



SAWANI FALFOUL FRANCHISE BROCHURE



OUR STORY

Chadi decided to return to Lebanon and SAWANI FALFOUL, a unique concept inspired by his grandmother's traditional cooking techniques and Chadi's love of today's modern street food, opened its doors for the first time in November 2017.

Chadi is hands-on. He selects ingredients with love and care at local markets - vegetables, meats, condiments – they have to be the very best. He trains his staff, old and new, continuously. He shares his passion of a new vision for Lebanese cuisine with his guests and anyone else who will listen, rambling on about twists to traditional recipes, cooking secrets and tales of his thousand and one crispy adventures over the years. Chadi has quickly whipped up a cult following with influencers and bloggers raving about his creation and television shows featuring him regularly, praising the great path that Sawani Falfoul is charting for itself.



FOUNDER STORY

Born into a family that wanted an engineering or medical degree from their son, Chadi “Falfoul” Sleiman had to struggle to follow his dream - to learn the practices of the food & beverage trade and the techniques of cooking from the most prestigious gastronomic figures. His passion was always the driving force.

He studied Culinary Engineering at l’Ecole Hôtelière de Toulouse in France. He then interned and worked at the infamous Prince de Galles Hotel in Paris, France and was invited to be a part of the opening team of the prestigious Phoenicia Intercontinental and Mzar Intercontinental hotels in Lebanon, hopping onto opportunities in Kuwait, Qatar, Yemen, Bahrain and India, a whirlwind of top tier jobs and cultural experiences that cemented his passion for gastronomy and Lebanese cuisine in particular.





OUR MISSION

Don't say foul, unless it's from Falfoul!

To spread the positive aspects of Lebanon's culture and value through its food while promoting the importance of local, organic produce devoid of preservatives and the benefits of supporting local farmers, markets and businesses.

To make Lebanese cuisine even more accessible worldwide by opening in major cities across the globe with a menu that is easy, fun, delicious and healthy.

To showcase Lebanese street food in a contemporary and fresh way.



OUR VISION

To expand around the world and build awareness about our home country's cuisine, it's deliciousness and its health benefits. We take you back to the roots, when taste was natural; eggs and vegetables were handpicked, and there was no worry about excessive gluten, coloring, pesticides and preservatives.

The ultimate goal is to have Sawani Falfoul come to mind worldwide when someone thinks of Lebanese cuisine.

المطعم





OUR PRODUCTION

Sawani Falafoul merges traditional Lebanese cuisine with a modern edge and focuses on three main dishes - Falafel, Fatteh and Foul. It is NOT fusion food, it is reengineered. It starts with local, traditional dishes being revisited and rethought in a fresh, contemporary way. Great examples include Fatteh Sfiha, Fatteh Shish Barak and the dessert Crème Brûlée Halawa; all have traditional roots with wonderful contemporary interpretations. Chadi works closely with his team of trusted fellow chefs to look at each and every ingredient, how it can be enhanced, removed or replaced. The ideas are put to the test, a grueling feat that requires hours of research with guests and adjustments thereafter, then "Voilà!", a certified product is rolled out.





OUR PRODUCTION

All dishes are prepared with love and generosity, heartfelt authenticity and fresh local produce, while personalizing each plate whenever needed to cater to guests' specific tastes and dietary requirements; yes, we're flexible.

An iconic element in Sawani Falafoul is El Arabeh (العربة) or "The Trolley", generously loaded with a variety of fresh and pickled vegetables, herbs and condiments from which customers can choose and fill up on as much as they desire.

Open 24/7, Sawani Falafoul is now the go to place for a quick breakfast, brunch, lunch, dinner or late-night snack for young, old, residents, foreigners, vegetarians, carnivores, nearby workers and night owls; **EVERYONE** is welcome.

The flavors of the land, simple yet rich and nourishing and the warm, generous welcome of Chef Chadi and his team will bring you to a magical experience of flavors and emotions woven through the centuries and brought bang up to date.







UNIQUE SELLING PROPOSITION

- Upscale Street food menu at a pocket friendly price
- Locally sourced fresh ingredients
- Growing global recognition of Lebanese food as both delicious and healthy

Personalized meals - choose your own selection of relishes, condiments and vegetables from the trolley, enjoy freshly-made bread from the oven and adapt our recipes to any kind of food preference you have





SAWANI FALFOUL TARGET CLIENTELE



Demographics

Gender: Men/Women

Age: 25 – 50

Income: Middle to upper-class

Family: couples, married with kids

Tourists



Psychographics

Young men/women who enjoy spoiling themselves on a budget.

Individuals with strong connections to their traditions and extended family.

People who value food as a social experience/family get-together not just for nourishment.

Health-conscious eaters and/or vegetarians and vegans.



Behaviors

Women who enjoy brunch

Business men/women who are busy and prefer delivery

Late-night workers.

On-the-go people whether commuting between home and work, driving kids around or visiting family members.





OUR MENU

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sawanifalafoul
sawanifalafoul

OPEN 24/7

For Delivery 01/38 22 12

Foul	7,500 LL
Foul Medomas	7,500 LL
Slow Cooked Fava Beans & Chickpeas, Lemon Juice, Minced Garlic, Salt And Cumin	
Foul Soda	7,500 LL
Slow Cooked Fava Beans, Lemon Juice, Minced Garlic, Salt And Cumin	
Foul Tahina	9,000 LL
Foul Soda, With Tahina	
Foul Bil Laban	9,000 LL
Foul Soda, Topped With Plain Yogurt	
Foul Bil Bayd	12,000 LL
Foul Medomas, Topped With 2 Poached Eggs	
Foul Bil Sojok	14,000 LL
Foul Soda, Topped With Fried Sojok	

HUMMUS

Baile	7,500 LL
Slow Cooked Whole Chickpeas, Garlic, Cumin, Olive Oil	
Hummus Bil Tahina	8,500 LL
Chickpeas Paste, Tahina, Lemon Juice Topped With Whole Chickpeas Grains	
Mosabaha	9,000 LL
Whole Slow Cooked Chickpeas, Tahina, Garlic, Lemon Juice	
Malaysian Mosabaha	10,500 LL
Mosabaha Topped With Fried Chili And Nuts	
Hummus Bil Awarma	14,000 LL
Hummus Bil Tahina, Topped With Awarma	
Hummus Bil Cashew	10,000 LL
Hummus Bil Tahina, Topped With Roasted Cashew Nuts	
Hummus Bil Sumsum	9,000 LL
Hummus Bil Sumsum, Topped With Roasted Sesame Seeds	
Hummus With Meat	12,000 LL
Hummus Bil Tahina, Topped With Freshly Grounded Beef	

SALAD

Falafel Salad	10,000 LL
Romaine Lettuce, Tomatoes, Tumip Pickles, Mint, Radish, Parsley, Topped With 5 Falafel Pcs, Lemon-tahina Dressing	
Fattouch Salad	9,000 LL
Traditional Homemade Fattouch	
Tabouleh	9,500 LL
Traditional Homemade Tabouleh	
Halloumi Salad	14,000 LL
Traditional Fattouch Topped Grilled Halloumi	

Babrou - 22 Rue Georges Cottour - Beirut
info@sawanifalafoul.com | www.sawanifalafoul.com

VEGAN SPICY FOR ANY FOOD ALLERGY REQUEST CONSULT YOUR SERVER

COLD STARTERS

Labneh	7,000 LL
Traditional Lebanese Creamy Yogurt	
Labneh Bil Toun	7,500 LL
Creamy Strained Yogurt With Garlic	
Balaadiy Cheese	8,500 LL
Fresh Cow Milk Cheese Slices	
Keshk Mahrour	9,500 LL
Keshk, Parsley, Walnuts, Green Olives, Onions	
Goat Labneh	11,000 LL
Goat Labneh Dipped In Olive Oil	
Makdous	9,000 LL
Eggplants Pickles Stuffed With Walnuts And Chili	

BAYD BALADI

Bayd Oyoun	8,500 LL
Oven Baked 3 Sunny Side Eggs	
Bayd Bil Awarma	12,000 LL
Baked Scrambled 3 Eggs With Beef Confit	
Bayd Bil Soujouk	12,000 LL
Baked Scrambled 3 Eggs With Sojouk Bites	
Bayd Bil Cheese	10,500 LL
Baked Scrambled 3 Eggs Mixed With Kashkawani Cheese	
Bayd Bil Lahmeh	12,000 LL
Baked Scrambled 3 Eggs Mixed With Grounded Beef	
Bayd Bil Batata	10,500 LL
Baked Scrambled 3 Eggs Mixed With Fried Potatoes Cubes	
Bayd Bil Banadoura	10,500 LL
Baked Scrambled 3 Eggs Mixed With Tomato Cubes And Onions	

HOT MEZZEH

Makanek	12,000 LL
Lebanese Sausage With Or Without Pomegranate Molasses	
Soujouk	12,000 LL
Armenian Clic Sausage	
Sawda Djej	9,000 LL
Chicken Livers With Or Without Pomegranate Molasses	
Lsanat	14,000 LL
Pan Fried Beef Tongue With Lemon Garlic Sauce	
Keshek Bil Awarma	16,000 LL
Keshek, Shredded Garlic, Potato-Cubes, Awarma	
Makadem Plate	10,000 LL
2 Pcs of boneless slow cooked lamb legs	
Botata Harra	9,000 LL
Fried Potato Cubes With Spicy Garlic Coriander	
Falafel Plate (6 Pcs)	7,000 LL
Falafel 6Pcs Served Tarator	
French Fries	5,500 LL
Traditional French Fries, Fried To Golden Perfection	

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SAWANI

Grilled Halloumi

Cyprites Low Salt Grilled Halloumi Slices Served With Mint Pesto

Kofta Bil Sanieh

Baked Kofta With Tomato & Potato Slices

Kofta Bil Tahina

Farout Favorite Tray, Baked Kofta Covered With Tahina Sauce

Sifha Haydarieh

A D dozen (12pccs) From The Famous Sifha Of Baalbek Served

With A Yogurt Cup

Kawej

The Farmer Special, Baked Tray Of Tomatoes, Onion, Zucchini,

Eggplants With - Add Slow Cooked Lamb Chunks 4,500 LL

Djez Bil Sumac

2 Chicken Thighs Baked Seasoned With Sumac, Served With Garlic Paste

Djez Provencal

Chicken Breast Roulade, Grilled Potato Topped With Lemon

Coriander Sauce

Djez Mediterranean

Chicken Breast Roulade, Grilled Potato Slice, Eggplants Topped

With Marinara Sauce

Shorbat Lahme

Baked 180 grs of Beef fillet with tomato and onion

Fattet

Fattet Hummus

9,500 LL

Toasted Bread, Chickpeas, Garlic & Cumin, tahina yogurt topped with fried nuts

Fattet Djej

14,500 LL

Toasted Bread, Chickpeas, Garlic & Cumin, Tahina yogurt topped with Chicken Breast in sumak

Fattet Makodeh

18,000 LL

Toasted Bread, Chickpeas, Garlic & Cumin, Tahina yogurt topped with 2 deboned lamb Heels, nuts

Fattet Awarma

15,000 LL

Toasted Bread, Chickpeas, Garlic & Cumin, Tahina yogurt topped with Awarma (Beef Confit)

Fattet Lsnot

16,000 LL

Toasted Bread, Chickpeas, Garlic & Cumin, Tahina yogurt topped with Grilled cow tongue & nuts

Fattet Sfha

18,000 LL

Toasted Bread, Chickpeas, Garlic & Cumin, topped with 12pccs Sfha

Fattet Batinjan

18,000 LL

Toasted Bread, Chickpeas, Garlic & Cumin, Grilled eggplants, tahina yogurt topped with ground beef, nuts

SWEET TREATS

Debs Bil Tahina

5,500 LL

Mosabab Molasses With Tahina

Kunafa Nobulsi

9,000 LL

Osmaloya dough stuffed with Akkawi cheese topped with sugar syrup

Crème Brûlée HALAWA

9,000 LL

A Lebanese version of the famous crème brûlée mixed with HALWA paste

No One Does It Better Than You

SANDWICHES

* Available only for take away or delivery

Sawda Djej

5,000 LL

Chicken livers, tomato, pickles and Garlic Sauce

Makanek

6,000 LL

Lebanese sausage (Makanek) tomatoes, pickle, Mustard & Mayo Dressing

Soujouk

6,000 LL

Armenian Garlic sausage (Soujouk) tomatoes, pickle, Mustard & Mayo

Djez Mshab

6,000 LL

Pulled Chicken breast, garlic paste, pickles

Lsanat

6,000 LL

Beef tongue, garlic Paste, mint, pickles

Falafel Sandwich

3,500 LL

3 pcs Falafel, mixed veggies, Tarator, pickles

Falafel Sandwich Extra

4,000 LL

4 pcs Falafel, mixed veggies, Tarator, pickles

ALCOHOLIC BEVERAGES

BEVERAGES

HOT BEVERAGES

Soft Drink Bottle

2,000 LL

Soft Drink Can

2,500 LL

Mineral Water Small

1,500 LL

Sparkling Water

3,500 LL

Regular Spirit

12,000 LL

Premium Spirit

16,000 LL

Almaza Regular

5,500 LL

Almaza Light

5,500 LL

Fresh Orange Juice

4,500 LL

Fresh Lemonade

4,500 LL

Fresh Laban Airan

3,000 LL

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قائمة المطعم





OUR LOCATIONS



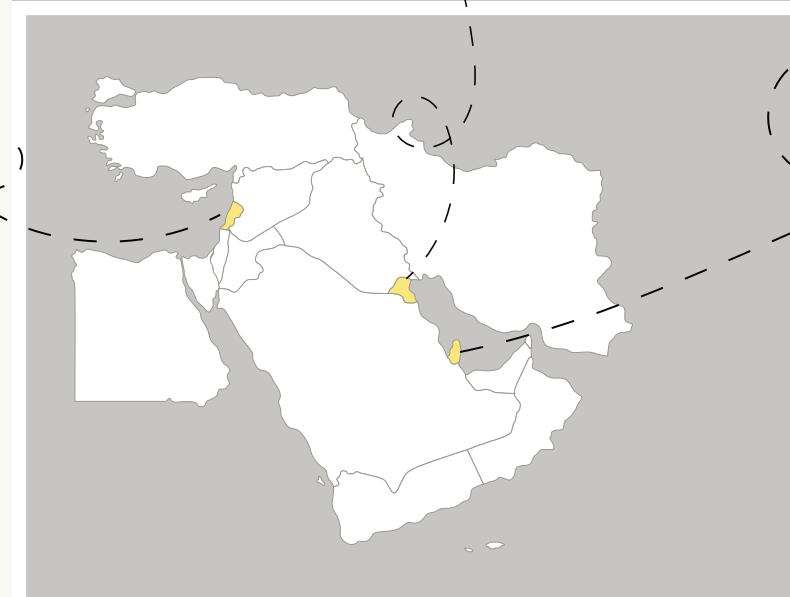
Beirut branch



Kuwait branch



Qatar branch

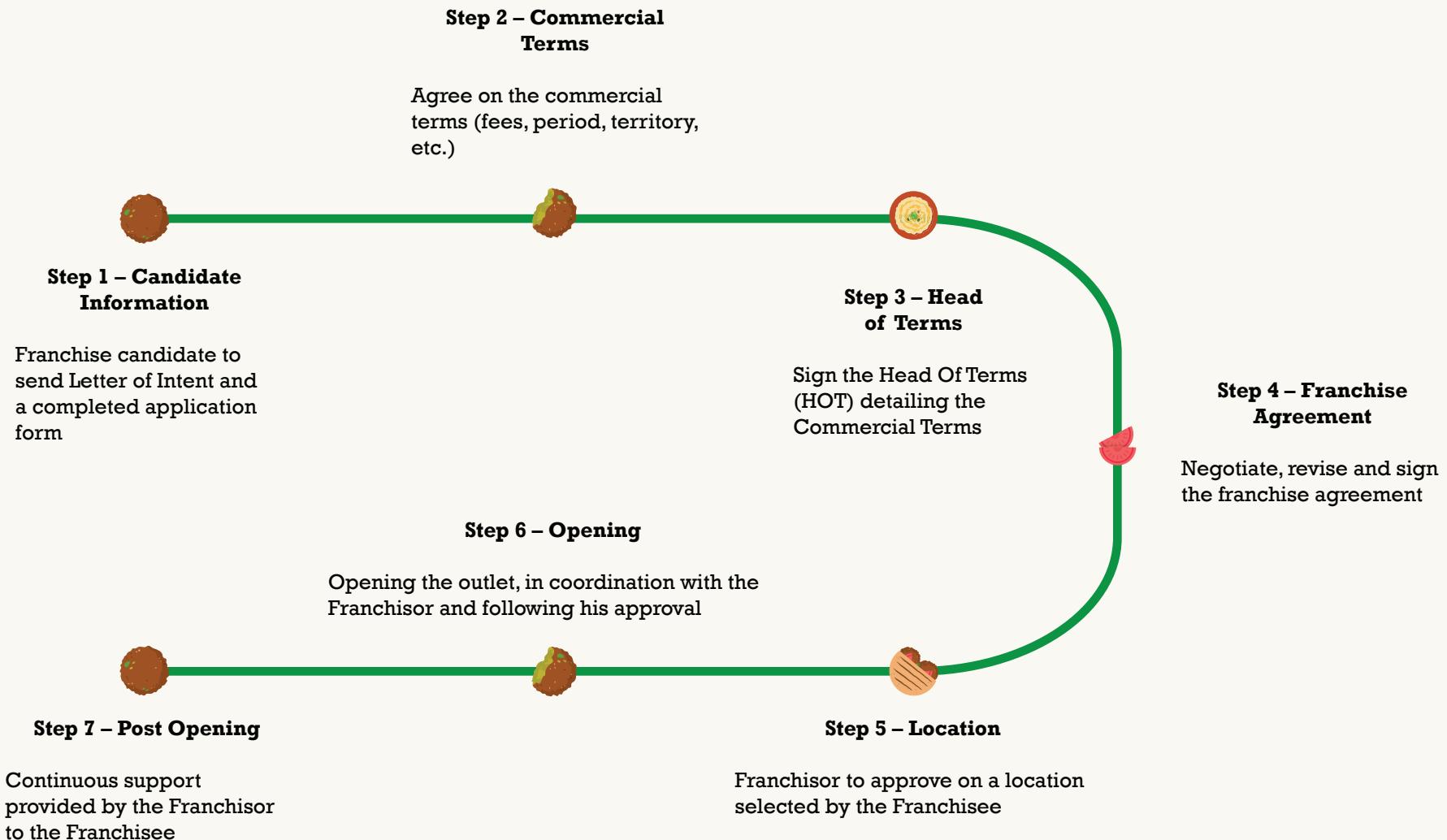








FRANCHISE STEPS





SAWANI
FALFOUL

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PROFILE OF A TYPICAL SAWANI FALFOUL FRANCHISEE

- Hard-working with a desire to succeed.
- High personal standards: excellence, honesty and integrity.
- Good people skills, including business, management and guest service skills.
- Can easily get suitable locations in the territories they operate in.
- Individuals with passion for what they do and good eye for details.
- Local knowledge and expertise in the areas of consumer preferences, real estate, government regulations, labor, and distribution issues.
- Having experience in food & beverage or hospitality is preferred.



PRE-OPENING SUPPORT

Sawani Falfoul will assist the Franchisee throughout the pre-opening by:

- ♥ Assisting the Franchisee with site selection.
- ♥ Assisting the Franchisee in the recruitment of key employees.
- ♥ Assigning the brand's architect and interior designer to the Franchisee who will apply all Sawani Falfoul interior design drawings and architectural elements.
- ♥ Providing preliminary training for the Franchisee and key employees.
- ♥ Providing on-site training for both Front of house and Back of house employees.
- ♥ Assisting the Franchisee with product sourcing.
- ♥ Providing pre-opening support to help organizing the opening and operating of the restaurant.
- ♥ Handing manuals to the Franchisee in order to help him run the concept's franchise operation in a smooth way.
- ♥ Assisting the Franchisee with marketing and launching program.



PRE-OPENING SUPPORT

Franchise documentations provided to the Franchisee upon signature of the franchise agreement include:

Operations manual

- Addresses Sawani Falfoul's standard procedures related to the day-to-day management of the restaurant for both Front of house and Back of house.
- Covers the operational issues that may arise when managing a restaurant.

Human Resources

- Develops Sawani Falfoul standard rules, regulations and relationships with the employees

Finance and Control

- Details the financial system to be followed as well as the reporting system between the Franchisee and Sawani Falfoul.
- Includes information on budgeting, payment of Franchisee fees, reporting of financial statements and Key Performance Indicators, cost control and financial terms.

Sales and Marketing

- Details all sales and marketing activities that must be undertaken by the Franchisee as well as the reporting system between the Franchisee and Sawani Falfoul.

Architecture and interior design drawings

- Sets the architectural and design drawings specifications for a typical Sawani Falfoul restaurant.

Branding and corporate identity

- Develops the application of Sawani Falfoul's branding and corporate identity on different material including environmental branding, amenities, press releases, packaging, uniforms, etc.



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POST-OPENING SUPPORT

Sawani Falafoul team will assist the Franchisee in post-opening by providing support in various areas including:

Training

- Post opening training.
- Managerial training.
- Departmental training.
- Specific training requests .

Quality control

- Mystery visits and audits.
- Control and monitor the implementation of Sawani Falafoul standards in the Franchisee premises.
- Restaurant performance assessment.

Brand communication

- Development of the brand awareness through.
- Promotions on regional and international levels.
- Social media interaction.

Management system update

- Continuous support depending on operation's needs.

Continuous programs of research and development



THANK YOU

CONTACT US

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