



**FRANCHISE BOOKLET**

# *Nasma*

مطعم نسمة بيروت

Nasma is the Arabic translation of the word “breeze”, also used as an oriental feminine name. This poetic label has been chosen for a genuine bistro that offers an exquisite taste of Lebanese hospitality and Levantine cuisine.

Nasma offers authentic recipes with a contemporary twist, served in revisited and creative presentations.



## A Personalized Experience



Nasma offers homemade cuisine with high quality ingredients. Concept is detailed yet simple for everyday operation. We mix rich flavors that are prepared using consistent recipes. We cater for frequent visitors as well as special occasion meals.



Our culture is strongly service-oriented and we offer a personalized experience. New food technology supports our operation and reduces labor & waste. Our system offers professional tools for better cost efficiency & quality consistency.

## Place For Social Gatherings

Nasma is your restaurant of choice for business lunches, social gatherings, intimate meals and group or family meals. A genuine hospitality culture is emphasized through personalized service and attention to details.

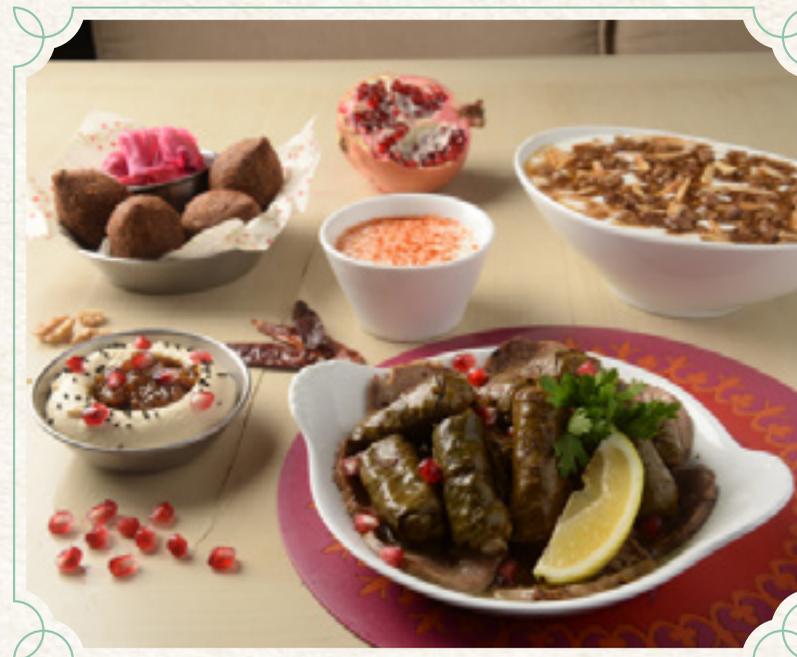


## Healthy Cuisine with High Quality Ingredients

Just like a breeze moving with time, Nasma creates a harmonious new approach between past and future. Our knowledge and passion for traditional cuisine coupled with our ability to look into emerging food trends, relying on science and technology when necessary, allow us to constantly renew our menus, developing ourselves without forgetting who we are and where we came from.

Nasma chefs outsource finest raw materials from various local villages and communities. The balance of nature and the proper survival of small farmers producing quality products are equally indispensable. Without them, there is no kitchen.





Outlets' Interior





## Authenticity & Inspiration

The menu features a blend of exquisite Lebanese & Levantine delicacies, using fresh ingredients only and excluding processed food, artificial flavors, colors or textures.

We embrace the saying: “No farmer, no food, no future”. By supporting hardworking farmers, we gain access to exquisite produce, respecting land, sea, and all living creatures. Good techniques evolve with time yet remain loyal to the cultural heritage.

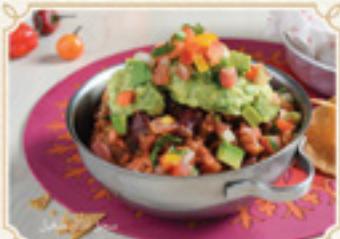
There is no need for artificiality. We strive to recreate traditionally great flavors while considering the modern taste. The menu features a blend of authentic recipes with a contemporary twist, served in revisited and creative presentations.



# Our Menu



<p><b>فلة حنص أو بالانجان أو فريبط • 12,500</b> Chicken, eggplant or cauliflower fritish with warm butter and pine nuts</p> <p><b>بطاطا خرقوضة • 7,750</b> بطاطا وكوم Roasted potato cubes, provincial style</p> <p><b>سلة بطاطا مقلية • 7,250</b> مع خبز أسناب Crispy fried potato basket with herbs</p> <p><b>بطاطا خشوية • 7,500</b> مع كوم بالفرن Grilled potato with slow cooked garlic</p>	<p><b>سجق أكل ميقيل • 11,750</b> سجق مع الطريقة التقليدية مع الفول والكوز Chili cone carne sujak with guacamole and nachos</p> <p><b>دجاج رأس عصفور مع بسكو و طوم • 11,750</b> Cubes of chicken in pesto sauce with halloumi cheese</p> <p><b>مع بابريكا و طوم • 11,750</b> Cubes of chicken in paprika sauce with halloumi cheese</p> <p><b>فيليه رأس عصفور • 17,500</b> مع كوز و تشكرات Cube steak in sweet and sour cherry with kamata</p> <p><b>أربعة دجاج بالعمليه • 9,750</b> مع حبة وسجق Croissants of chicken sticks stuffed with cheese and sujak</p>	<p><b>بلاغري بالفرن • 11,250</b> مع ساج وزيت زيتون Baked cheese with spinach &amp; slice of olives</p> <p><b>توشكا بالكفتة مع جبنة • 16,000</b> خرانيس بانيخ خاص على الكفتة Kafka with cheese in special bread</p> <p><b>مسخن دجاج بالمعجوج • 11,750</b> دجاج مسخن مع سمون، بصل وسجق بانيخ مرقوق Roasted chicken with pine seeds, onion and sumac in markouk wraps</p> <p><b>سودة دجاج ودبس وغان • 11,750</b> Chicken liver with pomegranate molasses</p> <p><b>مقاتي بالصنوبر • 11,750</b> مع مكعبات بطاطا مقلية بدماسين Mukaret with pine seeds and potato dice in lemon grey</p>
--	--	---



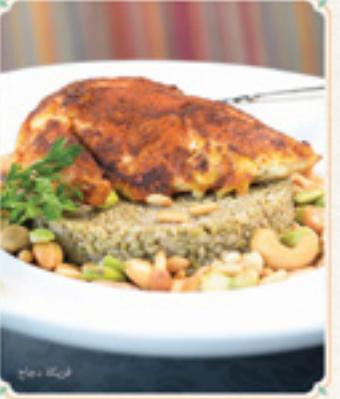






<p><b>كبة شاورما • 9,000</b> القراسي بمشوية شاورما لحم و بوزل مع طراخوز Kebab stuffed with shawarma meat, bread and tomato</p> <p><b>كبة للطنين • 7,750</b> القراسي بمشوية سمرايح وحمص Pumpkin kebab filled with spinach and chickpeas</p> <p><b>فلافل نسفة الفاخرة • 12,750</b> مع تشكرات، خبز خاص، طراخوز، عشار وكيس Falafel touches, croutons, tomato and pickles</p>	<p><b>مازاوات ساخنة</b></p> <p><b>كبة سمك بالصينية • 16,750</b> بمشوية القريش و بصل Mini pie of fish kebab stuffed with shrimp and onion</p> <p><b>حلق البحر • 18,000</b> حلقات الكاماري مقرمش مع صلصة نسفة الخاصة Cafesal Rings with Neema's special sauce</p>	<p><b>شوزية وخبز محمص • 9,500</b> Soup from the kettle with toasted bread</p> <p><b>رقاقات البجينة مقلية أو مشوية وصفة تقليدية مع بصل و پامونس • 7,250</b> Cheese rihok with onion and parsley</p> <p><b>وصفة نسفة مع كوم و بصل • 7,750</b> Cheese rihok with garlic &amp; basil</p> <p><b>زلود السك بالدجاج • 11,750</b> مشوية خاصة مع مشوية شاورما دجاج وجبنة Chicken shawarma &amp; cheese rolls in special crispy dough</p>
--	---	---



<p><b>دجاج بيروتى • 29,750</b> فزوج مسكب مشوي مع جبنة، بطاطا مقلية والأعشاب، كوم وكيس Grilled boneless whole chicken with cheese, fries with herbs, garlic &amp; pickles</p>	<p><b>شبابية سمك • 31,500</b> فيليه سمك مسكب، رز بشفافة صبانة، طاجين و بصل مقرمش Deboned fish fillets with spiced rice, tajine sauce &amp; caramelized onions</p>	<p><b>فريبطة دجاج • 27,750</b> خبز دجاج مطهر مع فريشة، تشكرات وبن مقلوج Green wheat gird with roasted chicken breast &amp; warm yogurt sauce</p>
--	---	--

لدم مع عصير طازج و لعلابة

**أكلات الصغار**  
••••• 18,750 •••••

طاووق و بطاطا مقلية مع حمص  
كباب و بطاطا مقلية مع حمص  
تاليس و بطاطا مقلية مع كاتشاب

All our specialties are prepared "to la minute".  
Grilled potatoes available upon request.  
جميع أطباقنا الخاصة  
تجهز عند الطلب  
بطاطا خشوية مطهورة عند الرغبة.






<p><b>طاووق سمك • 24,000</b> مع بطاطا مشوية مقلية سمك سمك بالخضيرة وصلصة خاصة Fish kebab with grilled potatoes, tabbah lettuce salad and special dip</p>	<p><b>مشاوي وأطباق خاصة</b></p> <p><b>كباب نسفة • 19,250</b> مع بطاطا، عشار مشوية و فومس خاص Neema kebab specially with fried potato wedges, grilled vegetables and dip</p>	<p><b>نحم مشوي • 26,000</b> مع بطاطا عشار مشوية و فومس خاص Prime grilled meat with fried potato wedges, grilled vegetables and dip</p>
--	---	--

لدم مع عصير طازج و لعلابة

**أكلات الصغار**  
••••• 18,750 •••••

طاووق و بطاطا مقلية مع حمص  
كباب و بطاطا مقلية مع حمص  
تاليس و بطاطا مقلية مع كاتشاب

All our specialties are prepared "to la minute".  
Grilled potatoes available upon request.  
جميع أطباقنا الخاصة  
تجهز عند الطلب  
بطاطا خشوية مطهورة عند الرغبة.





**We are seeking selective partnerships with investors and entrepreneurs who share the same business objectives and values.**

**Investing in a franchise operation generally requires a minimum capital for:**

- Franchise fees.
- Location rent or construction cost.
- Location setup & decoration.
- Pre-opening expenses.

#### **Franchise Benefits**

Our aim is to create a win-win relationship: keep the investment as low as possible versus maximum profitability, through alignment of vision with professional planning and execution.

#### **We will offer:**

- Feasibility study support.
- Architectural & site location consultancy.
- Recruitment support & staff training according to position and division.
- Pre-opening support & opening team.
- Periodic visits for audit & operational support.
- Active updates on menu items & services.
- Communication strategy.



**Nasma is  
a brand franchised  
by R&B Holding SAL.**

PO BOX 1888 Jounieh, Lebanon  
development@crepaway.com

Outlets established in Lebanon:  
Nasma @ City Centre Beirut  
Nasma @ The Village, Dbayeh  
Nasma @ Brumana

# FAQ.

## Basic Description of Concept & Product Offered

Nasma concept is detailed yet simple for everyday operation.

It is the winning combination of a cozy and friendly place along with the culinary art of a big restaurant. This type of eateries is appreciated in Lebanon and other countries with high level food & beverage industry.

Ambiance is warm and comfortable, allowing visitors to feel at home instantly. The minimalism in design gives the concept a contemporary feel and puts the food on the forefront of Nasma experience.

The menu features a blend of exquisite Lebanese delicacies, using fresh and prime quality ingredients.

Recipes are authentic with a contemporary twist, served in revisited and creative presentations. Our cooking is light and healthy with no excessive use of fat or gravy, but with lots of love and patience.

## Consumers

Nasma is the Arabic translation of the word “Breeze”

This poetic label has been chosen for a genuine Lebanese restaurant that offers an exquisite taste of Lebanese hospitallity to a wide customers platform within the age bracket of 24 to 55 years old.

We are passionate about pleasing our guests by sharing our professional culinary experience and our Lebanese spirit of hospitality with simplicity.

## Pricing

Between \$60 and \$80 for 2 guests.

## Expected Turnover per Outlet

Outlet turnover should be between \$2.4M and \$2.8M for large outlets; between \$1.8M and \$2.2M for a medium-sized outlet.

# Restaurant specs

## Total Area

Ideal: 400 sqm/Smallest: 325 sqm/Largest: 525 sqm

## Back of the House

Ideal: 150 sqm (around 40%)/Smallest: 125 sqm/  
Largest: 180 sqm

## Front of the House

Ideal: 225 sqm (around 60%)/Smallest: 200 sqm/  
Largest: 345 sqm

## Seating Capacity

Ideal: 180/Smallest: 130/Largest: 240

## Staffing

Front of the House: 22/Back of the House:  
17 including stewards

## Investment

Approx. \$1,800/sqm in Lebanon

# Central Production Unit

## Total Area

Between 120 and 150 sqm supplying 2 to 3 outlets

## Staffing

Approx. 7 including pastry team

## Investment

Approx. \$170K for equipment only in Lebanon

# Franchise

## Proposed Franchise Contract

10-year contract automatically renewed based on mutual satisfaction and business plan.  
We do not favor subfranchising contracts.

## Franchise Fees & Royalties

The one-time franchise fees are set based on a proposed business plan for a given territory: number of outlets projected to open within a specific timeframe. Monthly royalties and eventual management fees, if needed, are set based on business plan and franchise strategy.

## Franchise Support

Concept guidelines, intellectual property, operations manual and use records to operate Nasma restaurants.  
Assistance in selecting suitable sites, interior and exterior design consultancy with the concept architects and engineers (subject to additional fees).  
List and specifications of needed equipment.

Menus.

List and specifications of ingredients and raw materials.

Opening team (subject to additional fees).

Quality control and assurance program through audit visits (subject to additional fees).

Marketing advise and assistance in developing promotions and activities.

Communication support for advertising and strategies.

## Trainings

We offer training to key positions in our HQ and Lebanese branches: owner representative, operation manager, manager, chef and assistant chef.

They will, in return, be able to train their own teams in the newly-established franchise. Upon need, we also offer on-site training (subject to additional fees).



  @NasmaBeyrouth

For Your Inquiries

[development@crepaway.com](mailto:development@crepaway.com)

[nasmabeyrouth.com](http://nasmabeyrouth.com)