



AZKADENYA

Authentic Mediterranean Kitchen

Franchise Deck



Azkadenya /azka-den-ya/

The adjective “**Azka**” means delicious  
and the noun “**Denya**” means world.

Together, it's the **best life has to offer.**

*“Truth be told, Middle Eastern cuisine stretches galaxies beyond falafel and shish kebab. The food I cook is just as varied as, say, Italian cuisine-The dishes are a reflection of geography, climate and agriculture.”*

-Rawia Bishara,  
From olives, lemons & zaatar.





About

Us

Established in the heart of the Middle East, by Mid-Easterns, **Azkadenya is an authentic Mediterranean fast casual restaurant** & experience embracing mideastern hospitality, cuisine, & culture.

Featuring delicious Mezza to share, signature plates, wraps, salads & desserts in a setting inspired by neo-retro nod to Mediterranean 50's ads & artwork, collaged on wallpapers & table covers.



Azkadenya is a brand under **EAT**, an innovative & forward looking global restaurant franchising group

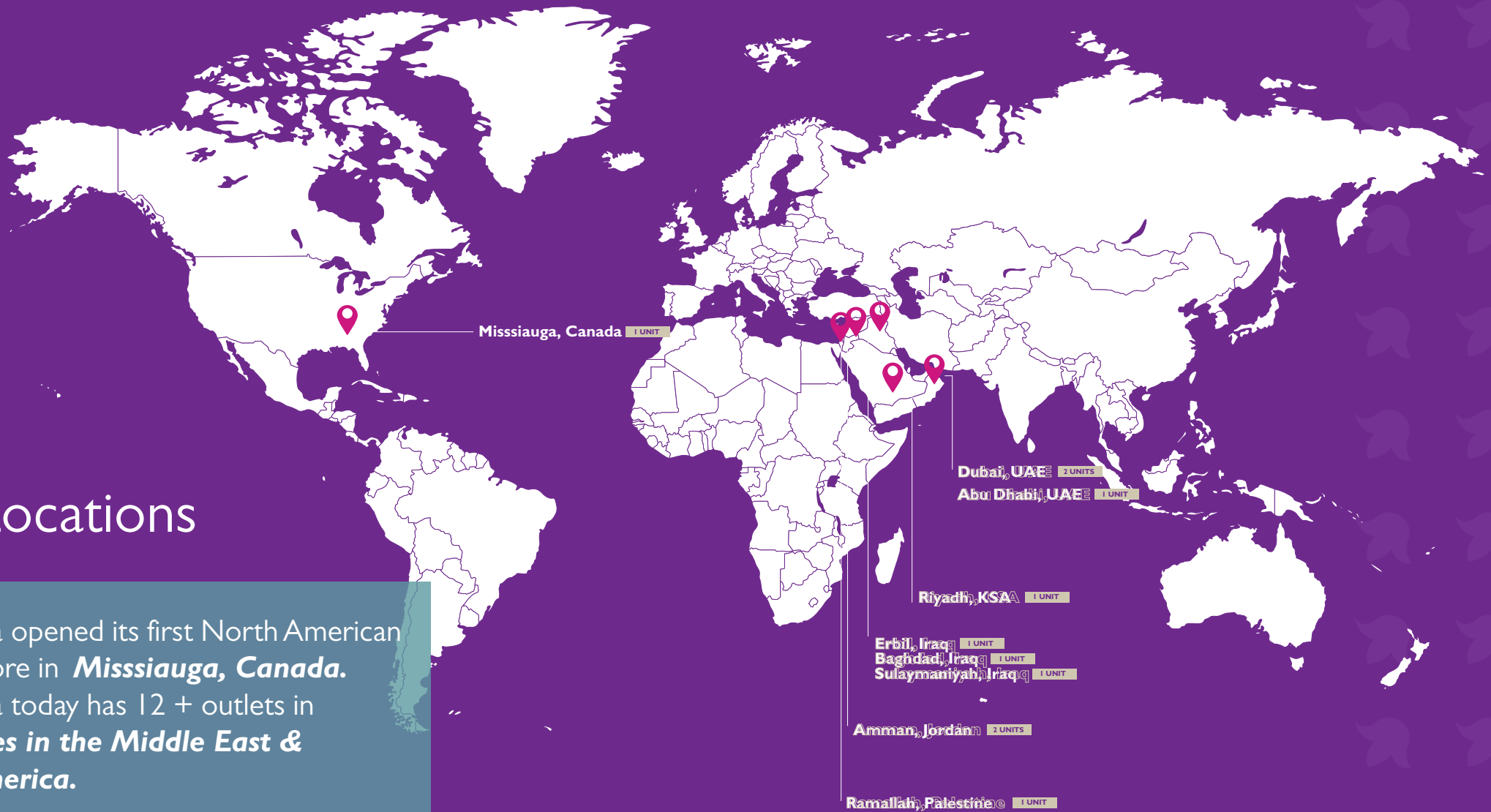
operates  
**50+**  
outlets



customer interfaces under  
**27 distinct**  
popular brands



in over  
**14 cities &**  
3 continents



## Our Locations



Azkadenya opened its first North American flagship store in **Mississauga, Canada**. Azkadenya today has 12 + outlets in **8 countries in the Middle East & North America**.



# Ethnic Foods

## On Trend

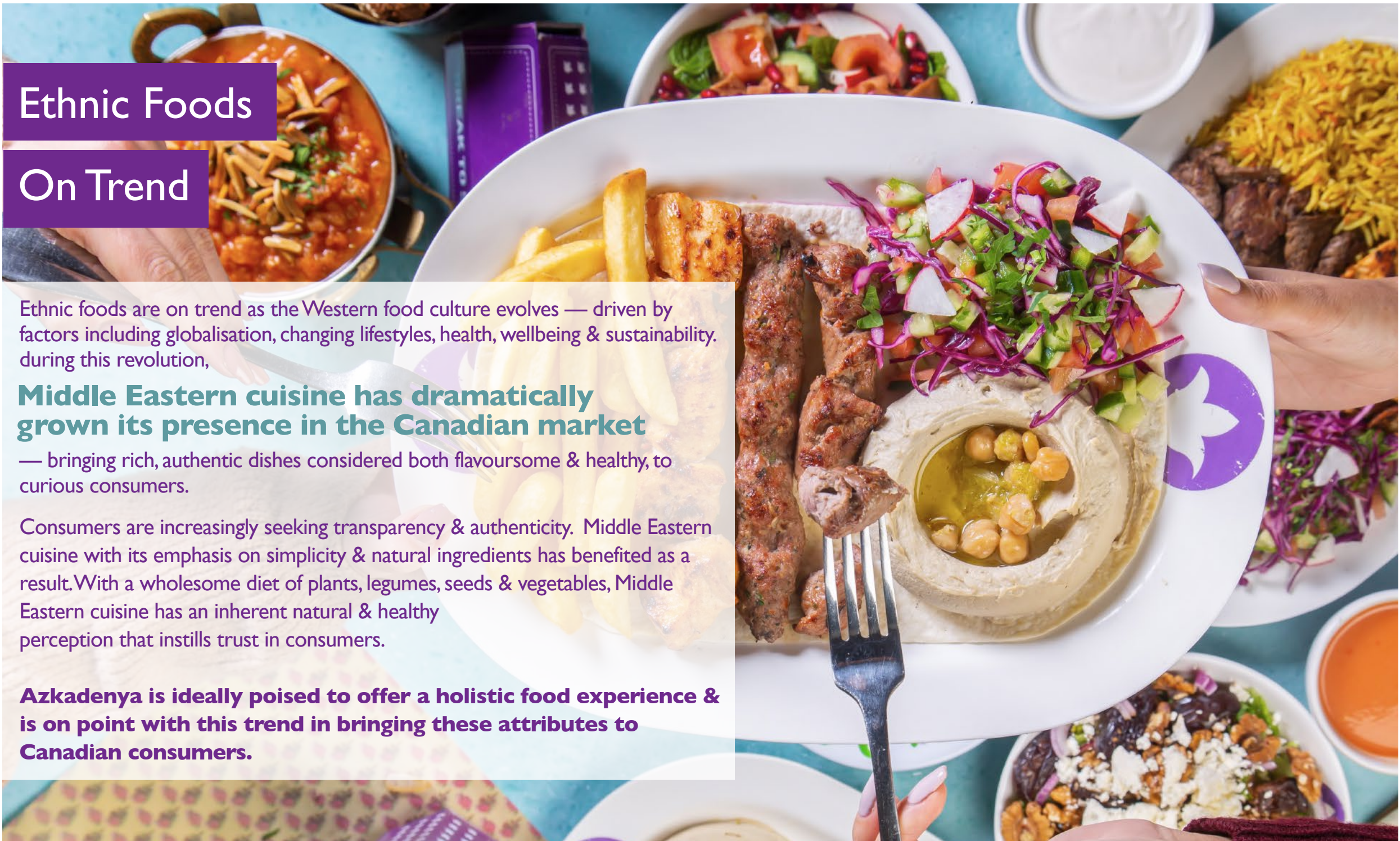
Ethnic foods are on trend as the Western food culture evolves — driven by factors including globalisation, changing lifestyles, health, wellbeing & sustainability. during this revolution,

### **Middle Eastern cuisine has dramatically grown its presence in the Canadian market**

— bringing rich, authentic dishes considered both flavoursome & healthy, to curious consumers.

Consumers are increasingly seeking transparency & authenticity. Middle Eastern cuisine with its emphasis on simplicity & natural ingredients has benefited as a result. With a wholesome diet of plants, legumes, seeds & vegetables, Middle Eastern cuisine has an inherent natural & healthy perception that instills trust in consumers.

**Azkadenya is ideally poised to offer a holistic food experience & is on point with this trend in bringing these attributes to Canadian consumers.**





A close-up photograph of a person's hands holding a round, golden-brown sesame seed bun. The bun is split open, revealing a vibrant green, textured filling, likely hummus or falafel. The person's nails are painted a light pink color. In the background, a plate of food is visible, featuring a bowl of hummus topped with olive oil and a side of fresh salad with purple and green vegetables. The overall scene is brightly lit, suggesting a fresh and healthy meal.

# Fresh Ingredients

## & Recipes

- ✦ We are committed to the highest standards for quality and freshness.
- ✦ Our hummus is a signature item made from scratch over a multiple day process.
- ✦ Our crispy falafel is made in-house and prepared fresh per order.
- ✦ Our meats are halal certified and we only use the finest cuts.
- ✦ Our pita bread is baked fresh and served warm at your table.





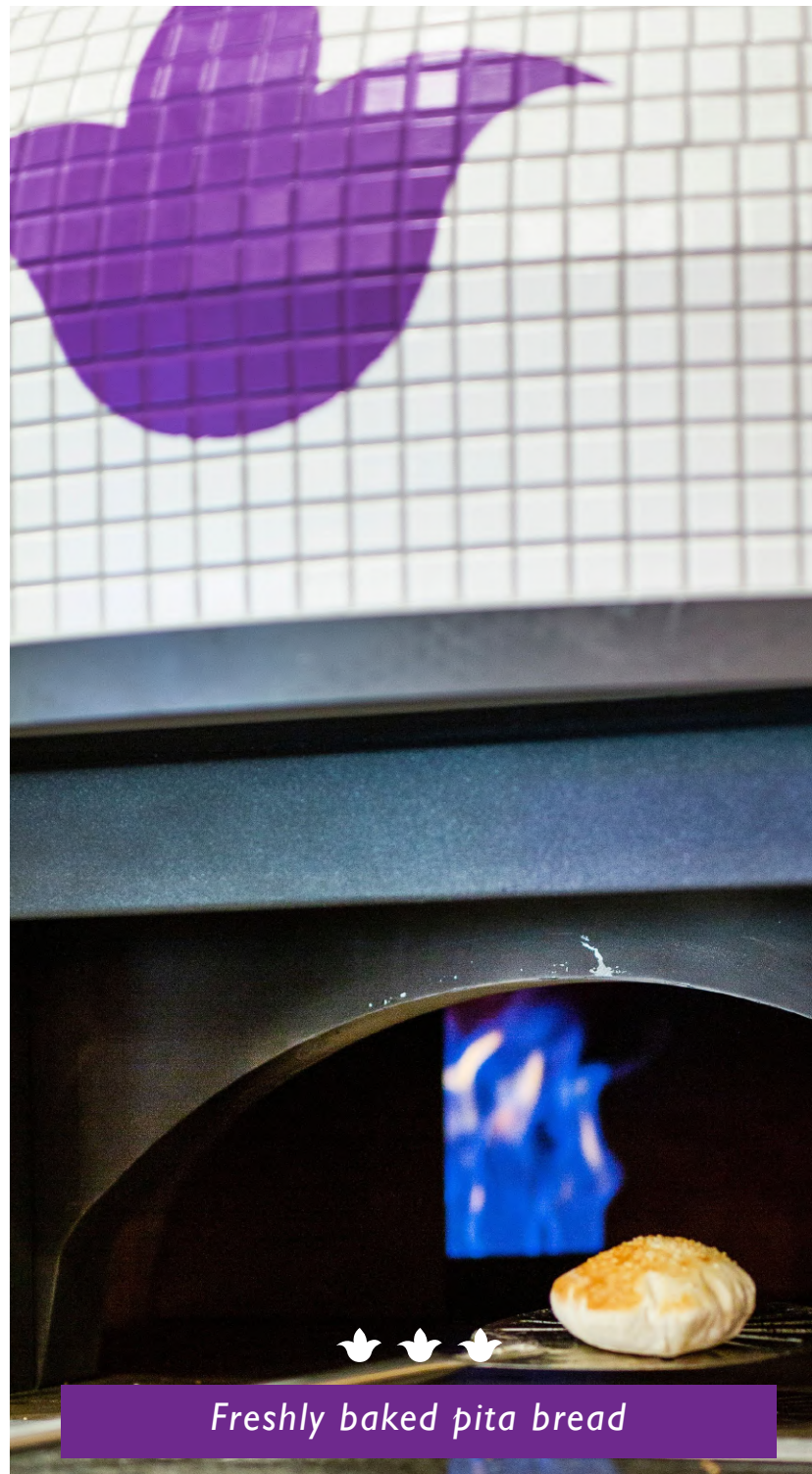
Our vibrant exterior  
package & interior  
design elements create  
a “vibe” & enhance  
the brand experience.







Our signature sauces



Freshly baked pita bread



Vibrant interiors





UberEats

SKIP<sup>THE</sup>  
DISHES

RITUAL

DOORDASH



*Azkadenya is ideally positioned to meet changing consumer behaviours and the shift towards more off premise consumption, with robust take-out options, a solid catering offering, a strong presence and a fast growing e-commerce on digital delivery platforms.*



# Expand with Zero Overhead: Plug-In Ghost Brands



As a franchise partner, you gain access to three high-performing virtual concepts that can operate seamlessly from your existing kitchen:



1. No additional rent or overhead

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2. Maximize kitchen efficiency & revenue

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3. Operate 1 or all 3 brands exclusively via delivery platforms

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4. Fully developed brands – ready with recipes, menus, food items, packaging, and branding

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Optional, flexible, and built for today's delivery-first world.



***Azkadenya provides comprehensive franchise support services to our franchise partners:***



## **Training**

Our initial training in our training facility ensures you are equipped with the knowledge you need to start & operate your business.

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## **Real Estate**

Location, Location, Location. Working with local real estate professionals in the market, we will help you choose an ideal location that meets your criteria & ours.

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## **Operations**

Azkadenya's operation team will provide ongoing operational support & will teach, coach & mentor you to optimize your business.

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## **Construction**

EAT Canada will oversee the build out of your Azkadenya location as a turnkey service. We will work with our approved store designer & approved contractors to provide quality workmanship of the construction of the premises.





## Marketing

Azkadenya's marketing is focused on driving sales & growing brand awareness through a omni-channel marketing approach including digital/online social media presence including a website & social media activity.

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## Supply Chain

Our approved suppliers & dedicated food service distributor are carefully selected to provide optimal quality, competitive pricing & reliable service.

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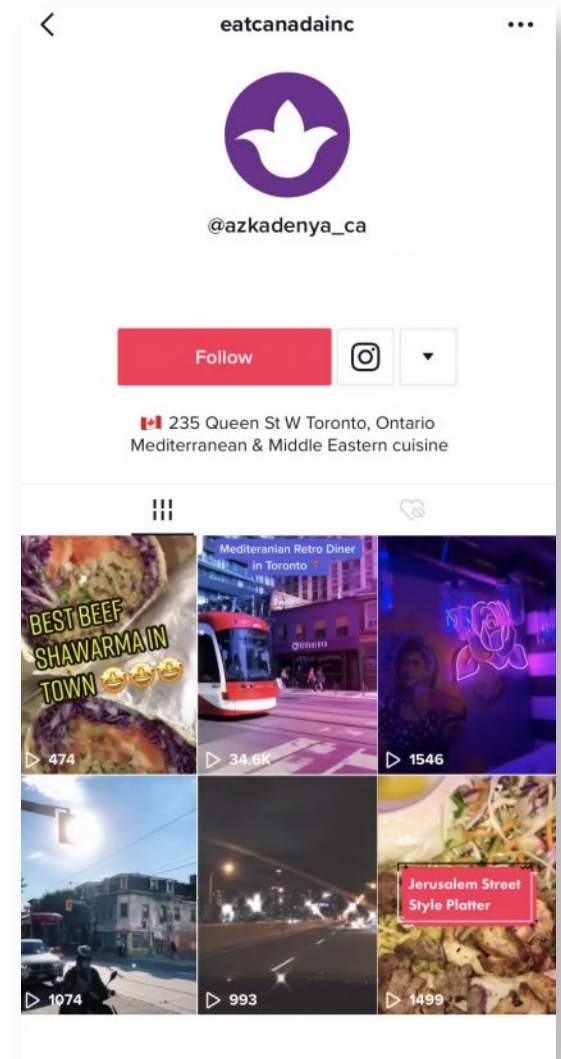
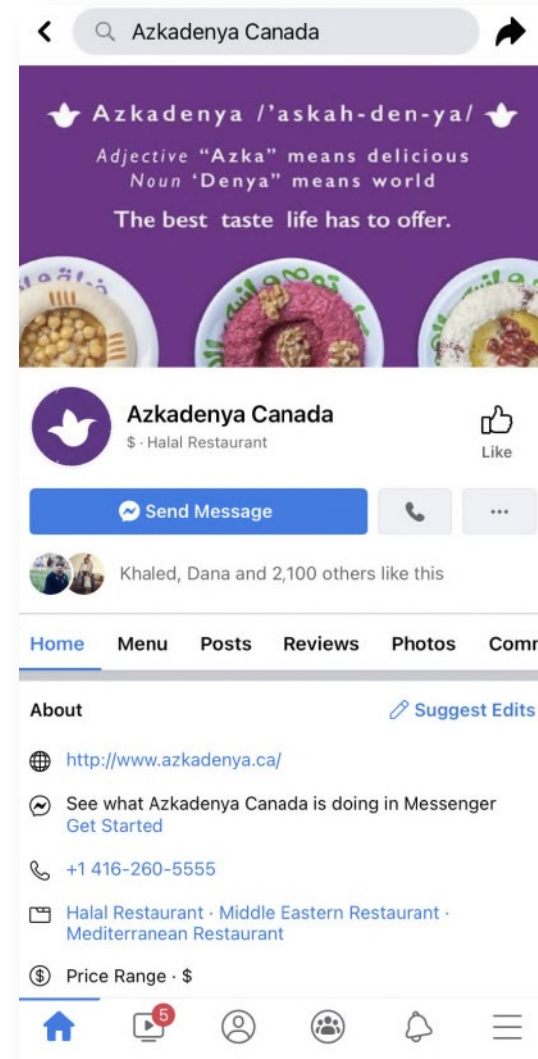
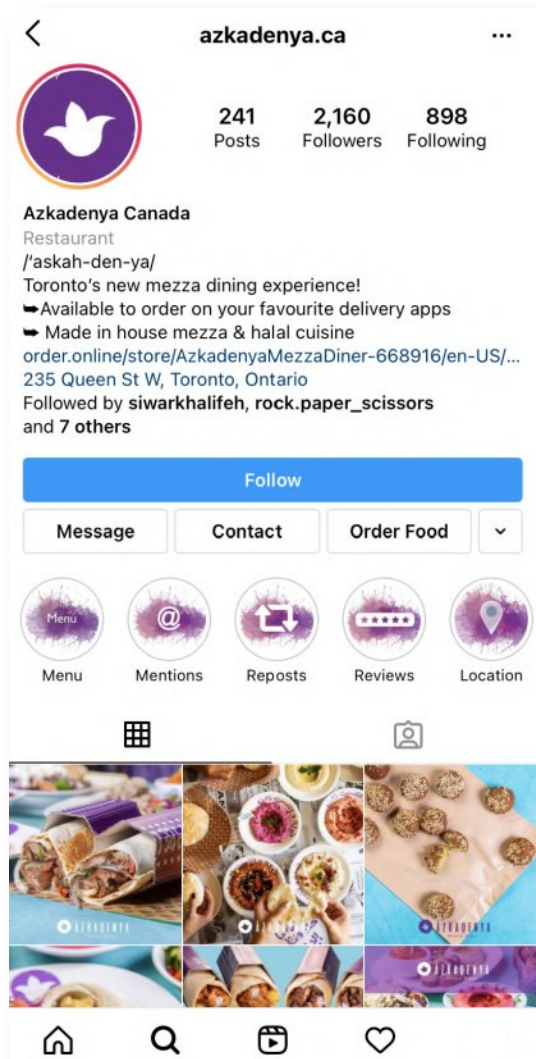


## Financing

The Canadian Small Business Financing Loan is an excellent program to finance an Azkadenya franchise & is available at all the leading financial institutions across Canada.



# Active Social Media Presence

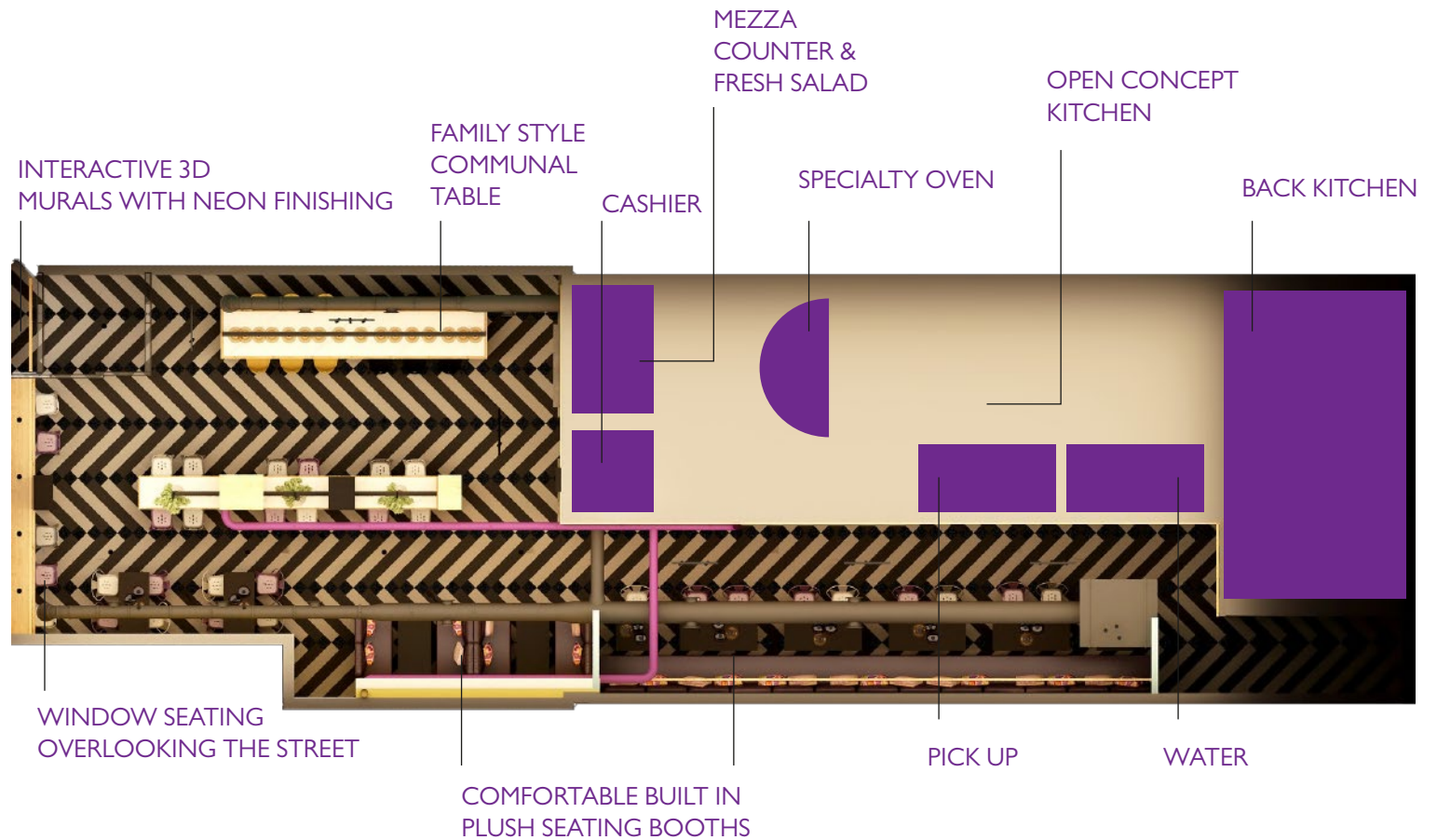




# Real Estate Requirements & Site Characteristics

*We are currently seeking prime locations with the following site characteristics:*

- Strong Daytime & Residential Population
- High Pedestrian &/or Vehicular Traffic
- Upper Demographics
- Complimentary Retail Synergies
- High Visibility, Prominent Signage, Easy Access, Ample Parking
- Strong take out, delivery & dine in potential
- Ideal size range 1,000-1,500 SF







## Franchise Terms

Franchise Term 🌱 **10 Years**

Franchise Fee 🌱 **\$40,000**

Royalty 🌱 **5% of sales**

Advertising Contribution 🌱 **2% of sales**

Total Investment 🌱 **\$400,000 - \$600,000**

# Frequently Asked Questions



**Q:** What type of franchises are available?

**A:** We grant single unit or multi-unit franchises, depending on the market & the qualifications of the franchise candidate.

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**Q:** How much money can I make as a franchisee?

**A:** We cannot provide an estimate, as revenue & profits depend on factors such as location, management skills, experience & business acumen, local market conditions, economic conditions & competition.

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**Q:** What does Azkadenya look for in a franchisee?

**A:** We look for people with a passion for hospitality; have strong management & leadership skills; being business minded; process oriented; & having adequate financial resources for the project.

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**Q:** Who finds the real estate?

**A:** Securing the best possible real estate is a combination of your knowledge of the local market, working with an experienced real estate specialist combined with our expertise.





**Q:** How long will it take to open after I sign the Franchise Agreement?

**A:** The availability of real estate greatly determines the development timeline. Once suitable real estate is secured & the lease is signed, it will typically take 3-4 months to design the space, obtain building permits, build out the unit, & obtain final inspections & permits to open. Taking over an existing restaurant will shorten the development cycle & reduce the investment level.

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**Q:** How much training is provided?

**A:** You will participate in an initial training course. The initial training covers all material aspects of the operation of a Azkadenya restaurant & is comprised of a theory-based classroom session as well as in-store training.

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**Q:** Does Azkadenya provide financing?

**A:** While Azkadenya does not provide financing, we can guide you through the process of making a loan application with a bank.

# Steps to Becoming an Azkadenya Franchisee



1. Visit an Azkadenya location, enjoy a delicious meal & get acquainted with the brand
2. Receive our Franchise Deck with information about our franchise opportunity
3. Register your interest with us by completing & submitting a Franchise Application Form to [franchise@eatcanada.com](mailto:franchise@eatcanada.com)
4. Connect with & meet with our team to discuss the Azkadenya franchise opportunity
5. Receive a copy of the Azkadenya Franchise Disclosure Document (FDD)
6. Sign & return the Azkadenya FDD Receipt Form
7. Review the Azkadenya FDD with your business & legal advisors
8. After the Franchise Disclosure Period, sign a Franchise Agreement & pay the Franchise Fee
9. Find suitable real estate, approved by us & sign the lease
10. An approved designer & contractor will design & build out the restaurant
11. Attend initial training at Azkadenya training facilities
12. Conduct in-store, pre-opening set up & training
13. Grand Opening





*We are actively looking for high caliber, like minded franchise partners who share our values, love, & passion for the brand.*

We invite you to register your interest by submitting a confidential Azkadenya franchise application form & an NDA to

*[franchise@eatcanadainc.com](mailto:franchise@eatcanadainc.com)*

*Sincerely,  
The Azkadenya Team*