Nomad Buns

Built for midnight, built to share

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THE CONCEPT

Nomad Buns

"Built for midnight, built to share"

CUISINE FOCUS

American delivery-first smash and grill

THE STORY

Nomad Buns operates when kitchens close. Double-smashed patties, griddled onions, steam buns that hold their shape in the bag. Charred chicken thighs over shredded iceberg, burnt edges deliberate. The menu assumes you are hungry now, feeding three people, and the food needs to survive the ride. Everything travels in stacked tins, still hot at the door.



#1A1A1A #FF4500 #FFB84D #F4E7D7 #FFFFFF

THE AUDIENCE

Audience brief

SYNTHESIS

Nomad Buns is American with delivery-first engineering: fire, grain, and greens that taste like they came from somewhere, made for the hours when everything else is closed.

THE MENU

Menu

MAINS

Double Smash Burger — $26.00

Two griddle-smashed patties, American cheese, white onions cooked into the beef, pickles, steam bun.

Charred Chicken Thigh Stack — $28.00

Grilled chicken thighs, shredded iceberg, burnt scallions, buttermilk ranch, butter-griddled potato roll.

Jalapeño Cheeseburger — $28.00

Smashed beef patty, pepper jack, griddled jalapeños, raw white onion, mayo, steam bun.

Bacon Double — $29.00

Two smashed patties, cheddar, thick-cut bacon, caramelized onions, dijonnaise, steam bun.

Fried Chicken Sandwich — $26.00

Buttermilk-brined breast, shredded iceberg, bread and butter pickles, hot sauce mayo, soft white roll.

Double Smash Burger · Family — $48.00

Two griddle-smashed patties, American cheese, white onions cooked into the beef, pickles, steam bun. Family size — feeds three to four.

Fried Chicken Sandwich · Family — $48.00

Buttermilk-brined breast, shredded iceberg, bread and butter pickles, hot sauce mayo, soft white roll. Family size — feeds three to four.

Charred Chicken Thigh Stack · Family — $52.00

Grilled chicken thighs, shredded iceberg, burnt scallions, buttermilk ranch, butter-griddled potato roll. Family size — feeds three to four.

Double Smash Burger · Solo — $18.00

Two griddle-smashed patties, American cheese, white onions cooked into the beef, pickles, steam bun. Solo portion, sized for the lunch window.

Fried Chicken Sandwich · Solo — $18.00

Buttermilk-brined breast, shredded iceberg, bread and butter pickles, hot sauce mayo, soft white roll. Solo portion, sized for the lunch window.

Charred Chicken Thigh Stack · Solo — $20.00

Grilled chicken thighs, shredded iceberg, burnt scallions, buttermilk ranch, butter-griddled potato roll. Solo portion, sized for the lunch window.

Double Smash Burger Combo — $60.00

Double Smash Burger with Crinkle Fries and a Cold Brew.

Fried Chicken Sandwich Combo — $60.00

Fried Chicken Sandwich with Crinkle Fries and a Cold Brew.

Charred Chicken Thigh Stack Combo — $62.00

Charred Chicken Thigh Stack with Crinkle Fries and a Cold Brew.

SIDES

Crinkle Fries — $22.00

Thick-cut crinkle fries, salt, served hot in a tin.

Burnt Onion Rings — $22.00

Beer-battered yellow onions, fried until the edges char, ranch for dipping.

THE MENU, CONTINUED

25 items total

DRINKS

Cold Brew — $20.00

Black cold brew coffee, no sugar, served over ice.

Root Beer Float — $21.00

Vanilla soft serve in cold root beer, served in a cup.

Cold Brew · Large — $28.00

Black cold brew coffee, no sugar, served over ice. The bigger pour.

DESSERTS

Soft Serve Cone — $22.00

Vanilla soft serve in a sugar cone, served cold.

Chocolate Chip Cookie — $21.00

Thick chocolate chip cookie, baked until the edges set, center still warm.

Soft Serve Cone · Box of 4 — $42.00

Vanilla soft serve in a sugar cone, served cold. Four pieces, boxed to share.

AVERAGE ITEM VALUE

$32.68

LAUNCH MARKETS

Launch markets

Riyadh

Saudi Arabia

95/100

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

BRAND IDENTITY

Identity choices

LOGO DIRECTION

Lettermark

PHOTOGRAPHY STYLE

Editorial

Studio-lit, premium, product-forward.

ECONOMICS

Projected performance

LAUNCH INDEX
90 / 100

MONTH 1 REVENUE (PROJ.)
$8,400

MONTH 6 REVENUE (PROJ.)
$52,000

LAUNCH CITIES
1

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

American

VIBE

Earthy

OCCASION

Group sharing, Family dinner

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

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BRAND

Nomad Buns

SIGNATURE _____ DATE _____