Valentina

Golden tonkatsu for the closed-door hours

Berkshire pork, pounded thin, double-breaded in fresh panko milled that morning. Fried at 170°C in rice oil. The crunch …

THE CONCEPT

Katsu Senate

"Golden tonkatsu for the closed-door hours"

CUISINE FOCUS

Japanese katsu specialists

THE STORY

Berkshire pork, pounded thin, double-breaded in fresh panko milled that morning. Fried at 170°C in rice oil. The crunch survives the journey because the cutlet sits on a perforated tray above the rice, never touching. Tonkatsu sauce arrives in a glass jar. Cabbage shredded so fine it looks like hair. This is the version served to line cooks after service.



#0A0A0A #D4AF37 #E8D9B5 #2C1810 #F7F3E8

THE AUDIENCE

Audience brief

SYNTHESIS

Valentina is Japanese for people who order less often but order seriously: chef-grade signatures, engineered to arrive as intended, made for the hours when everything else is closed.

THE MENU

Menu

MAINS

Rosu Katsu — $54.00

Berkshire pork loin, double-breaded panko, rice oil at 170°C, perforated tray over white rice, house tonkatsu sauce jar.

Hire Katsu — $58.00

Berkshire pork tenderloin, lighter panko crust, served over rice with pickled ginger and mustard karashi on side.

Chicken Katsu — $52.00

Jidori chicken thigh, panko-fried, perforated tray service, cabbage nest, sesame miso sauce in separate container.

Ebi Fry — $58.00

Four jumbo prawns, tail-on, panko-breaded, fried crisp, tartare sauce, lemon wedge, shredded cabbage bed.

Menchi Katsu — $59.00

Ground Wagyu and pork patty, panko exterior, served with bulldog sauce, cabbage, white rice in separate compartment.

Chicken Katsu · Family — $96.00

Jidori chicken thigh, panko-fried, perforated tray service, cabbage nest, sesame miso sauce in separate container. Family size — feeds three to four.

Menchi Katsu · Family — $109.00

Ground Wagyu and pork patty, panko exterior, served with bulldog sauce, cabbage, white rice in separate compartment. Family size — feeds three to four.

Hire Katsu · Family — $107.00

Berkshire pork tenderloin, lighter panko crust, served over rice with pickled ginger and mustard karashi on side. Family size — feeds three to four.

Chicken Katsu · Solo — $36.00

Jidori chicken thigh, panko-fried, perforated tray service, cabbage nest, sesame miso sauce in separate container. Solo portion, sized for the lunch window.

Menchi Katsu · Solo — $41.00

Ground Wagyu and pork patty, panko exterior, served with bulldog sauce, cabbage, white rice in separate compartment. Solo portion, sized for the lunch window.

Hire Katsu · Solo — $41.00

Berkshire pork tenderloin, lighter panko crust, served over rice with pickled ginger and mustard karashi on side. Solo portion, sized for the lunch window.

Chicken Katsu Combo — $118.00

Chicken Katsu with Miso Shiru and a Mugicha.

Menchi Katsu Combo — $124.00

Menchi Katsu with Miso Shiru and a Mugicha.

Hire Katsu Combo — $123.00

Hire Katsu with Miso Shiru and a Mugicha.

SIDES

Miso Shiru — $44.00

THE MENU, CONTINUED

25 items total

DRINKS

Mugicha — $38.00

Chilled roasted barley tea, unsweetened. One litre bottle.

Ramune — $36.00

Original flavour marble soda, glass bottle. Served room temperature as intended.

Mugicha · Large — $53.00

Chilled roasted barley tea, unsweetened. One litre bottle. The bigger pour.

DESSERTS

Hokkaido Soft — $41.00

Milk soft serve, Hokkaido dairy, served in insulated cup with spoon. Vanilla or matcha.

Dorayaki — $40.00

Two pancakes, azuki red bean paste centre, wrapped. Arrives at room temperature.

Hokkaido Soft · Box of 4 — $78.00

Milk soft serve, Hokkaido dairy, served in insulated cup with spoon. Vanilla or matcha. Four pieces, boxed to share.

AVERAGE ITEM VALUE

$65.36

LAUNCH MARKETS

Launch markets

Riyadh

Saudi Arabia

84/100

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

London

United Kingdom

80/100

GOOD fit for Japanese · 148 kitchens across 20 cities · engine estimate

New York

United States

61/100

EMERGING fit for Japanese · 420 kitchens across 5 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
3

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

Premium

OCCASION

Weekday lunch, Group sharing

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

valentina@vissima.com

BRAND

Valentina

SIGNATURE _____ DATE _____