

A person's arm is visible on the left, holding a black tray. On the tray are a burger and a paper cup filled with golden fries. The background is a vibrant, colorful graffiti wall. A large black circle is superimposed on the wall, containing the text 'Meet the Vegans' in a white, stylized font. The graffiti includes various characters and patterns in shades of yellow, green, and orange.

Meet the
Vegans

INVESTMENT OPPORTUNITY

2024

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Meet the
VEGANZ
live like you give a f*ck



FOUNDERS

Ismail Abd AlWahed,
a founding partner of Meet the Veganz.

An experienced man of advanced management skill, Sam is in charge of overseeing and managing the operations of Meet the Veganz outlets. Whether it is team management, following standard operation procedures, managing stock, inventory control or financial reporting; he has the experience and know-how. His ten years of work in F&B operations, including five with Ghia Group, one of the leading F&B companies in Lebanon, certainly give him a unique edge.

Sam is a determined vegan and far more than a technical man. Indeed, his sense of innovation and creativity has already flourished in both marketing and bar management where he has had quite some experience. In fact, the originality of Meet the Veganz' concept and its strong established brand culture have both been influenced by his active contribution.



Mark Sleiman,
also a founding partner
of Meet the VEGANZ.

Mark has an extensive experience and a comprehensive understanding of the corporate sphere. His twenty years of work among several insurance companies as well as being a Board Member at Fidelity Assurance and Reinsurance Company have given him all the know-how necessary to run a structured environment. He is now investing all his knowledge in establishing his own venture and sustaining its growth.

Mark traveled to Spain in 2017 where he attended vegan culinary courses. A passionate vegan and an amateur cook, he refined his vegan cooking skills at the Vegan Gastronomy Culinary Academy. In fact, he is the person behind Meet the VEGANZ unique recipes and menu items –constantly innovating the menu to suit the community's needs



Rana Alchall,
founding partner of Meet the Veganz

A recently turned vegan and an excellent problem-solver; Rana always finds a way to overcome any issue that might ensue on the ground. That's why she is now in charge of managing and overlooking the outlet's daily operations. She is also the one handling customer relationships as her rich experience in sales and marketing has earned her highly advanced and unique interpersonal skills.

Rana is market and revenue driven. From sales analysis to continuous monitoring of market trends and local competition, she knows how to adapt the concept's sales strategies to customer requirements and changing needs. She contributes to the brand's dynamism and modernism by making sure that the brand stays in line with the ever changing vegan industry trends.



STORY & CONCEPT

Rana, Mark and Sam decided one day to live like they give a fork. They combined their love for animals and the environment with their love for food thus creating Meet the Veganz. A concept that offers mouthwatering all-vegan comfort food in a casual vibrant ambiance at reasonable prices.

Meet the Veganz is distinguished by its food; fresh, simple and unprocessed ingredients combine to create mouthwatering tastes and appetizing dishes. Note that a large range of the recipes is mushroom-based. Actually, the ingredients are locally sourced, whenever possible, and many of the products are made in-house, from scratch; such as sauces, burger patties and others. With all of these distinctions, Meet the Veganz has become a broad platform that attracts a wide variety of clientele; ever since it opened shop, it has been serving both vegan and non-vegan customers. Thus, this venture was able to overcome the limitations that similar concepts may face.

The restaurant opened its flagship in Beirut on October 17, 2019, on the first day of the Lebanese October revolution. In spite of the tensions, located on one of the capital's most animated streets, Meet the Veganz outlet was able to secure a faithful and recurrent clientele.

STORY & CONCEPT

Appeasing yet engaging, the outlet offers a homey yet vibrant ambiance where music and art are strongly highlighted. The psychological ease of the customer is put in high regards; that's why the outlet is managed by a friendly, dynamic and young team with a clear understanding of vegan food as well as the needs and expectations of the vegan community.

The environmentally friendly culture is deeply impregnated in the brand values; it is applied across all the concept's elements. In fact, Meet the Veganz centers its communication around the righteous act that is being done for the environment, the consumers themselves and the local community.

In applying the concept, two different business models can be incorporated:

The shop version: located either on the street or in a mall, it has a seating capacity of up to 50 seats and a counter service. This model presents an attractive space for a prolonged culinary experience and offers the extensive Meet the Veganz menu.

The express version: a smaller model of the above, it can be located either in food courts or in the street as a kiosk or food truck. With either shared seating or none at all, this model is very suitable for quick dining or take away. The express version is typically composed of a service counter and kitchen only.



VISION

The vision of Meet the Veganz is to keep growing the brand into a benchmark of the vegan food scene in Lebanon, the region and the world.

MISSION

Our mission at Meet the Veganz is to spread veganism by offering mouthwatering vegan comfort food.

CORE VALUES

Above all, Meet the Veganz values the preservation of the environment. The concept is designed to serve people appetizing natural food while ensuring the best impact on humanity, the community, and, most importantly, animals. Meanwhile, it is primary to ensure that a high standard of ingredient quality remains constantly maintained.



UNIQUE
SELLING
PROPOSITION

Meet the
VeganZ

live like you give a f*ck





Combining both
vegan and comfort
food in one concept
successfully

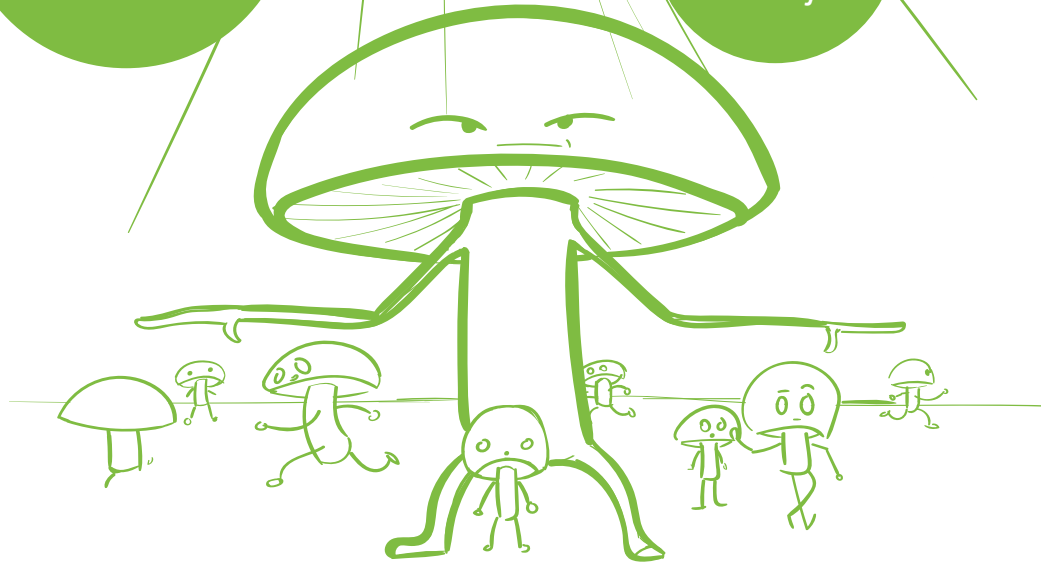
Creating vegan
products by using
unprocessed and fresh
ingredients

Preparing, only
through simple
components, creative,
innovative and
appetizing signature
recipes

Establishing
strong brand
values

Ensuring the
best value for
money

Offering a homey,
positive and vibrant
ambiance combining
both art and music



TARGET CLIENTELE

Demographics

Gender: Men and Women

Age: 15- 40

Income: Middle class

Tourists, families, students, surrounding residents, office workers, and depending on the market, after-party goers

Psychographics

Vegan and vegetarian communities

Food lovers

Health-conscious eaters

Well-travelled, trendy and artsy people

Behaviors

People who enjoy healthy yet tasty food

Business men/women who prefer delivery due to a tight schedule

Late-night workers

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



F&B MENU



Meet the Starters

- Precious Ringz** 8000 LBP
Beer (0% alc) battered deep fried onion rings with thousand island dip
- Cheezy Bitez** 18000 LBP
Stretchy homemade mozzarella, battered and deep fried with thousand island dip
- Bitchin' Friez** 13000 LBP
Golden crispy french fries, precious ringz, chlili sin carne with cheesy and ranch sauce
- Friez** 5000 LBP
Golden crispy french friez with a side of ketchup
- UFOZ** 20000 LBP
Oyster mushrooms, breaded and deep fried with maple mustard dip
- Bangz** 18000 LBP
Portobello mushrooms, onions, red cabbage and truffle oil in a spring roll dough with truffle cream dip
- Tofu Popz** 12000 LBP
Tofu, fresh ginger, carrots, coriander, and green onions. Breaded and deep fried with a side of sweet and hot sauce
- Flying Flowerz** 8000 LBP
Battered deep fried cauliflower with bbq or buffalo sauce

Meet the Brunches

- Eggztravagent** 15000 LBP
Scrambled tofu, hash browns and tomatoes on our homemade mayo spread, in a freshly baked croissant
- Smoking foolz** 12000 LBP
Marinated fava beans with tomatoes, mint, garlic and onions, smoked to perfection in a white baguette

Meet the Saladz

- Mighty Cæzar** 20000 LBP
Lettuce, croutons, ufoz, caesar dressing.
- Little Cæzar** 14000 LBP
Lettuce, croutons, caesar dressing
- Noodlez** 18000 LBP
Chinese noodles, carrots, cucumber, ginger, coriander, sesame seeds, lettuce, bean sprouts, asian dressing
- Roasted Veggies** 17000 LBP
Lettuce, kale, sundried tomatoes, pomegranate, roasted eggplants, zucchini, white mushroom, balsamic dressing

Meet the Sandwiches

- Z Real Deal** 22000 LBP
Grilled marinated portobello mushrooms, tomato relish, fried onion cheesy sauce, mayo in a long soft bun
- UFOZ in a Rocket** 20000 LBP
UFOZ, sauteed peppers, onions, lettuce, guacamole, chees sauce, masala sauce in a tortilla bread
- Veganz Club** 22000 LBP
Marinated oyster mushrooms, scrambled tofu, lettuce, tomatoes, cheesy sauce, mayo pickles in a loaf bread
- Health Junkiez** 20000 LB
Grilled marinated eggplants, sundried tomatoes, kale, 'fresh' mozzarella, pesto sauce in a brown baguette

MEET THE DEALZ 5000 LBP
Add fries + soft drink

Meet the Burgerz

- Mother Of All Burgerz** 20000 LBP
A complex layering of cheesy sandwichez, our homemade patty, chilli sin carne, precious ringz, ranch sauce
- Eggzquisite** 18000 LBP
Our homemade patty, tomatoes, onions, lettuce, scrambled tofu, cheesy sauce, mayo pickles in a burger bun
- Oh My Garlic** 22000 LBP
Ufoz, tomatoes, lettuce, onions, coleslaw, mayo pickles, cheesy sauce, aioli in a burger bun
- Hot Chick** 24000 LBP
UFOZ, tomato caliente, jalapenez, guacamole, cheesy sauce, buffalo sauce in a burger bun
- Z Classic** 18000 LBP
Homemade patty, tomatoes, onions, lettuce, coleslaw, cheesy sauce, mayo pickles in a burger bun
- French Invazion** 24000 LBP
Homemade patty, lettuce, fried onions, creamy truffle mushrooms in a burger bun
- Pulled Fork** 20000 LBP
Portobello mushrooms cooked with bbq sauce, coleslaw, fried onions, bbq mayo dressing in a burger bun

Meet the Dessertz

- Milkshakez** 14000 LBP
Vanilla, strawberry or chocolate
- Banana** 12000 LBP
Banana, chocolate in a spring roll dough, strawberry ice cream
- ADD ICE SCREAM SCOOP** 7500 LBP
- Forkin' awesome cookies** 12000 LBP
Deep fried oreos in a strawberry batter. With a side of vanilla ice cream



CONCEPT
MOOD BOARD





ARCHITECTURE & SPACE PROGRAMMING



WE'RE OPEN FOR PICKUP & DELIVERY
\$1.99 \$1.99



WE'RE COMMITTED TO YOUR HEALTH
W/ NO MSG & NO ARTIFICIAL PRESERVATIVES

18000 LBP

11 41 5411 • 1982 • 121 3000

Plant-Based	Plant-Based	Plant-Based	Plant-Based	Plant-Based
Protein Rings New! 100% all natural deep fried rings with house-made dip	Apple Cider Soft, tart, and sweet, our house-made apple cider is perfect for any occasion.	Hot Honey A sweet and spicy honey sauce that's perfect for drizzling over your favorite dishes.	Plant-Based Our plant-based burgers are made with a blend of chickpeas, lentils, and vegetables for a protein-packed meal.	Plant-Based Our plant-based fries are made with sweet potatoes and are served with a variety of dipping sauces.
Beefy Fries Crispy fries topped with ground beef, cheese, and house-made sauce.	Apple Cider Soft, tart, and sweet, our house-made apple cider is perfect for any occasion.	Hot Honey A sweet and spicy honey sauce that's perfect for drizzling over your favorite dishes.	Plant-Based Our plant-based burgers are made with a blend of chickpeas, lentils, and vegetables for a protein-packed meal.	Plant-Based Our plant-based fries are made with sweet potatoes and are served with a variety of dipping sauces.
Fries Golden fries topped with a variety of house-made sauces.	Apple Cider Soft, tart, and sweet, our house-made apple cider is perfect for any occasion.	Hot Honey A sweet and spicy honey sauce that's perfect for drizzling over your favorite dishes.	Plant-Based Our plant-based burgers are made with a blend of chickpeas, lentils, and vegetables for a protein-packed meal.	Plant-Based Our plant-based fries are made with sweet potatoes and are served with a variety of dipping sauces.
Spicy Fries Crispy fries topped with a spicy house-made sauce.	Apple Cider Soft, tart, and sweet, our house-made apple cider is perfect for any occasion.	Hot Honey A sweet and spicy honey sauce that's perfect for drizzling over your favorite dishes.	Plant-Based Our plant-based burgers are made with a blend of chickpeas, lentils, and vegetables for a protein-packed meal.	Plant-Based Our plant-based fries are made with sweet potatoes and are served with a variety of dipping sauces.

Meet the
Veganz

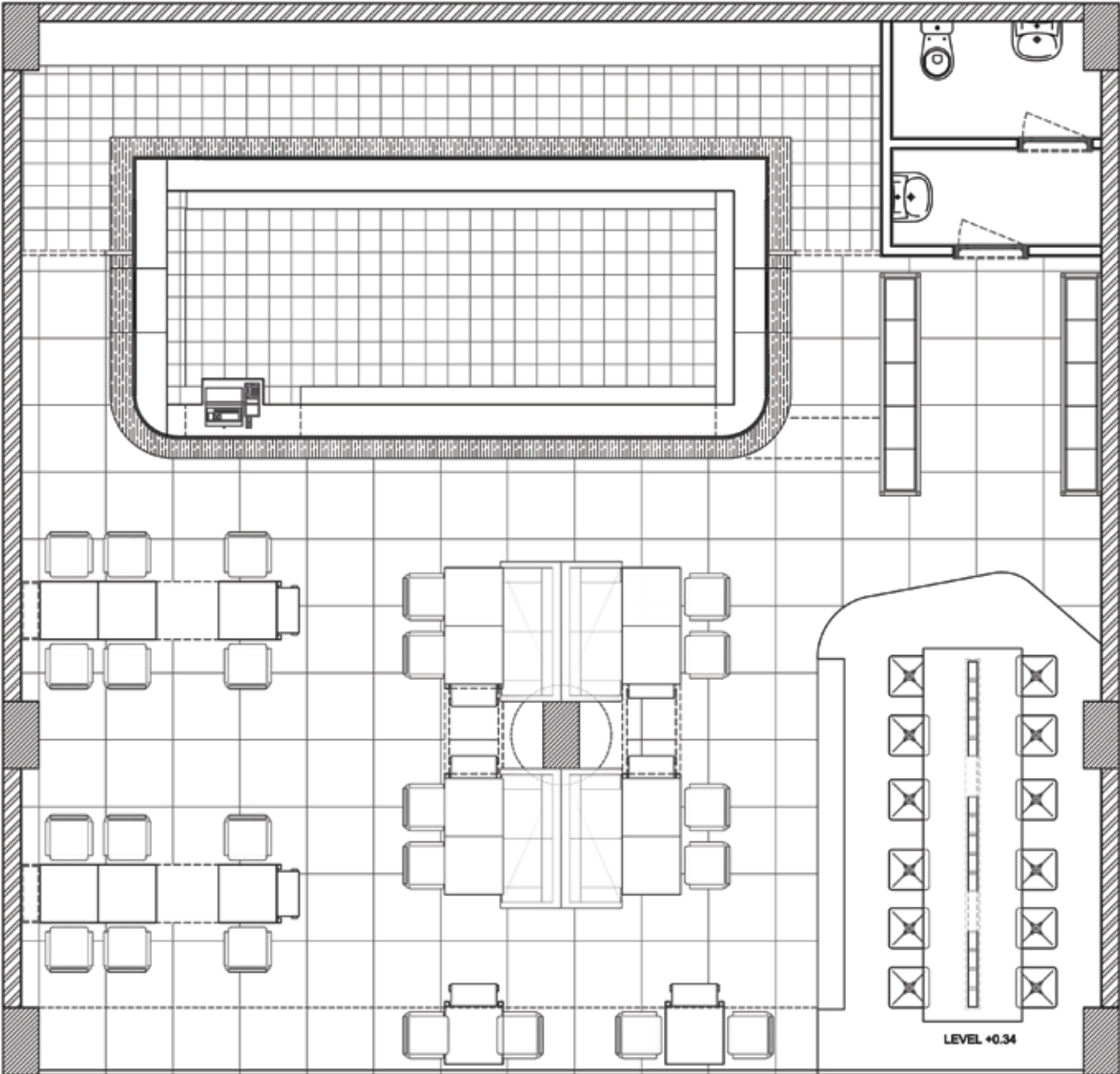
live like you give a fork

BUSINESS MODELS & RESPECTIVE SPECIFICATIONS



Type of Outlet	MTVZ Shop	MTVZ Express
Location	On the street or in a mall	In a food court or on the street as a kiosk or a food truck
Average size (in sqm)	100	30
Average number of seats	50	None
FOH/BOH percentage of space	60/40	0/100

TYPICAL OUTLET LAYOUT





ARCHITECTURAL CONCEPT

“Let’s bring the street vibe inside”

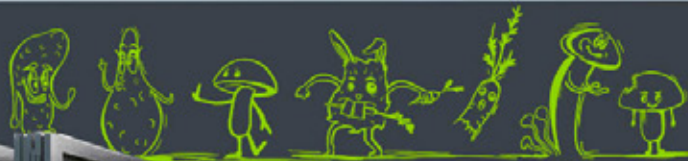
The idea is to create a street-style décor while highlighting the kitchen and counter volume, displaying the cleanliness of the food and high hygienic standards that are preserved within this urban interior.

On the left side, stands a plain building facade that can be used to introduce various street artists, who will be encouraged to express their thoughts in street-art form.

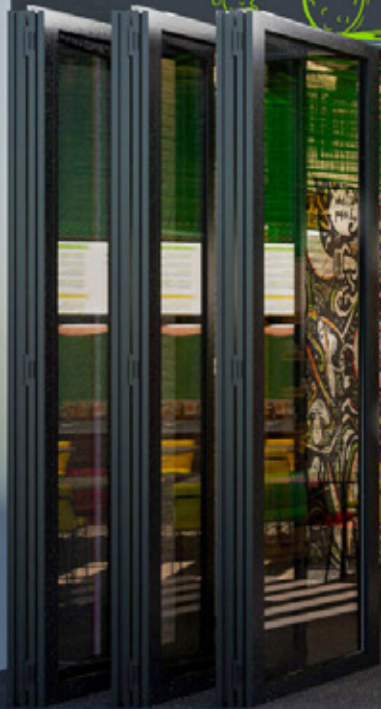
On the right side, a well-placed street banner will be used to communicate our ideas to our community.

And, since we believe that a weird touch will captivate the curiosity of the pedestrians, we decided to translate the mushroom fingerprint into our ceiling, creating an over scaled tree inside the restaurant.

So, conceptually, our customers will be the “Smurfs” creating stories under the “Mushroom”.



Meet the
VeganZ
live like you give a Fork





GO VEGAN

KEEP THE VEGANZ

I THINK, THEREFORE I'M VEGAN

KIND
IS THE NEW
COOL

LOVE

COOL

Be COOL

Keep

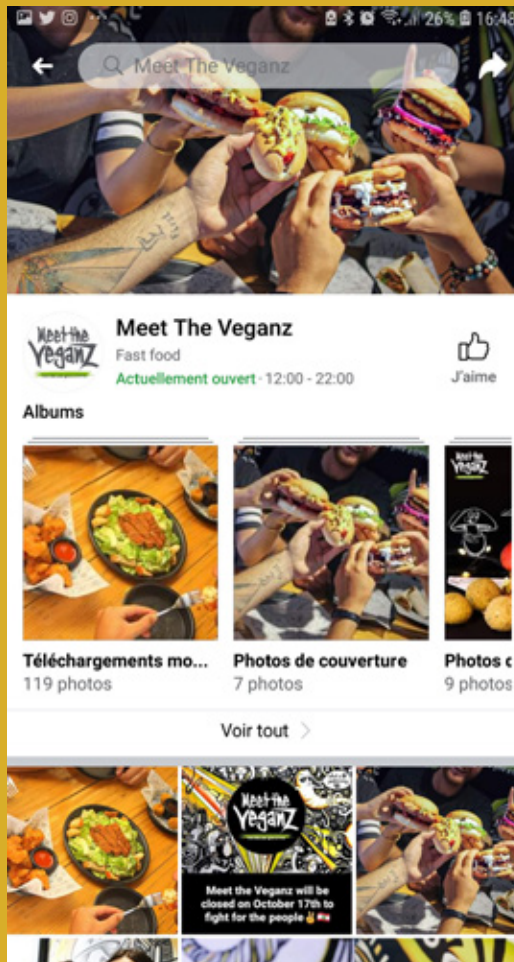
**MEET THE VEGANZ
BRANDING &
COMMUNICATION**



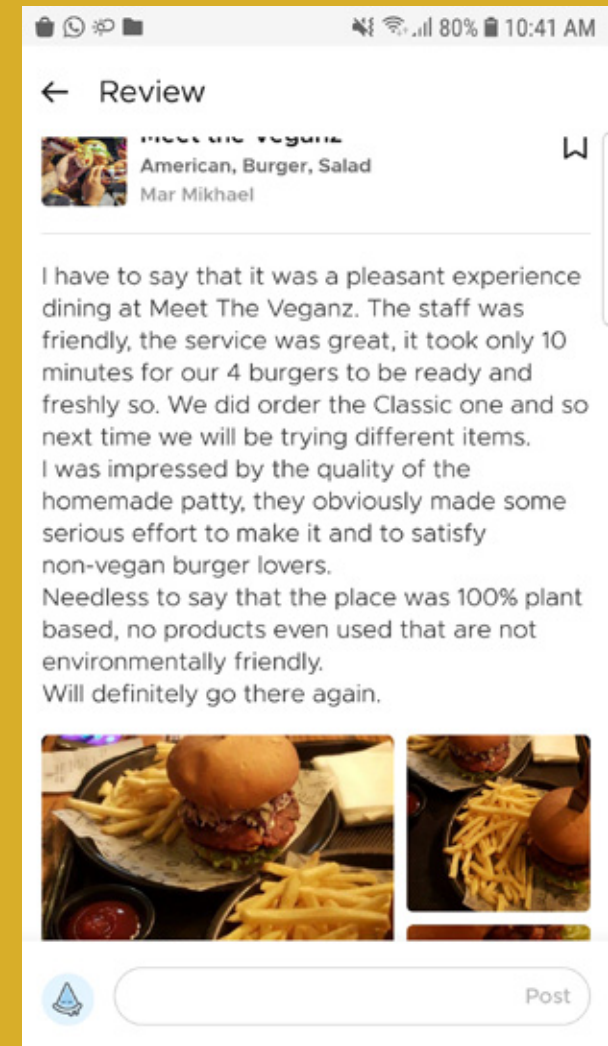
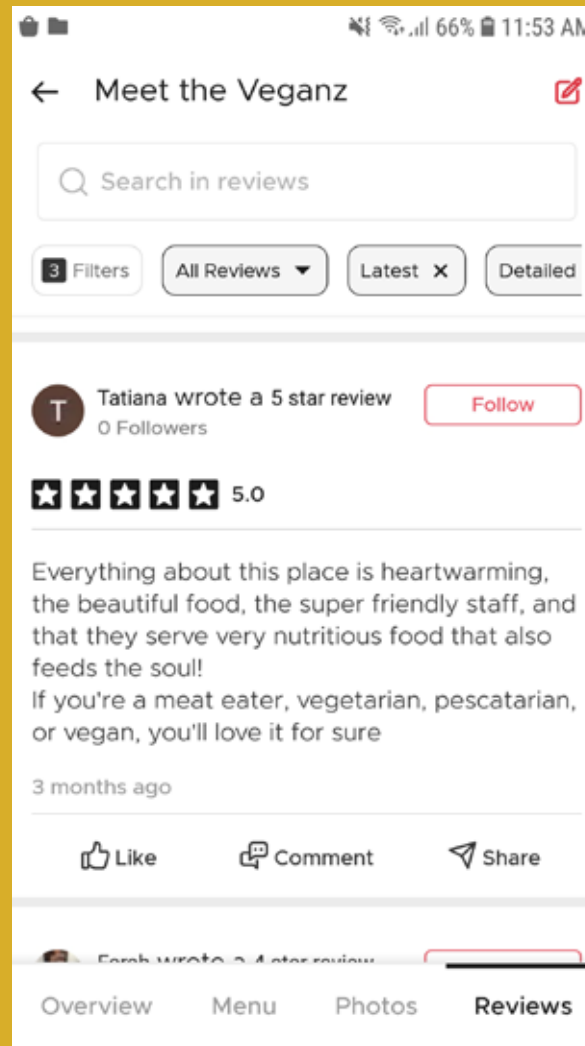
LOGO



SOCIAL MEDIA




REVIEWS



← Review

★★★★★ 5.0

 **Meet the Veganz**
American, Burger, Salad
Mar Mikhael

Positive


fresh food good quality elaborate menu

flavor full food

By far best vegan place in lebanon, many actual options full of flavor. Come in expecting more than the average lebanese vegan restaurant that offers 10 salads and 1 burger, a wide range of selection for fast food cravers. My favorites so far are Ufoz in a rocket, hot chick, veganz club, french invasion and bitchin'friez. Definitely recommended for both vegans and non-vegans.

5 months ago 1 Comment

Like Comment Share

 Post

← Review

 **Meet the Veganz**
American, Burger, Salad
Mar Mikhael

As a non-vegan I never thought I would be pigging out on Vegan food. But it was very enjoyable and delicious. I would definitely recommend it and the owner is very nice and friendly. Not to mention the respect, for its not only a business but also the owners have a message behind this restaurant. I would definitely visit again!



 Post


← Review


good wifi

Delicious, mouth-watering food, a cool atmosphere, reasonable prices, and an awesome staff, all make this place a must visit if you come to Beirut.

I'll definitely be back for more amazing vegan treats! 🍏🙏 #plantluv


*Also, I want to say thanks because they helped after the explosion to clean up and support their fellow humans. 🙏🍏



 Post

← Review

★★★★★ 5.0

 **Meet the Veganz**
American, Burger, Salad
Mar Mikhael

Positive

fresh food good quality elaborate menu


nice place great service best food new taste

good food good quality explosion of flavor

weird food



I have never thought i would once taste new flavors that tasted so much better than what we're used to, it becomes addictive.. good addictive 😊 everytime we try something new and better and we're never disappointed.. i count how many burger bites are left to enjoy every last bit 💜

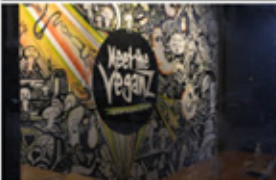
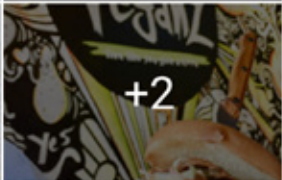
7 months ago 1 Like

 Post


Gregory Michael Zimmerman
Local Guide · 68 reviews · 688 photos

★★★★★ 6 months ago
Delicious, mouth-watering food, a cool atmosphere, reasonable prices, and an awesome staff make this place a must visit if you come to Beirut. I'll definitely be back for more amazing vegan treats! 🍀🙌 #plantluv

  +2

1 Like

 e c
17 reviews · 4 photos

★★★★★ 2 weeks ago

Randa ElChemali
1 review

★★★★★ a year ago
I'm not even vegan and I absolutely loved the food! Great vibes and fun staff too! I highly recommend it

1 Like

Nouhad Hachem
Local Guide · 6 reviews · 30 photos

★★★★★ 10 months ago
Taste-rich vegan fast food. My kids & I love it!

1 Like

Richard Nagel
12 reviews

★★★★★ a year ago
This place was right across from where we stayed and I'm glad it was so close. I'm not







MEET THE VEGANZ
FRANCHISE
OPPORTUNITY

Meet the
VeganZ

live like you give a fork





FRANCHISE STEPS

Step 1 – Lead Generation/ Reception

The lead can come from various sources like calls, website visits, social media, or events.

Step 2 – Sending FAQs & FEF

The FAQs will answer some of the initial questions the lead may have regarding the opportunity. And the FEF to gather more details about the lead (capital available, interest of areas, management of outlet, etc.)

Step 3 – Due-diligence based on FEF received

After filling out a form (FEF), potential franchisees are reviewed to see if they're a good fit. The form gathers details about their qualifications and finances.

Step 4 – Signing NDA and LOI (Request Initial Deposit)

We would request the lead to sign an NDA & LOI, as well as pay an initial deposit (refundable/non refundable).

Step 5 – Sharing Extended FAQs (Financial Assumptions)

It includes more information about the business, as well as the franchise feasibility study and business plan.

Step 6 – Signing Franchise Agreement

The final step of the process is having the lead signing the Franchise Agreement. The lead is now an official franchisee for Meet the Veganz.

TRAINING / SUPPORT

Initial assistance provided by The Meet the Veganz will include the following franchisee training programs:

» **Phase I: Training provided at a location designated by franchisor:**

Meet the Veganz' management will provide franchisees with approximately Ten (10) to Fifteen (15) days of initial training at headquarters or at a location designated by Meet the Veganz' management, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business. Phase I Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on-the-job training. This training will be provided for the franchisee and upto Two (2) designated attendees.

» **Phase II: Training provided at the franchisee's location:**

On-site training typically takes place when the franchisee commences operations. Experienced trainers from Meet the Veganz will provide on-site training for a period of up to Seven (7) to Ten (10) days to assist the franchisee in the commencement of operations. This training will be provided for the franchisee and upto Two (2) designated attendees.

In addition to field support, members of The Meet the Veganz organization should provide the services listed below.

- » Operational Support
- » Site Selection
- » Internal Support
- » Marketing Support
- » Purchasing
- » Online Platform
- » Ongoing Research & Development
- » Overall Program Oversight





FRANCHISE FACTS

» Franchise Fee

The initial franchise fee for an Individual franchise unit is USD 26,000.

» Area Development Franchise Fee

The Area Development franchise fee is USD 20,000 per store (minimum of 3 units)

» Ongoing Royalty

Royalty fee is 6% of your gross sales (excluding taxes before discounts) and is paid monthly. This fee entitles you to use Meet the Veganz service mark, use of distinctive system, marketing assistance, ongoing business development and counseling, and other benefits that come with being a Meet the Veganz franchisee.

» Advertising Fee

Meet the Veganz name and reputation is an important part of our business. Franchisee will spend at least 2% of your gross sales per month on local advertising.

» Marketing Fund

Franchisee will be required to contribute 1% of their gross sales to international marketing funds.

POST-OPENING SUPPORT

MTVZ 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

Brand communication

- » Development of brand awareness on regional and international levels through promotions and social media interaction

Quality control

- » Mystery visits and audits
- » Control and monitoring of MTVZ standards implementation in the Franchisee premises
- » Assessment of restaurant performance

Management system update

- » Continuous support depending on operation's needs
- » Continuous research and development programs





CONTACT US

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