozzarella cheese +

شاورما لحمة
Beef Shawarma
Beef, tomatoes, parsley, onions, cucumber pickles, tarator sauce
لحمة، طماطم، بقدونس، بصل، مخلل خيار، صلصة طحينة
Regular 2 USD / Large 4 USD

*** شاورما دجاج**
Chicken Shawarma
Chicken, french fries, cucumber pickles, garlic
دجاج، بطاطس مقلية، مخلل خيار، ثوم
Regular 2 USD / Large 4 USD

شاورما سجق
Sojok Shawarma
Sojok, tomatoes, cucumber pickles, lemon sauce
سجق، طماطم، مخلل خيار، صلصة حامض
Regular 2 USD / Large 4 USD

شاورما جمل
Camel Shawarma
Camel meat, tomatoes, lettuce, jalapeños, roasted capsicum, special sauce
لحم جمل، طماطم، خس، هالبينو، فلفل مشوي، صلصة سبشل
Regular 2.5 USD / Large 4.5 USD

شاورما كباب
Kebab Shawarma
Kebab, tomatoes, parsley, onions, cucumber pickles, hummus
كباب، طماطم، بقدونس، بصل، مخلل خيار، حمص
Regular 2 USD / Large 4 USD

شاورما سمك
Fish Shawarma
Fish fillet, lettuce, lemon, fried bread, tarator sauce
فيليه سمك، خس، حامض، خبز مقرمش، صلصة طحينة
Regular 2 USD / Large 4 USD

شاورما حلوم
Halloum Shawarma
Halloumi cheese, tomatoes, cucumbers, fresh mint, olive paste, pesto sauce
جبنة حلوم، طماطم، خيار، نعناع طازج، معجون الزيتون، صلصة البيستو
Regular 2 USD / Large 4USD

شاورما فلافل
Falafel Shawarma
Falafel, tomatoes, fresh mint, parsley, onions, turnip pickles, tarator sauce
فلافل، طماطم، نعناع طازج، بقدونس، بصل، مخلل لفت، صلصة طحينة
Regular 1 USD / Large 1.5 USD

سبشل ساندويشات شاورما
SPECIAL SHAWARMA SANDWICHES

ساندويش بطاطس
Potato Sandwich
French fries, coleslaw, tomatoes, ketchup, mayonnaise, garlic, cucumber pickles
بطاطس مقلية، كرنب، طماطم، كاتشاب، مايونيز، ثوم، مخلل خيار
Regular 1.5 USD / Large 3 USD

*** سبشل شاورما لحم**
Special Beef Shawarma
Beef, tomatoes, cucumber pickles, pomegranate molasses, hummus
لحمة، طماطم، مخلل خيار، دبس رمان، حمص
Regular 2.5 USD / Large 4.5 USD

*** سبشل شاورما دجاج**
Special Chicken Shawarma
Chicken, french fries, coleslaw, tomatoes, cucumber pickles, garlic
دجاج، بطاطس مقلية، كرنب، طماطم، مخلل خيار، ثوم
Regular 2.5 USD / Large 4.5 USD

سبشل شاورما كباب
Special Kebab Shawarma
Kebab, coleslaw, mozzarella cheese, cherry sauce
كباب، كرنب، جبنة موزاريلا، صلصة كرز
Regular 2.5 USD / Large 4.5 USD

COMBOS كومبوز

Combo 1 كومبو 1
2 Regular Shawarma Sandwiches of your choice + 1 french fries + 1 soft drink
2 سندويشات شاورما عادي من اختيارك + 1 بطاطس مقلية + 1 مشروب غازي
8.5 USD

Combo 2 كومبو 2
3 Regular Shawarma Sandwiches of your choice + 1 french fries + 1 soft drink
3 سندويشات شاورما عادي من اختيارك + 1 بطاطس مقلية + 1 مشروب غازي
11.5 USD

ABOU SHAWARMA MENU

بايتس
Bites

20 Shawarma bites of your choice
+ 2 hummus + 2 french fries + 4 soft drinks

20 شاورما بايتس من اختيارك
+ 2 حمص + 2 بطاطس مقلية + 4 مشروب غازي

15 USD

ميغا بايتس
Mega Bites

40 Shawarma bites of your choice
+ 4 hummus + 3 french fries + 8 soft drinks

40 شاورما بايتس من اختيارك
+ 4 حمص + 3 بطاطس مقلية + 8 مشروب غازي

30 USD

Your choice of Beef, Chicken, Kebab, Sojok, Fish, Halloum, Falafel
اختيارك من لحمة، دجاج، كباب، سجق، سمك، حلوم، فلافل

فروج مشوي
ROASTED CHICKEN

فروج مشوي
Roasted Chicken

Chicken, markouk bread, mixed pickles, garlic, lebanese bread
فروج، خبز مرقوق، مخللات، ثوم، ربطة خبز

فروج كامل
Whole Chicken — **5 USD**

نصف فروج
Half Chicken — **2.5 USD**

*Add Garlic Sauce 0.5 USD إضافة ثوم

أطباق الأرز
RICE PLATTERS

أرز مع فول أخضر وشبنت
Green Broad Beans Rice

Green Broad Beans Rice
+ Shawarma of your choice

أرز مع فول أخضر وشبنت
+ شاورما من اختيارك

7 USD

أرز مع كمون
Cumin Rice

Cumin Rice
+ Shawarma of your choice

أرز مع كمون
+ شاورما من اختيارك

7 USD

أطباق شاورما
SHAWARMA PLATTERS

شاورما لحم
Beef Shawarma

250g Beef, french fries, tomatoes, parsley, onions, cucumber pickles, tarator sauce
٢٥٠ غرام لحمة، بطاطس مقلية، طماطم، بقدونس، بصل، مخلل خيار، صلصة طحينة

7.5 USD

شاورما دجاج
Chicken Shawarma

250g Chicken, french fries, lettuce, cucumber pickles, garlic
٢٥٠ غرام دجاج، بطاطس مقلية، خس، مخلل خيار، ثوم

7.5 USD

شاورما كباب
Kebab Shawarma

250g Kebab, french fries, tomatoes, parsley, onions, cucumber pickles, hummus
٢٥٠ غرام كباب، بطاطس مقلية، طماطم، بقدونس، بصل، مخللات، حمص

7.5 USD

شاورما سجق
Sojok Shawarma

250g Sojok, french fries, tomatoes, cucumber pickles, lemon sauce
٢٥٠ غرام سجق، بطاطس مقلية، طماطم، مخلل خيار، صلصة الحامض

7.5 USD

شاورما حلوم
Halloum Shawarma

250g Halloumi cheese, tomatoes, cucumbers, fresh mint, pesto sauce
٢٥٠ غرام جبنة حلوم، طماطم، خيار، نعناع طازج، صلصة البيستو

7.5 USD

شاورما سمك
Fish Shawarma

250g Fish fillet, french fries, lettuce, lemon, fried bread, tarator
٢٥٠ غرام فيليه سمك، بطاطس مقلية، خس، حامض، خبز مقرمش، صلصة طحينة

7.5 USD

نصف كيلو
شاورما من اختيارك
1/2 kg Shawarma Platter of your choice — **14.5 USD**

كيلو
شاورما من اختيارك
1kg Shawarma Platter of your choice — **28 USD**

السلطات
SALADS

سلطة سيزر
Caesar Salad

Lettuce, bread croutons, parmesan cheese, caesar sauce
خس، مكعبات خبز مقرمشة، جبنة البارميزان، صلصة سيزر

3 USD

سلطة روكا
Rocca Salad

Rocca, mushroom, parmesan cheese, balsamic sauce
روكا، فطر، جبنة البارميزان، صلصة البالسميك

3 USD

سلطة سيزر بالدجاج
Chicken Caesar Salad

Lettuce, chicken, bread croutons, parmesan cheese, caesar sauce
خس، دجاج، مكعبات خبز مقرمشة، جبنة البارميزان، صلصة سيزر

3 USD

سلطة روكا باللحمة
Beef Rocca Salad

Rocca, beef, mushroom, parmesan cheese, balsamic sauce
روكا، لحمة، فطر، جبنة البارميزان، صلصة البالسميك

3 USD

الطلبات الجانبية
SIDE ORDERS

كرنب
Coleslaw

1 USD

بطاطس مقلية
French Fries

1.5 USD

حمص
Hummus

2.5 USD

حمص مع لحم أو دجاج
Hummus With Beef or Chicken

4 USD

WE CATER PARTIES & EVENTS
Give us a call and book in advance!

معكن بلمتكن، بالمناسبات و الحفلات
إتصل بنا وراجع طلبيتك!

شاركنا لحظاتك الرائعة
والشهية مع أبو شاورما!

#AbouShawarmaKW **#ShawarmagramKW**

Share Your Mouthwatering Abou Shawarma Moments!

WE'RE ALWAYS UP TO SOMETHING GREAT!
Ask us about our promotions!

نحن دائما نحضّر شيئاً رائعاً!
إستفسر عن عروضنا الآن!

220 220 02

/AbouShawarmaKW

OUR SANDWICHES

Halloum Shawarma

Chicken Shawarma

Fish Shawarma

Beef Shawarma

Special Beef Shawarma

Kebab Shawarma

Special Chicken Shawarma

Sojok Shawarma

SANDWICH

OR

PLATE

1 BREAD

White Arabic Bread
(small or large)
Brown Arabic Bread
(small or large)

2 SHAWARMA

Beef
Chicken
Sojok
Fish
Kebab
Halloumi Cheese

3 TOPPINGS

Lettuce
Parsley
Onions
Tomatoes
Coleslaw
Hummus

4 SAUCES

Garlic
Tarator
Spicy
Lemon
Kezbara
Zaatar
Laban
Pomegranate
Pesto
Cherry

5 PICKLES

Cucumbers
Chilly Peppers

6 ENJOY

Dine In
Take Away

Personalization Table

Press Releases

Quotes

"Shawarma will never be the same again with *Abou Shawarma*!"

"The inspiring concept of *Abou Shawarma* is that of a "casual Shawarma" and watch-words are quality, tradition and innovative twists."

"*Abou Shawarma* has developed one of a kind and extremely tasty Shawarma options, including Fish, Halloum (For vegetarians), and Kebab Shawarmas."

CUSTOMER REVIEWS

Tripadvisor

Robiburns
Dubai, United Arab Emirates
5 of 5 stars Reviewed

""Delicious. One of the best shawarmas I have had. " - New restaurant in Ashrafieh. Loved the unique selection of shawarmas such as the kafta and halloumi. Can't wait to bring my friends here!"

Rosa G
Beirut, Lebanon
5 of 5 stars Reviewed

"AMAZING" - I kept hearing about this new restaurant, Abou Shawarma, and recently was in Sassine Square so decided to stop by. I had the beef shawarma first then saw that they also had a halloumi shawarma which was new to me so I had to try it. Wow...

Facebook

Mark Sarkis
"Gr8 place .. Amazing FOod !!"

Nadine Barakat AbouShakra
"Excellent shawarma! Best in town!"

Assaad F Tarabay
"great Sojok,ate 4 , and i want more"

Nour Hawili
"Best Shawarma that i have tasted in Lebanon so far! Unique and innovative."

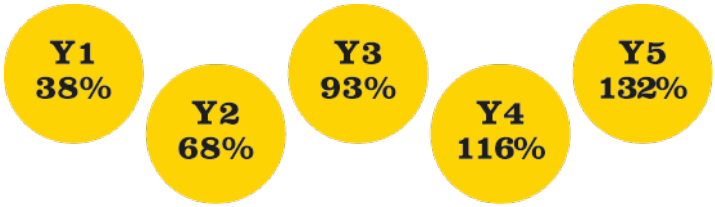
Mazen Saliba
"Best Shawarma ever !!!!!!!!!!!!!"

AN ATTRACTIVE BUSINESS OPPORTUNITY

In addition to being strongly aligned with regional and global trends in the food industry Abou Shawarma enjoys core strengths that make it especially attractive for potential franchisees. As a quick summary, those core strengths are the following:

1. World-class best-practice franchising model developed by Francorp - leading global franchise consultancy firm (over 14,000 international clients including Just Falafel, Kcal, etc.)
2. Exceptionally strong knowledge transfer and franchise support system (documentation, operating manuals, standard and procedures, training documents and videos, best practice, physical and remote franchisor support)
3. Adaptability to global tastes and preferences
4. Robust and aggressive branding, marketing, and online social media campaign
5. Strongly aligned with global food industry trends and demand
6. Highly profitable and financially attractive business model (high Return on investment, relatively low initial investment cost)
7. Highly scalable model and product
8. Low dependence on Franchisor for raw ingredients
9. Dedicated, fast-moving franchisor support team
10. Tested and adopted concept (public acceptance)
11. Monitorable from long distance
12. General f and b skill set requirements for executives and store employees

THE AVERAGE ABOU SHAWARMA INDIVIDUAL OUTLET SHOULD GENERATE AN IRR OF 62% (WITH CONSIDERABLY HIGHER IRRS FOR AREA DEVELOPMENT INITIATIVES) AND A TOTAL RETURN ON INVESTMENT OVER THE FIRST 5 YEARS OF OPERATION OF THE FOLLOWING:



BUSINESS PROFILE REQUIREMENTS

Typically, Abou Shawarma is very selective in choosing its franchising partners. While there is no set criteria, and franchisees can come from a wide array of professional backgrounds; they must all exhibit a strong commitment and desire to succeed.

Experience in the food and beverage industry is essential along with the following

1. Good people skills, including business, management and customer service skills.
2. High personal standards: excellence, honesty and integrity.
3. Ability to work within a system.
4. Stability and maturity.
5. Financial and commercial capacity to make their franchise a success.

The Franchise Owner is Not Required to Participate in the Day-to-Day Operations on a Full Time Basis as Long as a Senior Manager is Appointed.

ABOU SHAWARMA CONTACT INFO

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