



**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.





OUR PRODUCTION

Sawani Falfoul 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 Brulée 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 Falfoul 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 Falfoul 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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sawanifalfoul

OPEN 24/7

For Delivery 01/38 22 12

FOUL

Foul Medamas 🌱	7,500 L.L
Slow Cooked Fava Beans & Chickpeas, Lemon Juice, Minced Garlic, Salt And Cumin	
Foul Sada 🌱	7,500 L.L
Slow Cooked Fava Beans, Lemon Juice, Minced Garlic, Salt And Cumin	
Foul Bil Tahina 🌱	9,000 L.L
Foul Sada, With Tahina	
Foul Bil Laban 🌱	9,000 L.L
Foul Sada, Topped With Plain Yogurt	
Foul Bil Bayd 🌱	12,000 L.L
Foul Medamas, Topped With 2 Poached Eggs	
Foul Bil Sojak 🌱	14,000 L.L
Foul Sada, Topped With Fried Sojak	

HUMMUS

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

SALAD

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

Badaro - 22 Rue Georges Catroux - Beirut
info@sawanifalfoul.com | www.sawanifalfoul.com

COLD STARTERS

Labneh 🌱	7,000 L.L
Traditional Lebanese Creamy Yogurt	
Labneh Bil Toun 🌱	7,500 L.L
Creamy Strained Yogurt With Garlic	
Baladiyi Cheese 🌱	8,500 L.L
Fresh Cow Milk Cheese Slices	
Keshek Mahrou 🌱	9,500 L.L
Keshek, Parsley, Walnuts, Green Olives, Onions	
Goat Labneh 🌱	11,000 L.L
Goat Labneh Dipped In Olive Oil	
Makdous 🌱	9,000 L.L
Eggplants Pickles Stuffed With Walnuts And Chili	

BAYD BALADI

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

HOT MEZZEH

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



FOR ANY FOOD ALLERGY REQUEST, CONSULT YOUR SERVER 🌱 VEGAN 🌶️ SPICY

SAWANI

Grilled Halloumi 🌱	13,500 L.L
Cypriotes Low Salt Grilled Halloumi Slices Served With Mint Pesto	
Kafta Bil Saniyeh 🌱	14,000 L.L
Baked Kafta With Tomato & Potato Slices	
Kafta Bil Tahina 🌱	14,000 L.L
Falfool Favorite Tray, Baked Kafta Covered With Tahina Sauce	
Sfiha Haydariyeh 🌱	9,500 L.L
A Dozen (12pcs) From The Famous Sfiha Of Baalbek Served With A Yogurt Cup	
Kawelj 🌱	12,000 L.L
The Farmer Special, Baked Tray Of Tomatoes, Onion, Zucchini, Eggplants with - Add Slow Cooked Lamb Chunks 4,800 L.L	
Djez Bil Sumac 🌱	12,000 L.L
2 Chicken Thighs Baked Seasoned With Sumac, Served With Garlic Paste	
Djez Provenciale 🌱	14,000 L.L
Chicken Breast Roulade, Grilled Potatoes Topped With Lemon Coriander Sauce	
Djez Mediterranean 🌱	14,500 L.L
Chicken Breast Roulade, Grilled Potato Slice, Eggplants Topped With Marinara Sauce	
Sharhat lahma 🌱	21,000 L.L
Baked 180-grs of Beef Fillet with tomato and onion	



Fatteh Batinjan

NAYEH

* Available Every Sunday & Public Holidays

Asbeh Nayeh Plate 🌱	15,000 L.L
Raw Lamb Liver - 150g	
Kebbeh Nayeh Plate 🌱	15,000 L.L
Lebanon Favorite Raw Lamb Meat With Burgul - 150g	
Habra Nayeh Plate 🌱	15,000 L.L
Raw Lamb Meat Served With Garlic Paste - 150g	

SANDWICHES

* Available only for take away or delivery

Sawda Djez 🌱	5,000 L.L
Chicken livers, tomato, pickles and Garlic Sauce	
Makanek 🌱	6,000 L.L
Lebanese sausage (Makanek) tomatoes, pickle, Mustard & Mayo Dressing	
Soujouk 🌱	6,000 L.L
Armenian Garlic sausage (Soujouk) tomatoes, pickle, Mustard & Mayo	
Djez Msahab 🌱	6,000 L.L
Puffed Chicken breast, garlic paste, pickles	
Lsanat 🌱	6,000 L.L
Beef tongue, garlic Paste, mint, pickles	
Falafel Sandwich 🌱	3,500 L.L
3 pcs Falafel, mixed veggies, Tarator, pickles	
Falafel Sandwich Extra 🌱	4,000 L.L
4 pcs Falafel, mixed veggies, Tarator, pickles	

ALCOHOLIC BEVERAGES

	GLASS	1/4 BOTTLE	BOTTLE
Arak Brun	8,000 L.L	28,000 L.L	80,000 L.L
Arak Jureidini	4,500 L.L	25,000 L.L	70,000 L.L
Red Wine	10,000 L.L	22,000 L.L	42,000 L.L
White Wine	10,000 L.L		42,000 L.L
Regular Spirit	12,000 L.L		
Premium Spirit	16,000 L.L		
Almaza Regular		5,500 L.L	
Almaza Light		5,500 L.L	

BEVERAGES

Soft Drink Bottle	2,000 L.L
Soft Drink Can	2,500 L.L
Mineral Water Small	1,500 L.L
Sparkling Water	3,500 L.L
Fresh Orange Juice	4,500 L.L
Fresh Lemonade	4,500 L.L
Fresh Laban Airan	3,000 L.L

HOT BEVERAGES

Turkish Coffee	3,500 L.L
Espresso	4,000 L.L
Double Espresso	5,500 L.L
Cappuccino	6,000 L.L
Tea	4,000 L.L
Café Blanc	3,500 L.L

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Kafta Bil Saniyeh

FATTET

Fatteh Hummus 🌱	9,500 L.L
Toasted Bread, Chickpeas, Garlic & Cumin, tahina yogurt topped with fried nuts	
Fatteh Djez 🌱	14,500 L.L
Toasted Bread, Chickpeas, Garlic & Cumin, Tahina yogurt topped with Chicken Breast in summak	
Fatteh Makadem 🌱	18,000 L.L
Toasted Bread, Chickpeas, Garlic & Cumin, Tahina yogurt topped with 2 deboned lamb Heels, nuts	
Fatteh Awarma 🌱	15,000 L.L
Toasted Bread, Chickpeas, Garlic & Cumin, Tahina yogurt topped with Awarma (Beef Confit)	
Fatteh Lsanat 🌱	14,000 L.L
Toasted Bread, Chickpeas, Garlic & Cumin, Tahina yogurt topped with Grilled cow tongue & nuts	
Fatteh Sfiha 🌱	18,000 L.L
Toasted Bread, Chickpeas, Garlic & Cumin, topped with 12pcs Sfiha	
Fatteh Batinjan 🌱	18,000 L.L
Toasted Bread, Chickpeas, Garlic & Cumin, Grilled eggplants, tahina yogurt topped with ground beef, nuts	

SWEET TREATS

Debs Bil Tahina 🌱	5,500 L.L
Kharoub Molasses With Tahina	
Kunafa Nabulsia 🌱	9,000 L.L
Osmaliya dough stuffed with Akkawi cheese topped with sugar syrup	
Crème Brulée HALAWA 🌱	9,000 L.L
A Lebanese version of the famous crème brûlée mixed with HALWA paste	



No One Does It Better Than You

🌱 VEGAN 🌶️ SPICY FOR ANY FOOD ALLERGY REQUEST, CONSULT YOUR SERVER



Apr2020





قائمة المطعم





OUR LOCATIONS



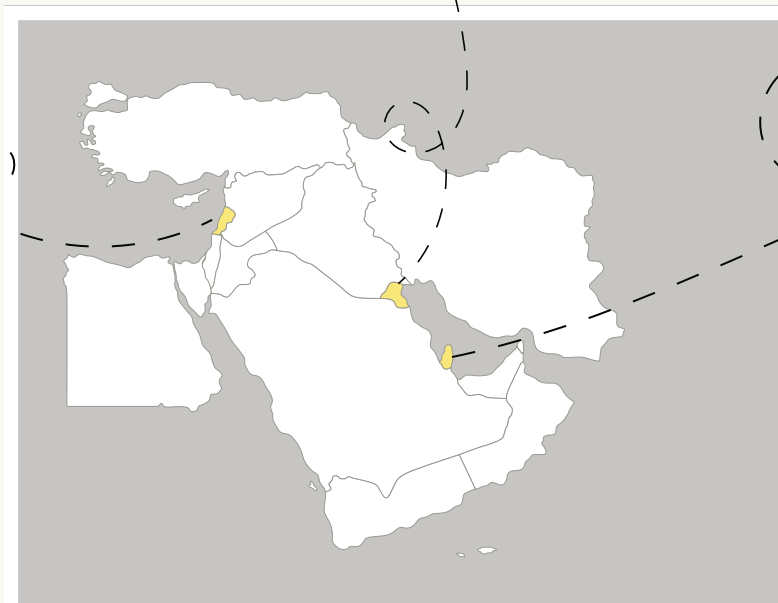
Beirut branch



Kuwait branch



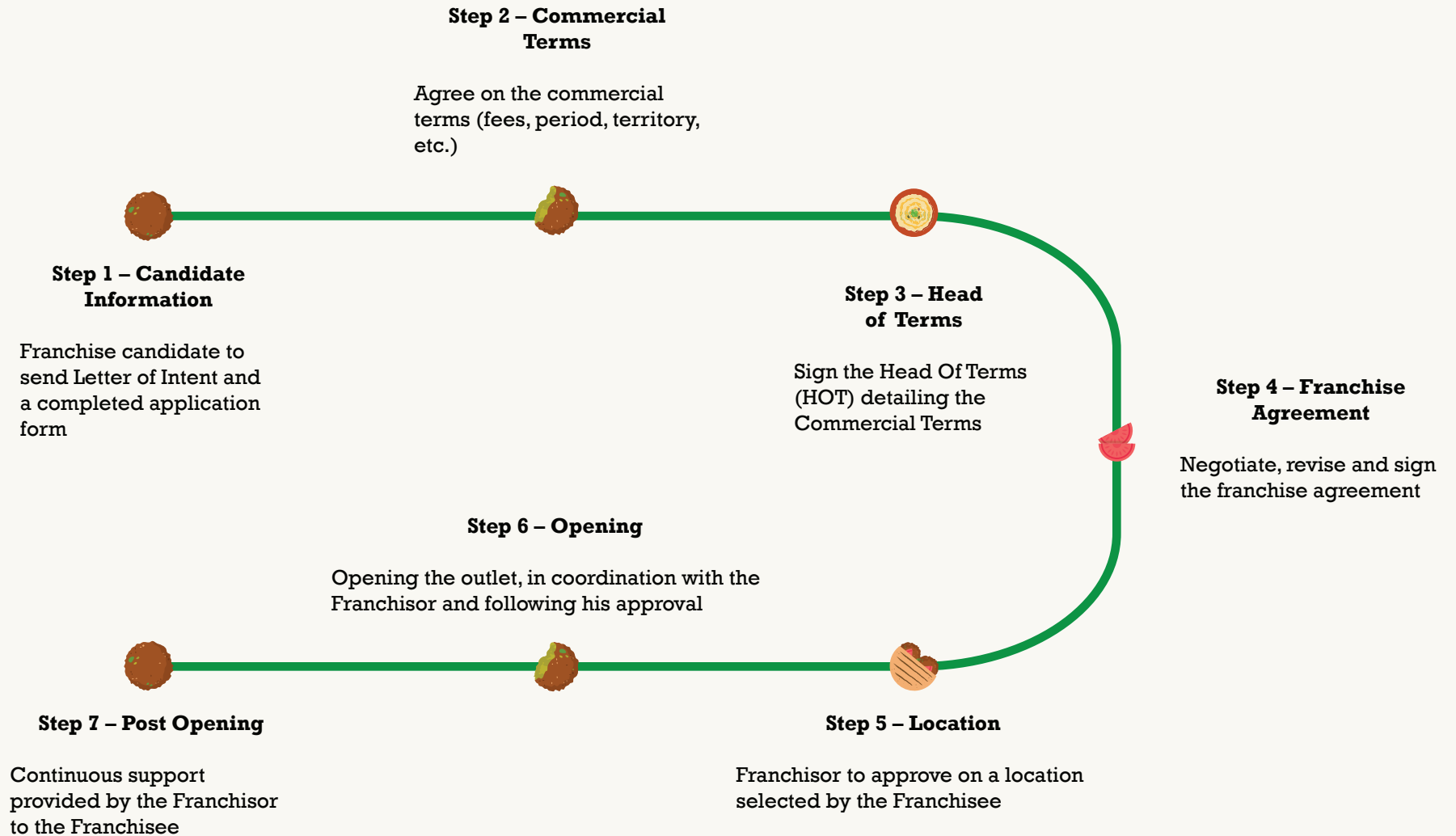
Qatar branch







FRANCHISE STEPS





SAWANI
FALFOUL

قائمة المطاعم





PROFILE OF A TYPICAL SAWANI FALFOOL 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.





POST-OPENING SUPPORT

Sawani Falfoul 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 .

Management system update

Continuous support depending on operation's needs.

Quality control

Mystery visits and audits.

Control and monitor the implementation of Sawani Falfoul 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.

**Continuous programs of research and
development**



THANK YOU

CONTACT US

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