la tabkha®
cantine libanaise
The concept creator and visionary Fady Saba thought up the concept when he noticed a growing need for fast and healthy meals. His idea was to create a canteen offering traditional and healthy home-made Lebanese food for all those customers on the go as well as individuals and families with time constraints... *in sum*, La Tabkha is the healthy alternative to fast-food.

Fady Saba, has been a key player in the Lebanese food and beverage industry since 1997. He was also involved in developing several concepts among which, the iconic “Le Zinc”, “La Centrale” and “Noa”
La Tabkha opened its doors in 2003 in Gemmayze, at the heart of Beirut. Its instant success far exceed expectations due to the fact that it addressed a pressing market need for the practicality of offering genuine Lebanese home-style cooking... *in sum*, La Tabkha is the Lebanese interpretation of a “Trattoria”.

La Tabkha’s winning concept offers Breakfast, lunch, early dinner and catering services.

After a decade of success, La Tabkha has started branching out to the GCC, beginning with Qatar.
Vision and Mission

**Vision**
La Tabkha’s vision is to spread the idea of practical and delicious “homey food” in Lebanon and the MENA region for traditional, affordable, healthy and tasty dine-in and take-out options.

**Mission**
La Tabkha aims to serve healthy and reworked Lebanese cuisine in a pleasant, friendly and comfortable setting for the customers who face time constraints.
1. **Breakfast:** Serving people from all nationalities with a combination of Lebanese appetizers and Saj items

2. **The daily lunch menu** is composed of four different main dishes: three of which are regular and low-calories.

3. **Early Dinner** Al Tapas. Al Tapas caters to clients looking for light and varied dinner bites. Al Tapas’ portions are varied combinations of Lebanese culinary delicacies, presented in small plates.

> La Tabkha can be experienced in the following environments:

- La Tabkha Outlet | Dine-in and take-out service.
- La Tabkha Delivery | Offices and home deliveries.
- La Tabkha Catering | Banquets, private and corporate events.
Positioning

Price Point
> In the Gulf, the casual eatery is positioned in the mid-end price-range with an average price of:
  Lunch: USD 24.
  Dinner: USD 35.

Audience
> Our clientele looking for authentic Lebanese food ranges from:
  Business entities and corporations with 60+ employees.
  Educational institutions.
  Families and singles.
  Time-savvy professionals.
La Tabkha offers its breakfast menu as a fixed menu across the month consisting of Lebanese appetizers and Saj Items as well as egg based platters.

The daily breakfast options would be Man’oushet Zaatar, Jebneh, Mixed, Labneh, Lahm B’aajine, and similar.

Foul Medammas, Balilah, Fatteh and similar.

Bayd b’awarma, bayd me2le, bayd omelette and similar.
Food -- Lunch

> La Tabkha offers its daily menu throughout the day. La Tabkha’s menu changes on a daily basis and is pre-planned on a monthly basis and distributed to all clients as a monthly desk calendar.

> The daily specialties are typical Lebanese dishes such as: moughrabieh, siyadieh, kebbeh labanie, mouloukhieh, moudardara as well as grills and a buffet of cold entrées i.e. hommos, moutabbal, potato kebbeh, fried cauliflower, sautéed zucchinis, hendbeh, mehche selek.
Food – Early Dinner

- At night, it morphs into Al Tapas and serves Lebanese sharing platters or Lebanese tapas, Al Tapas has a fixed menu with a range of Lebanese bites to share.

- As for Al Tapas, the ‘à la carte’ menu with fixed prices includes a wide variety, of delicacies: zaatar nachos and labneh dip, shanklish pizza, mekanek in markouk bread, olive bread, meat kebbeh and hommos with chili, chicken stuffed kebbeh, meat skewers, kachkawan kaake, etc.
La Tabkha’s delivery service represents a substantial portion of its revenues with numbers averaging from:
150 orders with an average of 1.5 portion per day per delivery zone, 5 days a week.
70 orders with an average of 2 portions per day per delivery zone, 2 days a week.

La Tabkha delivers all of its fixed menu items as well as its daily dishes.
All La Tabkha outlets deliver, including the dine-in establishments.
Typical outlet
Types of outlets and locations

<table>
<thead>
<tr>
<th>Type</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Tabkha and Al Tapas outlet.</td>
<td>Prime locations in busy centers.</td>
</tr>
<tr>
<td>Delivery outlet; located at a 20 minutes radius from main delivery</td>
<td>Facilities with ease of access.</td>
</tr>
<tr>
<td>destinations.</td>
<td>Business and commercial centers.</td>
</tr>
<tr>
<td>Central kitchen is mandatory when there are various outlets</td>
<td>Financial districts.</td>
</tr>
<tr>
<td>scattered around the city/country. Its location cannot exceed a 45</td>
<td>Trendy and Popular neighborhoods.</td>
</tr>
<tr>
<td>minutes ride from the outlets.</td>
<td></td>
</tr>
</tbody>
</table>

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Outlet specifications

Typical restaurant floor indoor space is 180 sqm with a capacity of 80 to 100 seats... (outdoor area around 60sqm when possible)

of which
> 60% dining area
> 10% buffet area
> 30% for the BOH including the kitchen and staff area

A typical delivery outlet should be of 60 sqm. A central kitchen should be of 250 sqm.
La Tabkha outlets’ internal layout is vibrant and cozy, alike the ambiance of a Trattoria or Bistro. It includes warm design elements such as wooden chairs, tables and floors. The background music ranges from deep house to jazz compilations.

As the core of element of La Tabkha’s concept, the ‘show’ kitchen anchors the transparency in our everyday operations.
La Tabkha currently operates three outlets:
1. Dine-in and delivery outlet in Gemmayze, Lebanon.
2. Delivery outlet in Jal el Dib, Lebanon.
3. Dine-in and delivery outlet at The Pearl in Doha, Qatar.

La Tabkha outlets are strategically located in proximity to various residential areas, business and commercial centers.

The outlets’ current average daily turnover is 80% on weekdays and 60% on week-ends.
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