Rewa Healthy Kitchen

Salads with substance

Fieldwork treats salad as a main, not a side. Lentils with roasted carrots and preserved lemon. Farro, charred broccoli,…

THE CONCEPT

Fieldwork

"Salads with substance"

CUISINE FOCUS

Composed salads with whole grains and legumes

THE STORY

Fieldwork treats salad as a main, not a side. Lentils with roasted carrots and preserved lemon. Farro, charred broccoli, and anchovy vinaigrette. Each salad has weight and texture. The greens are a component, not the base. Priya eats it with a fork at her desk, the container propped against her second monitor. It does not wilt.



#E5DCC3 #5F7355 #9BA88D #3A3D35 #C4B5A0

THE AUDIENCE

Audience brief

SYNTHESIS

Priya, 29 — Investment analyst, in Dubai Marina, ordering 3x per week

THE MENU

Menu

MAINS

Farro with Charred Broccoli — $14.00

Farro, charred broccoli, anchovy vinaigrette, toasted almonds, parmesan, lemon zest.

Lentils with Roasted Carrots — $13.00

Green lentils, roasted carrots, preserved lemon, arugula, tahini, za'atar, olive oil.

Freekeh with Fennel — $15.00

Freekeh, shaved fennel, walnuts, pomegranate seeds, mint, labneh, sumac vinaigrette.

Chickpeas with Roasted Cauliflower — $14.00

Chickpeas, roasted cauliflower, harissa, radicchio, dates, pistachio, tahini dressing.

Barley with Beets — $14.00

Barley, roasted beets, goat cheese, watercress, walnuts, shallot, red wine vinaigrette.

SIDES

Sourdough with Whipped Feta — $5.00

Grilled sourdough, whipped feta, olive oil, black pepper.

Marinated Olives — $4.00

Mixed olives, lemon peel, thyme, chili flakes.

THE MENU, CONTINUED

10 items total

DRINKS

Mint Lemonade — $4.00

Fresh lemon, mint, sugar.

Hibiscus Tea — $4.00

Hibiscus, rose water, served cold.

DESSERTS

Tahini Date Cake — $6.00

Tahini cake, dates, orange blossom syrup, sesame.

AVERAGE ITEM VALUE

$9.30

LAUNCH MARKETS

Launch markets

Dubai

UAE

84/100

Established wellness culture in DIFC and Marina districts. Growing middle-class demand for nutritionally transparent meals that aren't juice cleanses. Limited competition in composed salad format with legume-forward profiles. Ramadan builds repeat ordering habits.

BRAND IDENTITY

Identity choices

LOGO DIRECTION

System

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

Composed salads with whole grains and legumes

VIBE

Clean

OCCASION

Post-workout, Solo desk lunch

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

rewa-hayek@hotmail.com

BRAND

Rewa Healthy Kitchen

SIGNATURE _____ DATE _____