SHAWARMA SHACK
GROUP OF COMPANIES



THE SHAWARMA SHACK
THE SHAWARMA CRAZE STARTS HERE!



OUR COMPANY

The First and The Original Buy 1 Take 1 Shawarma in The Philippines

Mr. Walther Buenavista, CEO & President, and his wife, Ms. Patricia Buenavista, the company's Vice President, created the successful Shawarma retail in the nation. The Company can trace its roots to Divisoria night market, where they began in 2015.

The company now has over **800** branches spread across the country.

THE SHAWARMA SHACK

KATHRYN BERNARDO

2011: *German Moreno Youth Achievement Award - FAMAS Awards*
2012: *Most Promising Female Star - FMTM Awards for TV Entertainment Section*
2012: *Most Promising Actress of the Year - Yahoo! Philippines OMG Awards*
2016: *Best Foreign Actress - Face of the Year Awards (Vietnam)*
2016: *Princess of the Philippine Movies - GMMSF Box-Office Entertainment Awards*
2017: *Most Influetial Film Actress of the Year - EdukCircleAwards*
2018: *Excellence Award 2018 Best Actress - Inding Indie Short Film Festival*
2019: *Best Actress - PMPC Star Award for Movies*
2019: *Favorite Trending Pinoy - Kids' Choice Awards (California)*
2019: *Phenomenal star of Philippine Cinema - GMMSF Box-Office Entertainment Awards*
2019: *TV Queen at the Turn of the Millennium Awardee - PMPC Star Awards for Television*
2020: *Best Actress - Paragon Critics Choice Awards*
2023: *Outstanding Asian Star - Seoul International Drama Awards*



DANIEL PADILLA

2012: *German Moreno Youth Achievement Awardee - FAMAS Awards*
2013: *Star Record's Buyer Choice - Himig Handog2013: New Male Recording Artist of the Year - PMPC Star Awards for Music*
2013: *Most Promising Male Star of the Year - GMMSF Box-Office Entertainment Awards*
2014: *Prince of Philippine Movies - GMMSF Box-Office Entertainment Awards*
2015: *Global Slime Star - Kids' Choice Awards (California)*
2015: *Best Foreign Actor - Face of the Year Awards (Vietnam)*
2015: *Favorite Male Artist - Myx Music Awards*
2017: *Best Foreign Actor - Face of the Year Awards (Vietnam)*
2017: *Best Actor - FAMAS Awards*
2017: *Box Office King - GMMSF Box-Office Entertainment Awards*
2018: *Phenomenal Star of Philippine Cinema - GMMSF Box-Office Entertainment Awards*
2019: *Camera Obscura Awardee - Film Development Council of the Philippines*
2021: *Male Recording Artist of the Year - PMPC Star Awards for Music*

BRAND AMBASSADORS

MISSION

Our Company is dedicated to serve our delicious, and fresh Mediterranean cuisine with our signature twist of Filipino flavors at great price points that our customers can happily consume.

Our Company, through its business model, aims to provide employment , training and education, and promote entrepreneurship for the enterprising Filipino.





VISION

Our Company envisages the business to maintain the highest standards of quality in our products and services, strengthening our core capabilities to become the industry benchmark domestically, and elevate the Brand to participate in regional markets overseas.

Our Company, will nurture the “SHAWARMA SHACK” brand legacy as it continues to delight its consumers and empower the entrepreneurial spirit of many Filipinos both here and abroad.

Our Company will help in nation-building by becoming a reputable organization to develop globally-competitive, and competent Filipino foodservice professionals.



AWARDS & ACCOLADES

THE MILLENNIAL CLUB AWARD

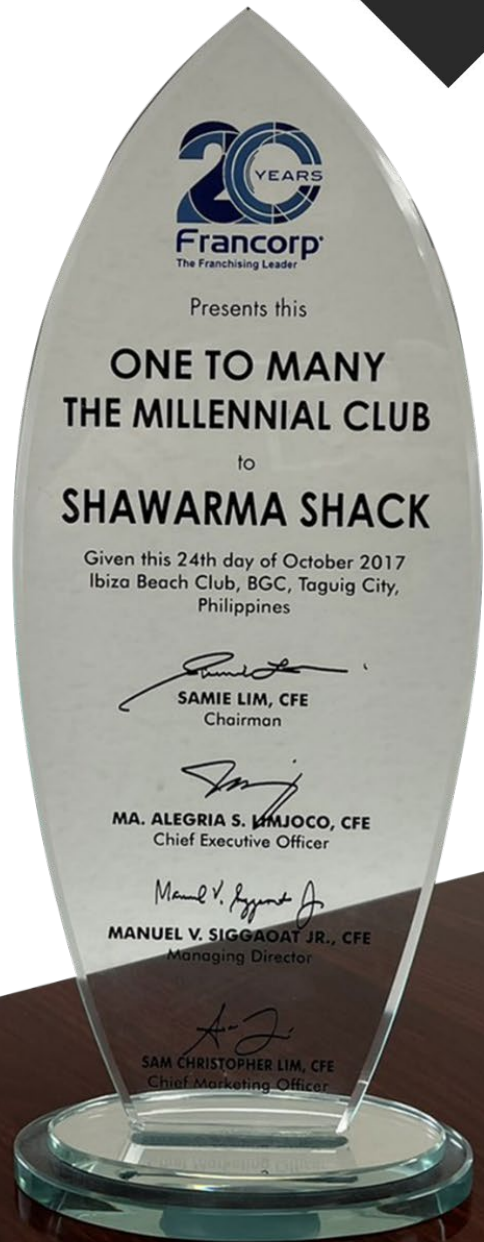
FRANCORP

500 stores opened nationwide

In October 2017, Francorp Philippines presented Shawarma Shack with a "One to Many The Millennial Club Award" in recognition of the company's expansion. Businesses that have double-digit branch counts in three years are eligible for this award.

2017

RECOGNIZED EXCELLENCE



FRANCHISE COMPANY OF THE YEAR

LOCAL CATEGORY

Shawarma Shack was awarded the Franchise Company of the Year in the Local Category during the 6th Asia Leaders Award on November 22, 2023. This prestigious recognition is bestowed upon companies that have made substantial contributions through their achievements, leadership, and commitment to corporate social responsibility.





2022

FRANCHISE EXCELLENCE



CSR COMPANY OF THE YEAR

KIWANIS INTERNATIONAL PHILIPPINES

Shawarma Shack received the "CSR Company of the Year Award" on January 21, 2023, for the company's corporate social responsibility actions in many sections of the country through its program "Shawarma Shack Cares."







2023

COMMITMENT TO CSR

FRANCORP 500 CLUB

FRANCORP

Shawarma Shack was recognized as a member of the Francorp 500 club in June 2023, a recognition awarded to firms that grew over 500 franchises through franchising.

2023

FRANCORP 500 CLUB



GLOBAL EXCELLENCE AWARD

THE MANILA TIMES

Shawarma Shack, being dynamic franchise firm in the country, was named "Company of the Year-Franchising" of the Global Excellence Awards 2023 on May 18, 2023 at the famous and historic The Manila Hotel-Centennial Hall.





2023

GLOBAL EXCELLENCE

BEST FRANCHISE OF THE YEAR

BURJ CEO AWARDS

Much like the Oscars awards that acknowledges outstanding achievements in the film industry, the 6th Burj CEO Awards could be its equivalent in the business world. This is an occasion that recognizes exceptional contributions that have shaped and inspired different industries. Entrepreneurs, humanitarian and business leaders from different parts of the globe were honored in an event held on an exclusive luxury Mediterranean cruise from Greece to Turkey last August 22-27, 2023.





2023

INTERNATIONAL RECOGNITION

YOUNG LEADER OF THE YEAR

ASIA CEO AWARDS

Walther Buenavista, the acclaimed CEO of Shawarma Shack Group, receive the prestigious "Young Leader of the Year" award amid the lively atmosphere. This recognition, which denotes outstanding achievements, helps to improve the country's economic status on the world stage.







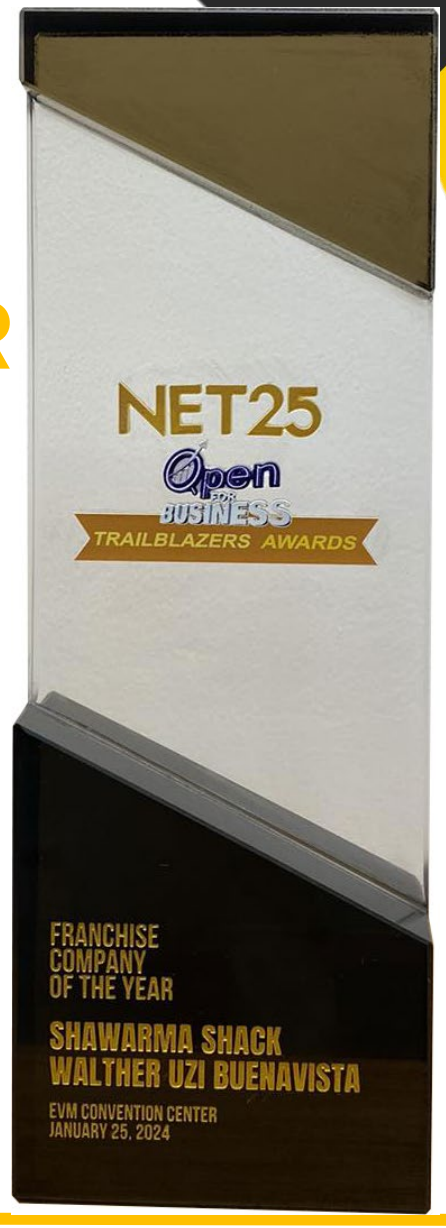
2023

PROOF OF EXCELLENCE

FRANCHISE COMPANY OF THE YEAR

NET25 OPEN FOR BUSINESS TRAILBLAZER AWARDS

Shawarma Shack made its mark in a celebration of entrepreneurial excellence by securing the Franchise Company of the Year last January 25, 2024 during the NET25's Open for Business Trailblazers Awards, at the EVM Convention Center.



2024

TRAILBLAZER FRONTRUNNER

OUR OFFERINGS



STANDARD MENU

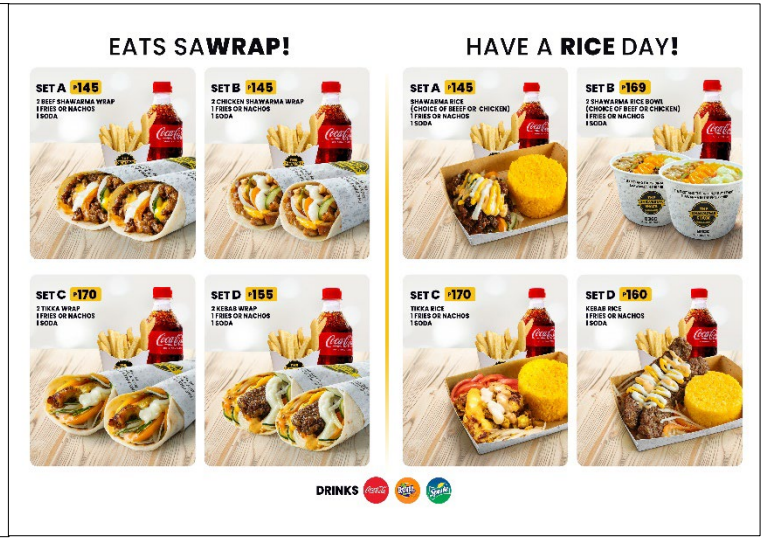


**prices may vary

SUPER MEAL



COMBO MEALS



USP/
BRAND POSITIONING



BRAND'S USP

High-quality, affordable shawarma: we focus on providing delicious and high-quality at reasonable prices, providing a tasty and budget-friendly option.

BRAND'S POSITIONING

Value-driven indulgence: Shawarma Shack positions itself as a place to get delicious, satisfying shawarma at an unbeatable price. Their "Buy 1 Take 1 Shawarma forever" offer makes them a go-to option for budget-conscious consumers who still want a flavorful and enjoyable meal This resonates with a broad audience, especially students, young professionals, and families.

Fast-casual accessibility: Shawarma Shack positions itself within the fast-casual dining category. Our offerings are quick and convenient, perfect for a grab-and-go lunch or a casual dinner. This caters to busy lifestyles and offers a step up from typical fast food in terms of perceived quality while remaining affordable.



WHO DO WE WANT?

THE SHAWARMA SHACK
THE SHAWARMA CRAZE STARTS HERE!

An ideal Master Franchisee should have the following qualifications:

1. **Strong Business Acumen**
- Has a related experience in managing or owning a successful business, preferably in a related industry; equipped with adequate strategic thinking

2. Remarkable Leadership and Management Skills

3. Strong Network and Understanding of Local Market

4. Unwavering Commitment to the Brand

5. Marketing and Sales Expertise

6. Financial Resources

An ideal Master Franchisee should have the following qualifications:

7. Operational Excellence

8. Excellent Interpersonal Skills

9. Adaptability and Resilience

10. Technology Savvy

These qualities ensure that a Master Franchisee can effectively expand the franchise, uphold brand standards, and achieve sustainable growth within their territory.