

Döner Kebab®
GERMAN DONER KEBAB

Kebabs. Done Right.



*Gourmet Doner Kebabs made using
premium lean meats, served in handmade
toasted breads with signature sauces*



THANK YOU

For your interest in the German Doner Kebab Franchise

German Doner Kebab is a fast-exploding fast-casual brand that is exciting consumers across the globe. We truly believe that, and we know that by the end of this prospectus you will share our love and passion for the brand.

My name is Athif Sarwar, Chairman of GDK International, and I firmly believe German Doner Kebab has the potential to become one of the most successful food franchises in the world.

From a family of businessmen, politicians, entrepreneurs and investors based in the UK, I know what business is all about. Since my father moved to the UK in 1976, our family have worked hard to create, establish and maintain many successful business – one of which, United Wholesale, has over 500 convenience retail franchise stores across Scotland.

As a family, we pride ourselves on our background but continually look to the future to push the boundaries of innovation of each and every brand, business and product line we put our name to. That innovation and attention to detail is no more evident than in the development of the German Doner Kebab brand.

By ensuring we find the very best partners in every country, GDK's fast-casual dining experience has exploded on to the market, earning plaudits far and wide as the brand and its restaurant footprint continues to grow throughout the globe.

We are excited by what the future holds, and we hope that you are too as we create a brand that responds to the needs of Generation Z.

The expertise we will provide will enable you to hit the ground running. The German Doner Kebab family is growing... and we want you to join us in the journey as we establish the most exciting fast-casual brand of the future.

Athif Sarwar

BRAND INTRODUCTION

German Doner Kebab is the fast-casual brand that has taken Europe and the Middle East by storm with its healthy and nutritionally balanced approach to the traditional kebab.

With over 60 restaurants thriving in Europe and the Middle East, rapid expansion plans are also on the cusp of becoming a reality in the USA, Canada and Ireland.

GDK's rich history, dating back to its origins in Berlin in 1989, has seen the brand grow into a global phenomenon. As a result, German Doner Kebab now operates restaurants across strategic locations in the UK, UAE, Bahrain, Oman, Sweden and India.

GDK has opened 40 restaurants in the UK over the past two years and has a development pipeline of a further 350 franchise units in place over the next seven years.

That success has been mirrored in the latest franchise sales trend that reflected a like for like sales growth of approximately 50%. Store openings continue to gather pace and 2020 will see Canada and the US lead the way.

We have partnered with a hugely experienced global team, which boasts F&B experience of over 50 years, to ensure the roll-out of every single German Doner Kebab franchise is flawless.





BRAND POTENTIAL

Food trends come and go but no one can deny that the global shift towards finding a fast-casual dining experience, that doesn't cost the earth, is here to stay.

While countless gourmet burger brands fight it out to be number one in their sector, German Doner Kebab is the undoubted leader in the kebab market.

Our standard kebab brings a fresh, satisfying taste sensation that comes in around half the calories consumers would expect. That's right – the healthy kebab has arrived, and it is going global.

BRAND POSITIONING

German Doner Kebab is positioned within the Mediterranean grilled vertical market, which is one of the fastest growing food verticals in the restaurant industry.

There are a number of “moms and pops” outlets selling a range of Mediterranean menu items, but GDK has a focused menu that offers **consistency, standards** and **reliability**.

The GDK menu items are well suited for on the go, or those who like to sit down and enjoy their meal.

THE BRAND IDENTITY IS DEFINED AND ENTRENCHED AS FOLLOWS:

- **Physique** – The skewer with **BOLDNESS**
- **Culture** – Health and planet **AWARENESS**
- **Self-image** – Quality and **FRESHNESS**
- **Relationship** – Friendly and **TRUSTWORTHY**
- **External image** – The kitchen, the hero, the **VISIBILITY**
- **Personality** – Hot food and clean **ENVIRONMENT**



OUR VISION

To be recognised as one of the top fast-casual brands in the world and unquestionably the number one for doner kebabs.



OUR MISSION

Consistency in our quality of food, experience and value will deliver sustainable growth for all stakeholders.



ORIGINAL GERMAN DONER KEBAB

EST. IN BERLIN

Since 1989

OVERVIEW

- MENU
- KITCHEN
- INGREDIENTS
- CUSTOMER
- PLACE
- PEOPLE

THE MENU

Authentic Doner products delivering on taste, quality, choice experience and abundance.

Continuous innovation that satisfies the desire of our customers.



DONER



NIBBLES



BOXES



SIDES



THE KITCHEN

Our kitchens come kitted out with a grilled platform and doner preparation that is visible to the consumer.

**AT GDK THE KITCHEN IS
THE HERO OF THE OUTLET.**

We pride ourselves on the freshness and quality that we provide, and we are not afraid to be visible to our guests.



**IT'S NOT EASY
BEING CHEESY**

THE INGREDIENTS

Proprietary - A unique experience in flavour and taste.

SUCCULENT

Slow-cooked and high-quality meats

FRESHLY

Cut vegetables

UNIQUE

Special sauces

FRESHLY

Toasted breads

Freshly prepared and made in front of customers, delivered directly to their table, hot, crunchy and delicious by friendly, attentive team members.



THE CUSTOMER

Eating out as we know it is changing, and German Doner Kebab is there to cover all the bases.

Focused predominately on the **Generation Z** demographic, GDK provides for their demands of healthier food in unique, comfortable surroundings, but still at a great price.

By coupling with the very best partners in every single country, GDK's fast-casual dining experience has rapidly resonated with the Gen Z market and will continue to innovate and deliver a product that responds to the demographic's ever-evolving needs.

Our restaurants remain **family friendly**, with a menu that caters for all age groups. But if the customer wants to take away and is in a rush, then we are still able to provide a healthy nutritional meal any time of the day.



THE PLACE

Each German Doner Kebab restaurant provides a compelling chic setting for customers to sit down, relax and enjoy their succulent meal.

The sleek modern layout is befitting of our target market, kitted out with a vivid orange and black design that is striking, yet pleasing on the eye.



We have built up a rich history around successful traffic generators that drive footfall and profitability.

These include:

- Corner in line outlets with high visibility
- High foot traffic areas
- Business districts
- Close proximity of residential areas
- Nearby to Metro/subway/railway stations
- Close to international food brands

OUR PEOPLE EXPERIENCE

- We bring over 75 years combined experience in F&B and franchising
- The brand boasts strong European/Middle East/North American culture affinity
- Our senior management team has vast experience in QSR & fast-casual heritage
- Expertise in operations, supply chain, marketing, site development & finance





OUR PEOPLE NETWORK

- GDK has strong franchisor network capability
- The brand enjoys top quality centralised distribution, via our approved suppliers
- Our meat manufacturers in Germany and USA provide the tastiest, most succulent cuts of meat
- Our franchisors can rely upon our strong network of marketing, supply chain, operations, and development

A GLOBAL PHENOMENON

German Doner Kebab's innovative brand of fast-casual dining has exploded into consumer consciousness thanks to the brand's dynamic approach to developing brand loyalty.

Eating out is changing, as are the demands of the **Gen Z** and what they look for when it comes to finding their perfect spot to eat. German Doner Kebab's unique blend of PR, marketing, and events planning has laid the foundations for brand awareness to grow exponentially across all forms of media.

Through engaging with a host of influencers and macro-influencers, as well as contacts across all forms of local and

national media, German Doner Kebab has built up an enviable media presence across all corners of the country.

Celebrities and influencers are a staple of our restaurant openings, as is the media coverage garnered before, during and after each and every successful event – paving the way to the hearts and minds of consumers of all ages in your area.

Our dedicated team is there every step of the way to ensure German Doner Kebab continues to showcase our successes as we trail-blaze our way as the nation's premier fast-casual dining experience.





BUILDING THE BRANDS OF THE FUTURE

GERMAN DONER KEBAB COMES TO YOU FROM **HERO BRANDS**.

Hero Brands is responding to emerging consumer trends and is building fast-casual brands of the future. Its leadership team has been assembled from the world's leading global food and beverage brands, bringing unrivalled experience and industry expertise in growing and developing new franchises.

GDK franchise partners are also backed by an operational infrastructure, spanning supply chain management, franchise expertise, proven sales generating marketing strategies and operational know-how as well as finance.

GDK International Senior Management Team

Athif Sarwar | Chairman of GDK International

Athif Sarwar is chairman of GDK International and global master franchiser of the German Doner Kebab brand.

The Sarwar family's rich background in business covers a magnitude of sectors but Athif's expertise is focused on franchising. As former Managing Director of family business, United Wholesale Scotland Ltd, Athif doubled company turnover from £35m to £70m in his first year at the helm.

The company now has an enviable 40% market share of the total Cash and Carry business throughout Scotland, while also boasting the largest penetration of retail symbol stores courtesy of close to 500 franchised units under the Day-Today and U-Save brands.

Athif's focus now lies firmly on maximising the potential of the German Doner Kebab brand having realised its potential while on a family holiday. He moved quickly to bring the company to the UK as master franchise partner.

Enthused by the quick success of the brand, Athif bought the global rights to GDK and has since put together a formidable management team that has overseen the world-wide launch and success of German Doner Kebab.



Imran R Sayeed | Global Chief Executive Officer

Imran Sayeed brings over 16 years of experience in restaurant operations, as well as a successful track record in corporate and franchise operations. With invaluable experience in marketing, human resources, QA, field finance, and concept development throughout the globe, Imran is an asset to the GDK team.

A leader with an eye for potential, Imran is quick to spot, nurture and develop talent throughout the organisation. He will put your team at ease when it comes to rolling out the German Doner Kebab brand in your territory. Imran has received numerous awards and accolades from a wealth of major brands over the course of his career, such as Yum Restaurants for his work in the USA, Dubai and China.

He also rebuilt operations across 74 Pizza Hut and Long John Silver stores, as well as spearheading 4% annual sales growth and driving 20% margins in 60 KFC restaurants. Before joining German Doner Kebab, Imran was Chief Restaurant Excellence Officer for KFC Pakistan. He was instrumental in transforming operations by implementing a robust platform which led to solid sustainable store sales growth year on year.

Jon Cullen | Franchise Development Director

Jon Cullen has spent the past 15 years working with international brands exploring the UK market. His experience liaising with multi-national companies to find master franchisees and area development franchisees throughout Europe, Asia Pacific, Middle East and USA, confirms Jon is exceptionally well connected across the world of food franchising.

Jon will play an instrumental role in helping you realise the maximum potential of the GDK brand in whatever country you are based. From distribution to logistics, to setting up supply chains, Jon will be focused on your long-term success and growth.

Nasir Hamid | Global Supply Chain Director

Nasir Hamid has been a vital member of the GDK senior team since joining the brand in 2016. Playing an invaluable role as Supply Chain Director, Nasir's tireless work ensures the smooth running of GDK operations throughout the globe. Leaning on an extensive background in the Food and Beverage

industry, he previously enjoyed international success with the launch of his own energy drink prior to joining GDK.

In addition, Nasir boasts over a decade of experience in the retail and wholesale industry, bringing with him a varied skill set that includes the delivery of KPIs, adhering to demanding time scales, and creating a customer-focused approach.

Nasir's global experience will aid your team as his passionate approach sees him continue to innovate new methods and bring fresh ideas to the table to ensure that the GDK supply chain maintains its sustained success.

Suzie McCafferty | International Development

Suzie McCafferty is one of the most experienced and respected franchise consultants in the UK. Having built her own franchise network into an international success story, spanning 70 outlets across the Middle East, Europe, the Caribbean and the UK, Suzie is well-versed in global franchising.

With nearly 20 years of franchising experience, Suzie is the Founder and Managing Director of international consultancy firm, Platinum Wave and has worked closely with Athif for a number of years. Suzie is an accredited affiliate member of the British Franchise Association and has served as their Regional Chair for Scotland for a number of years.



Suzie McCafferty - International Development

Murray Willows | Global Chief Marketing Officer

Murray Willows brings over 20 years of experience in the industry, having previously held the position of Chief Marketing Officer for TGI Fridays International. There, Murray was responsible for marketing, food and beverage development, and restaurant design across 52 international markets.

During his tenure, TGI Fridays' business saw consistent profit and restaurant growth as well as consolidation as the leading US casual dining brand in international markets. Murray was also responsible for leading major changes to the food and beverage position and introducing a new restaurant design for the brand.

Other previous roles were at Yum Brands, the owner of the KFC and Pizza Hut brands, which saw Murray take on the position of Vice President and Chief Marketing Officer for Pizza Hut in the UK, Vice President of Marketing for Pizza Hut International, and before that Chief Concept Officer for KFC in South Africa.

Daniel Bunce | Managing Director (UK and Europe)

Daniel Bunce, who joined German Doner Kebab in January 2018, has been tasked with leading the brand's expansion

across the continent having successfully spearheaded the ambitious growth strategy within the United Kingdom. As well as heading up German Doner Kebab's current stores within Great Britain and Ireland, Daniel will play a crucial role in growing the brand footprint across the continent. Daniel brings vast experience to the role.

Having previously lived in the Middle East for 13 years, he held the position of CEO of Hospitality at Sharaf Group, Business Development and Franchise Director at UAE-based Slick Yogo, and Area Manager at MKM Wafi Hospitality. Previous to this, he had over 20 years' experience in the UK Hospitality market.

Nigel Belton | Managing Director (North America)

Nigel Belton has served in various financial executive positions for multi-national companies in South Africa. Nigel was a 17-year veteran of Yum Brands, the worldwide owner of KFC, Pizza Hut and Taco Bell, where he held positions of CFO and CDO for the Dubai subsidiary before being appointed the CEO for KFC Pakistan.

Relocated to the USA in 2015 and supported various companies in an advisory capacity before joining the GDK team to help drive the brand's ambitious expansion into the North American market.

The Key Pillars of Business

OPERATIONS

German Doner Kebab franchisees must establish a solid support team and operating structure in accordance with the guidelines approved by GDK International. Franchisees must also adhere to GDK International's high operational and food safety standards and ensure 100% compliance with their own franchise networks.

German Doner Kebab will assist you by providing access to a wide range of operational documents, templates and processes, such as:

- Product specifications
- Menu development
- Staff training
- Health and Safety
- Food hygiene



SUPPLY CHAIN

German Doner Kebab franchisees are responsible for establishing a nominated supplier and distributor network in order to ensure our high standards of ingredients, operational compliance and supply chain reliability are maintained in each development region.

German Doner Kebab will work with you to:

- Establish the nominated supply chain partner in your country
- Streamline the ordering process between yourself and your franchisees.
- Maximise product margins for yourself and your franchisees
- Establish appropriate pricing for distributors and franchisees
- Advise on appropriate stock control and stock re-ordering procedures



The Key Pillars of Business

MARKETING

Franchisees will have access to a library of marketing assets, including:

- Leaflet campaigns
- Advertisements
- Billboard advertisements
- Social media campaigns
- Loyalty card campaigns
- Branded merchandise
- Branded clothing
- Product images
- Logos and artwork

German Doner Kebab will also set franchisees up with the appropriate URL and social assets for their territory. Franchisees must appoint a marketing agency that is approved by GDK.

This agency will manage the URL and social assets for the franchisee, as well as handling all paid social marketing, and marketing templates.



FRANCHISE RECRUITMENT

German Doner Kebab are seeking experienced and talented franchisees who wish to capitalise on this incredible opportunity by investing in the brand and help to realise its full potential as GDK continues to grow.

German Doner Kebab is responsible for:

- Recruiting franchises in line with recruitment guidelines
- Ensuring that all relevant documentation is shared to ensure transparency
- Maximising the ability to make a long-term decision regarding the investment

OUR FRANCHISE PARTNERS

German Doner Kebab have teamed up with respected franchisees across our burgeoning portfolio, establishing mutually beneficial partnerships throughout the globe.

Our highly respected franchise partners boast a wealth of experience with internationally renowned brands, including KFC, Starbucks, Pizza Hut and Costa Coffee.

Our unique fast-casual dining experience has appealed to accomplished franchisers, exemplified by these strategic partnerships across the continents.



Our current franchisees are the epitome of what we look for, with many boasting over 25 years' experience in the industry, with a demonstrated background of working in retail, food and beverage, as well as the hospitality industry.

The profile of a successful franchisee is:

- F&B experience
- History of running restaurants
- Entrepreneurial skills
- Financially independent
- Growth mindset
- People orientated

YOUR GDK TIME IS NOW

Business success is often the combination of good timing, risk-taking, and successful execution. **YOUR GDK TIME IS NOW.**

Our idea of bringing the customer a gourmet kebab that is healthy and nutritionally balanced has truly resonated with consumers across the globe, disrupting the market and placing GDK at the forefront of consumer consciousness.

Strategic partnerships with experienced franchise partners that share our vision and commitment to rapid growth are vital in the latest chapter of German Doner Kebab. Together, we can work relentlessly to maximise the potential of the GDK brand and expand its footprint.

If you are interested, please get in touch, so our team can reach out to you, schedule time, and determine if you will be suitable for the brand.



THANK YOU

#KEBABS DONER RIGHT

