Ybd

Bold. No apologies.

A delivery menu that doesn't apologise for heat or conviction. Kala runs on a short rotation — eight items, all of them …

THE CONCEPT

Kala

"Bold. No apologies."

CUISINE FOCUS

Japanese

THE STORY

A delivery menu that doesn't apologise for heat or conviction. Kala runs on a short rotation — eight items, all of them dialled. The kind of order you make twice in the same week.



#0F0A08 #E34D2B #F4C842 #1A2E28 #EDE8DC

THE AUDIENCE

Audience brief

SYNTHESIS

Ybd is Japanese with delivery-first engineering: crave-driven signatures with street-level swagger, built to end the day well.

THE MENU

Menu

MAINS

Karashi Tori Don — $27.00
Seared chicken thigh, hot mustard glaze, pickled daikon, scallion, sesame, soft egg over rice.

Miso Buta Ramen — $29.00
Pork belly, white miso broth, bean sprouts, nori, soft egg, chili oil, wheat noodles.

Gyudon — $29.00
Thinly sliced beef, onion, soy-ginger sauce, beni shoga, nori, rice.

Shoyu Karaage — $27.00
Fried chicken thigh, soy marinade, yuzu kosho mayo, cabbage slaw, lemon.

Tuna Tataki Bowl — $29.00
Seared tuna, ponzu, avocado, cucumber, radish, sesame, shiso, sushi rice.

Karashi Tori Don · Family — $50.00
Seared chicken thigh, hot mustard glaze, pickled daikon, scallion, sesame, soft egg over rice. Family size — feeds three to four.

Gyudon · Family — $54.00
Thinly sliced beef, onion, soy-ginger sauce, beni shoga, nori, rice. Family size — feeds three to four.

Tuna Tataki Bowl · Family — $54.00
Seared tuna, ponzu, avocado, cucumber, radish, sesame, shiso, sushi rice. Family size — feeds three to four.

Karashi Tori Don · Solo — $19.00
Seared chicken thigh, hot mustard glaze, pickled daikon, scallion, sesame, soft egg over rice. Solo portion, sized for the lunch window.

Gyudon · Solo — $20.00
Thinly sliced beef, onion, soy-ginger sauce, beni shoga, nori, rice. Solo portion, sized for the lunch window.

Tuna Tataki Bowl · Solo — $20.00
Seared tuna, ponzu, avocado, cucumber, radish, sesame, shiso, sushi rice. Solo portion, sized for the lunch window.

Karashi Tori Don Combo — $61.00
Karashi Tori Don with Edamame and a Yuzu Soda.

Gyudon Combo — $62.00
Gyudon with Edamame and a Yuzu Soda.

Tuna Tataki Bowl Combo — $62.00
Tuna Tataki Bowl with Edamame and a Yuzu Soda.

SIDES

Edamame — $22.00
Sea salt, chili flakes.

Takuan — $22.00
Yellow pickled daikon, sesame.

Negi Yaki — $22.00

THE MENU, CONTINUED

25 items total

DRINKS

Yuzu Soda — $20.00

Yuzu, soda water, ice.

Mugicha — $21.00

Roasted barley tea, cold.

Yuzu Soda · Large — $28.00

Yuzu, soda water, ice. The bigger pour.

DESSERTS

Hojicha Panna Cotta — $21.00

Roasted green tea custard, black sesame crumble.

Mochi — $22.00

Three pieces: black sesame, matcha, yuzu.

Hojicha Panna Cotta · Box of 4 — $40.00

Roasted green tea custard, black sesame crumble. Four pieces, boxed to share.

AVERAGE ITEM VALUE

$33.40

LAUNCH MARKETS

Launch markets

Dubai

UAE

90/100

STRONG fit for Japanese · 236 kitchens across 4 cities · engine estimate

Riyadh

Saudi Arabia

85/100

STRONG fit for Japanese · 312 kitchens across 55 cities · engine estimate

BRAND IDENTITY

Identity choices

LOGO DIRECTION

Lettermark

PHOTOGRAPHY STYLE

Minimal

Clean surfaces, negative space, considered composition.

ECONOMICS

Projected performance

LAUNCH INDEX
90 / 100

MONTH 1 REVENUE (PROJ.)
$8,400

MONTH 6 REVENUE (PROJ.)
$52,000

LAUNCH CITIES
2

MENU ITEMS
25

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

Japanese

VIBE

Street, Clean, Playful

OCCASION

Weekday lunch, Post-workout, Weekend treat

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

uae_polo1@hotmail.com

BRAND

Ybd

SIGNATURE _____ DATE _____