Alaa Burger

Diner food for people who work in the dark

The fluorescent hum of a 24-hour diner translated for delivery. Patty melts with caramelised onions that take forty minu…

THE CONCEPT

Nighthawk

"Diner food for people who work in the dark"

CUISINE FOCUS

American diner classics

THE STORY

The fluorescent hum of a 24-hour diner translated for delivery. Patty melts with caramelised onions that take forty minutes to get right. Disco fries under brown gravy. Milkshakes thick enough to require a spoon. The kind of food that makes sense at 2am when your screen has been glowing for six hours and your flat is silent except for the radiator.



#1A1A1A #8B0000 #F4E4C1 #4A4A4A #C8102E

THE AUDIENCE

Audience brief

SYNTHESIS

Marcus, 29 — Night shift data analyst, in Shoreditch, ordering 2x per week

THE MENU

Menu

MAINS

Patty Melt — $12.00

Two smashed patties, Swiss cheese, caramelised onions, Russian dressing, rye bread, griddle-pressed.

Bacon Cheeseburger — $13.00

Double patty, American cheese, bacon, shredded lettuce, pickles, diced onion, burger sauce, sesame bun.

Tuna Melt — $11.00

Albacore tuna with celery and mayo, cheddar, tomato slices, sourdough bread, griddled until golden.

Club Sandwich — $12.00

Turkey breast, bacon, iceberg lettuce, tomato, mayo, three layers of toasted white bread.

Chicken Fried Steak Sandwich — $13.00

Breaded cube steak, white pepper gravy, pickles, shredded cabbage, soft white roll.

SIDES

Disco Fries — $6.00

Thick-cut fries, brown gravy, melted mozzarella.

Onion Rings — $5.00

Beer-battered white onion rings, ranch dressing.

THE MENU, CONTINUED

10 items total

DRINKS

Chocolate Milkshake — $6.00

Whole milk, chocolate ice cream, malt powder.

Strawberry Milkshake — $6.00

Whole milk, vanilla ice cream, strawberry syrup.

DESSERTS

Apple Pie — $7.00

Cinnamon apples, flaky crust, served with vanilla ice cream.

AVERAGE ITEM VALUE

$9.10

Launch markets

Dubai

UAE

84/100

Construction crews, logistics hubs, and Media City operate around the clock. Expat Americans and Brits create baseline demand for competent diner food. Current options are either hotel coffee shops or fast food. Gap exists.

BRAND IDENTITY

Identity choices

LOGO DIRECTION

Wordmark

PHOTOGRAPHY STYLE

Editorial

Studio-lit, premium, product-forward.

ECONOMICS

Projected performance

LAUNCH INDEX
72 / 100

MONTH 1 REVENUE (PROJ.)
$8,400

MONTH 6 REVENUE (PROJ.)
$52,000

LAUNCH CITIES
1

MENU ITEMS
10

All projections are estimates based on comparable GFV network launches. Actual results may vary.

PACKAGING STUDIO

Branded surfaces

Five surfaces, one consistent system. All printed pieces carry the brand palette and name.

01 Pizza box

Primary surface. Brand name, tagline, accent band, and palette swatch.

02 Cup

Branded strip with name. Works at 12oz and 16oz.

03 Paper bag

Handle + brand strip. Matte or kraft finish.

04 Sticker

Round, 60mm. Name + tagline fragment. High-tack.

05 Menu insert

Trifold, 99×210mm. Three panels: concept + menu + contact.

Print-ready files are generated at the production stage and delivered with your dossier.

HOW THIS WAS BUILT

Builder path

CUISINE DIRECTION

American diner classics

VIBE

Bold

OCCASION

Late-night order

WHAT HAPPENS NEXT

30-day launch sequence

- DAY 0

  Application received

  Your dossier is in the review queue. Expect seven days.

- DAY 7

  Review complete

  Approved brands move immediately to kitchen matching. Declined brands receive written feedback.

- DAY 8-10

  Kitchen matched

  GFV assigns a host kitchen in each of your launch cities.

- DAY 11-20

  Production setup

  Menu localisation, packaging print, platform listings, photography.

- DAY 21-25

  Soft launch

  Live on platforms in test mode. First orders, operations review.

- DAY 30

  Full launch

  All platforms active. Performance dashboard live. GFV support active.

THE GFV NETWORK

Where your brand lives

GFV operates a network of host kitchens across 9 countries and 100+ cities. Every GFV brand has access to the same infrastructure — professional production environments, established delivery platform integrations, and local operational teams.

9	100+	$0	30d
COUNTRIES	CITIES OPERATIONAL	APPLICATION FEE	APPROVAL TO LAUNCH

GFV is the infrastructure. You are the brand. Our model is straightforward: we provide the kitchens, the platforms, the operations. You provide the concept, the menu, and the identity. Revenue is shared on a fixed percentage basis per market.

NEXT STEPS

What to expect

01 **Review (7 days)**

A GFV brand strategist reviews your dossier. They assess concept viability, market fit, and operational readiness. You will receive a written decision.

02 **Kitchen matching (2 days)**

Approved brands are immediately matched with available host kitchens in their selected markets. GFV assigns one kitchen per city.

03 **Production (10 days)**

Menu adaptation, packaging design, photography brief, and platform onboarding are completed by the GFV production team.

04 **Soft launch (7 days)**

Your brand goes live in test mode. GFV monitors order quality, operations, and customer feedback. Issues are resolved before full launch.

05 **Full launch**

All platforms active across your launch cities. Revenue sharing begins. You retain full brand ownership.

APPLICATION

GFV Brand Expansion

This dossier constitutes your Brand Expansion application. By submitting, you confirm that the information provided is accurate and that you have the rights to the brand concept described herein. GFV's standard Revenue Sharing Agreement will be presented separately on approval.

APPLICANT

georgeykaram@gmail.com

BRAND

Alaa Burger

SIGNATURE _____ DATE _____