Sora

Considered. Every time.

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THE CONCEPT

Sora

"Considered. Every time."

CUISINE FOCUS

Modern Asian

THE STORY

A menu built on the principle that restraint is the hardest thing to get right. Each dish arrives composed, nothing extraneous. Sora rewards the repeat order — the kind of menu where the second visit clarifies what the first made you feel.



#0A0807 #C4A882 #3D5A4A #F5F1E8 #8B6F47

THE AUDIENCE

Audience brief

SYNTHESIS

Urban professionals, late 20s to mid-30s, ordering 3-4 times per week. They value consistency in quality and notice when it slips.

THE MENU

Menu

MAINS

Signature Bowl — $18.00

Slow-cooked protein, seasonal vegetables, house sauce

Classic Wrap — $14.00

Grilled protein, fresh herbs, house-made condiment

Crispy Bites — $12.00

Fried to order, seasoned, served with dipping sauce

Heritage Rice — $16.00

Slow-cooked, aromatic, serves two

Street Tacos — $13.00

Three pieces, marinated protein, fresh salsa

SIDES

Roasted Sides — $7.00

Seasonal vegetables, house spice blend

Pickled Salad — $6.00

Quick-pickled vegetables, acidic finish

THE MENU, CONTINUED

10 items total

DRINKS

Sparkling Water — $3.00

500ml

House Lemonade — $5.00

Fresh-pressed, lightly sweetened

DESSERTS

Dark Chocolate Pot — $8.00

Single-serve, bittersweet, room temperature

AVERAGE ITEM VALUE

$10.20

LAUNCH MARKETS

Launch markets

London

UK

75/100

Dense urban delivery zones with appetite for global cuisine at the premium end. Zones 1-3 offer reliable order volumes and strong basket sizes.

BRAND IDENTITY

Identity choices

LOGO DIRECTION

Lettermark

PHOTOGRAPHY STYLE

Street

Authentic, high-contrast, real environments.

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

Modern Asian

VIBE

Premium

OCCASION

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

georgeykaram@gmail.com

BRAND

Sora

SIGNATURE _____ DATE _____