

DÖNER

SHACK

Döner Shack delivers **speedy**
German street food to a wide array
of fun folk, in a unique environment,
by **passionate** people. Helping
customers feel a touch of
unexpected **delight** and
nourishment.



A quick glance at the market.

- ✧ Affordable & authentic German street food
- ✧ Attractive & stylish store designs
- ✧ 1.3m Kebabs sold everyday in the UK
- ✧ British kebab industry contributes over £2.3b annually to the UK economy
- ✧ In Germany, high quality kebabs out sell the top five fast food chains by 4-1
- ✧ "2 multi-unit franchise agreements recently signed which will see the opening of 20 new stores by Summer 2023"

VISION



The Gift of Time

To give our customers the gift of time from our speedy service, Something highly valued in our modern society



The Makers make It

We want to make all our products traceable and tell the story of the people that help make them.



The Big Idea

We are on a mission to provide speedy, traceable, world class German street food to the UK and North America.

Timeline so far...

2016 - We launched Döner Haus Glasgow to challenge peoples perception of kebabs forever

2017 - Döner Haus becomes one of the most exciting new independent restaurants in the UK, receiving rave reviews with an average of 4.5/5 across all social channels.

2018 - We launched Döner Shack in Trinity Kitchen Leeds, taking all that we had learned in Glasgow and putting it into a quick and casual format with an emphasis on speedy service and business growth.

2019 - We started working with the British Franchise Association (BFA) to franchise Döner Shack in the UK. To meet the stringent membership criteria we prepared a world class 1400 page Operations Manual, undertook a company restructure as recommended by the BFA to protect our intellectual property, prepared a Franchise Information Memorandum and all associated legal agreements.

2020 Q1 - Döner Haus launched in the Corn Exchange Manchester with an updated brand strategy which included more menu options and a comprehensive cocktail menu. The venue again received rave reviews with an average of 4.6/5 across all social channels.

2020 Q2 - We made the most of lockdown by focusing our efforts on developing our core franchising and organic growth strategies, cementing our vision, mission and values, developing new online training systems, reviewing our brand strategies, expanding our logistics capabilities, developing a state of the art click and collect system, developing new websites (launching Q2 2021) and engaging with landlords and agents for the first phase of our growth.

2020 Q3 - Launched the UK franchise program and completed the sale of two multi-unit contracts with experienced franchisors. This will lead to the opening of 20 new Döner Shack restaurants by the summer of 2023.

2020 Q3 - Appointed Brett Larrabee in the USA as International Franchise Director (formerly Operations Director with FiveGuys and International Franchise Director with Little Caesars Pizza). Framework developed for expansion of Döner Shack in North America.

2020 Q4 - Döner Shack Franchising LLC incorporated in Delaware and Franchise Disclosure Document (FDD) prepared and submitted with all legal framework.

Plans for 2021

2021 Q2 - Döner Shack opening in Manchester Arndale Centre

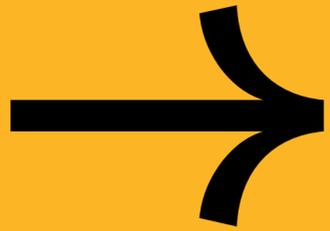
2021 Q2 - Expansion of Döner Haus to include Garten Bar in Corn Exchange Manchester

2021 Q2 - Proposed opening of Döner Shack in major North West Shopping Centre (deal pending)

2021 Q3 - First Döner Shack franchise store opening in Silverburn, Glasgow

2021 Q3 - Döner Shack opening in Leicester Highcross

2021 Q4 - Flagship Döner Shack opening in Orlando, Florida



THE PRODUCT



KEBAPS

A kebab is just a kebab... right? At Döner Shack that couldn't be further from the truth.

When we started Döner Shack we committed to challenge the status quo in kebabs, so we also had to challenge our suppliers to source their products from farms we could trust. Ethically sourced and good quality meat shouldn't be for a select few, it should be the norm and now we're setting a better standard for kebab restaurants all over the world.

Our journey took us all over Europe as we engaged with suppliers from the UK, Holland, Germany and Poland. We wanted to source the best quality products we could find and we worked closely with our chosen suppliers in Germany to ensure they work to the same ethics that we do.

TELLERS

Fries topped with meat or vegi options.

SHAWARMA TELLER £8.2

Free range chicken shawarma with mixed cheese (mozzarella and cheddar), onions, chilli sauce, garlic sauce and fresh herbs. Gluten free.

DÖNER TELLER £8.5

Lean veal and turkey döner with mixed salad, fresh herbs and topped with feta cheese.

CHILLI TELLER £7.5

Chicken shawarma and lean döner cooked with a hot scharf sauce. Served with onions, chilli sauce and garlic sauce.

FALAFEL TELLER £7.5

Crushed pieces of falafel with mixed salad, chilli sauce, mixed salad and herbs. Vegan.





CURRYWURST

Chopped German Sausage with curry ketchup and fries.

FRANKFURTER £8.5

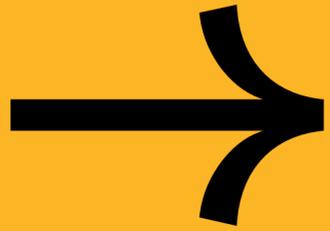
Made with beef & smoked bacon served with our homemade curry ketchup, sauerkraut, fries and seasoning. Gluten Free.

BRATWURST £7.7

Pork bratwurst served with our homemade curry ketchup, sauerkraut, fries and seasoning. Gluten Free.

VEGANWURST £7.7

Beechwood smoked vegan sausage made with wheat protein and served with fries, sauerkraut, side salad and curry ketchup.



THE BRAND

A WORD FROM OUR CHIEF BRANDING OFFICER

We've created a lively modern brand for a fast casual audience. Our aim was to be eye catching and clear in voice. We developed the verbal ID around our archetype "the jester" who is the fun seeker using tongue and cheek style headline messaging we've created a voice that captures the imagination of our target demographic of millennials and generation Z.

Our colour theory for our key touch points has a wide accessibility to keep the brand consistent but vibrant over multiple digital applications and

print collateral. Mixing this with vibrant patterns we believe we have created something truly unique in the space helping Döner Shack stand out in any marketplace and create a strong differential. We've created a completely custom packaging system which is not only sustainable but instantly recognisable and was designed to keep the product at it's freshest when travelling at distance for takeaways.

We believe we are one of the most eye catching and outstanding brands in the modern QSR food scene.

CBO- Nathan Holloway





Bitburger

The German Beer Purity laws were introduced in 1516 by Bavarian Duke Wilhelm IV, and continue to dictate how beer is produced in Germany to this day. This makes it the oldest surviving law in the world related to food and drink. It is one of the foundations that Bitburger Brewery Group have built on to achieve the highest level of quality.

All brands within Bitburger Brewery Group pursue the same goal: the highest quality beer. By selecting the best raw ingredients, running extensive quality checks and holding trustworthy partnerships along the entire supply chain, the group have been able to guarantee the best taste and enjoyment for customers at all times.

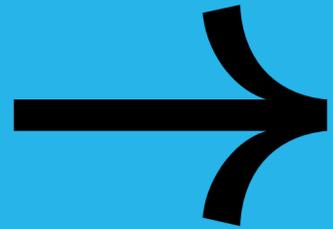


Fritz Kola

We wrongly assumed that finding a soft drinks supplier that met our ethics standard would be a nigh on impossible task. That was until we discovered Fritz Kola and their natural, vegan and a select few organic drinks range. They even use natural caffeine. It's no wonder they are Germany's favourite kola.

Döner Shack stocks a large assortment of Fritz products available in the UK.





FRANCHISE

FRANCHISE STATS

2 multi-unit agreements will see the opening of 20 Döner Shack stores by Summer 2023"

97% of UK franchises run at a profit

90% of franchisees report profitability in their first two years

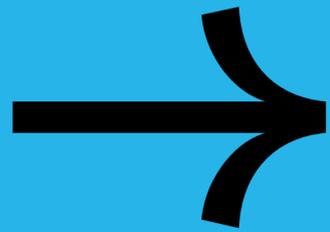
Multiple units are being operated by 29% of franchisees

The franchise industry contributes £15billion to the UK economy (an increase of 46% over the past 10 years)

At the heart of our ambitious growth plans is our relationship with our franchisees. Our aim is to team up with the best multi-unit operators in the UK and help them develop successful restaurants in their chosen locations.

Our franchisees bring an understanding of their local market, a proven track record of running multi-unit F&B operations and a strong financial standing. They benefit from our knowledge and expertise of our brand, exclusive products and advanced operational know-how.

All our franchisees and their management teams undergo world class hospitality training covering everything from compliance and recruitment to food preparation and crisis management to ensure that best practice brand guidelines are followed at all times.



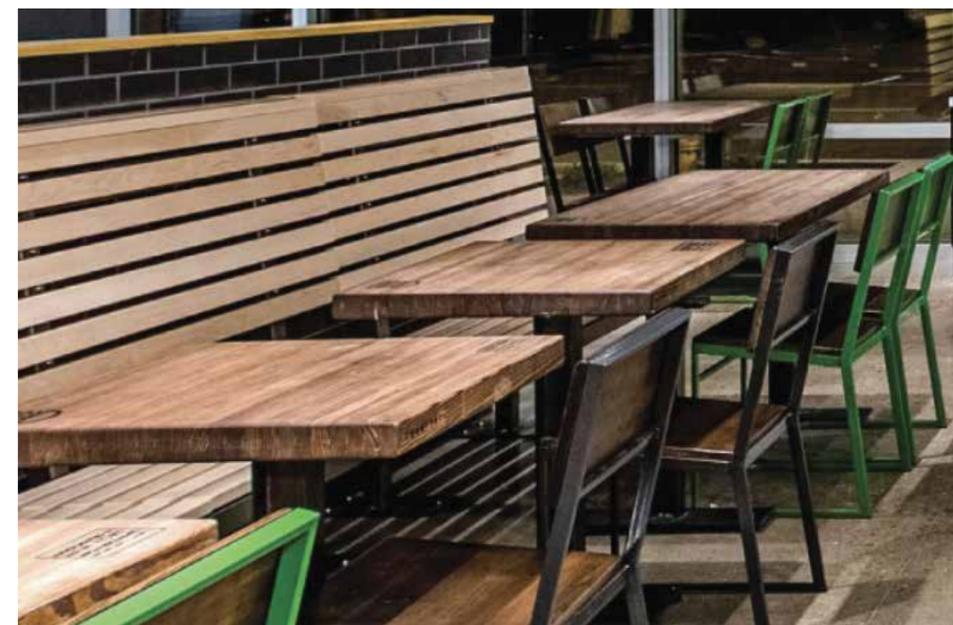
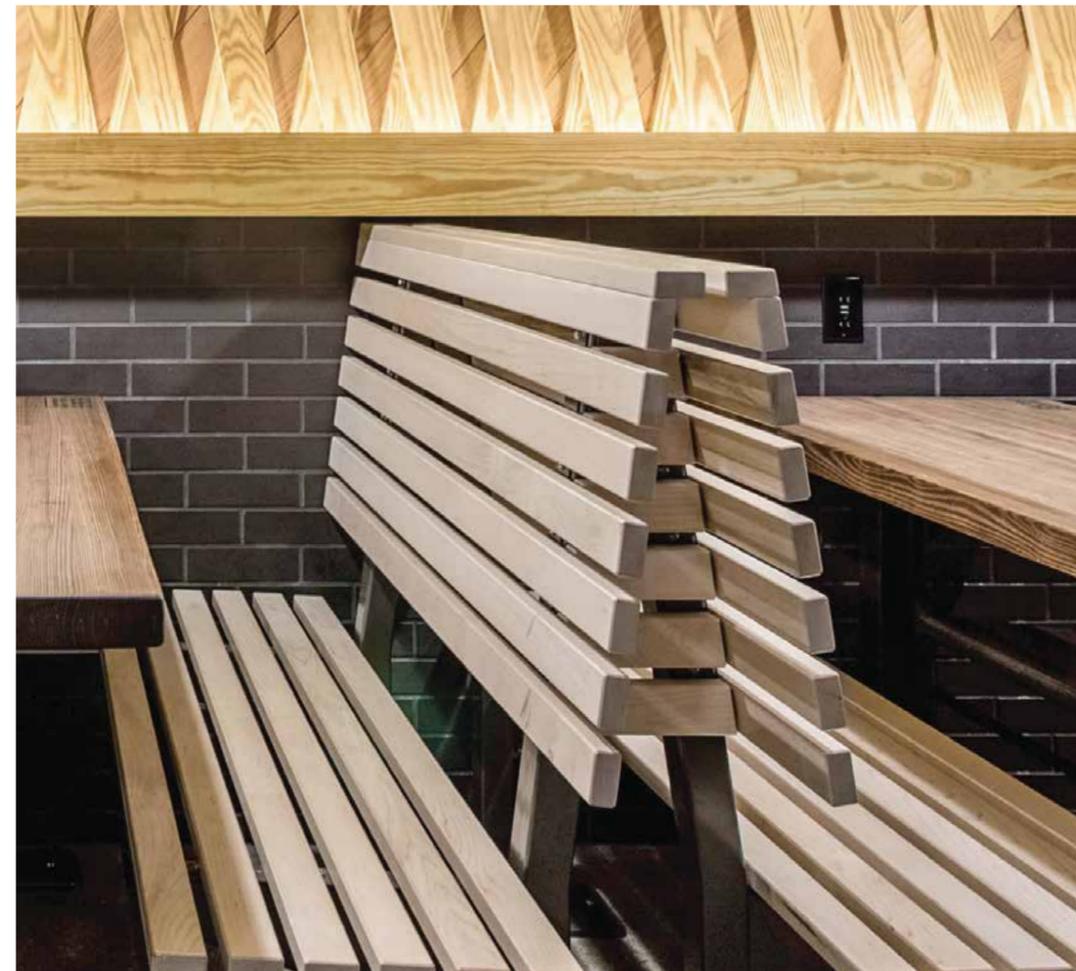
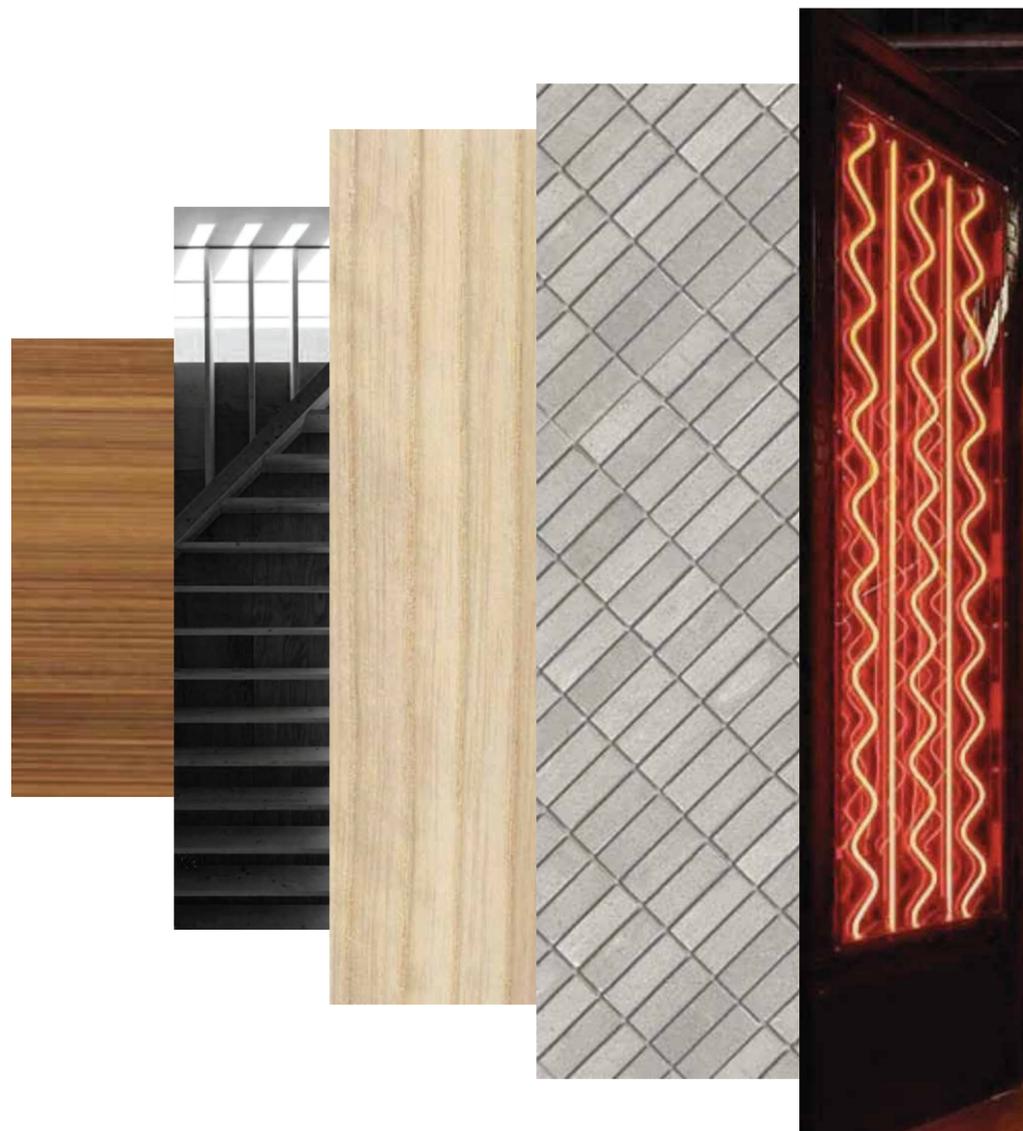
PROPERTY

Manchester Arndale

Currently in development, our Manchester Arndale restaurant will be opening at the end of Quarter 2, 2021



Interior Sample board





Leeds - Trinity kitchen

LOCATION REQUIREMENTS

- Units of 2750-4000 sq/ft
(larger locations considered for our Döner Haus brand)
- University cities
- Proximity to London Underground stations.
- Kiosk and Inline high street units
- Successful shopping centres
- In-town leisure schemes
- Densely populated areas
- Drive thru locations considered
- Close proximity to complementary operators
- Transport hubs - airports/railway stations
- All major cities throughout the UK

Currently working with:



DÖNER

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