Andrew Test

Mountain recipes, city hours

The high villages of Mount Lebanon have always known cold nights. Kibbeh nayeh arrives with the sharpness of mint cut mi…

THE CONCEPT

Cedar & Sumac

"Mountain recipes, city hours"

CUISINE FOCUS

Lebanese mountain cuisine and preserves

THE STORY

The high villages of Mount Lebanon have always known cold nights. Kibbeh nayeh arrives with the sharpness of mint cut minutes before. Muhammara thick with Aleppo pepper and walnut. Pickled turnips stained violet, their brine older than the week. Each dish carries the logic of preservation, the intelligence of altitude. This is Lebanese food that travelled down from stone houses into your late hours.



#2C3E2F #8B4A5A #C9A86A #E8DCC8 #5A4A3A

THE AUDIENCE

Audience brief

SYNTHESIS

Nadia, 34 — Legal counsel at a fintech startup, in Shoreditch, ordering 2x per week

THE MENU

Menu

MAINS

Kibbeh Nayeh — $14.00

Raw lamb, bulgur, mint, onion, olive oil. Served with pickled turnip and white onion.

Hindbeh bi Zeit — $12.00

Dandelion greens, caramelised onion, lemon, olive oil. Served with mountain flatbread.

Kibbeh bil Sanieh — $16.00

Baked lamb and bulgur, spiced mince, pine nuts, clarified butter, yogurt.

Awarma with Eggs — $13.00

Preserved lamb confit, fried eggs, seven spice, mountain bread for scooping.

Moghrabieh — $15.00

Giant pearl couscous, slow-cooked chicken, chickpeas, caraway, cinnamon, onion broth.

SIDES

Muhammara — $6.00

Aleppo pepper, walnut, breadcrumb, pomegranate molasses, olive oil.

Kabis Lift — $4.00

Violet-stained pickled turnip, beetroot, bay leaf, garlic.

THE MENU, CONTINUED

10 items total

DRINKS

Jallab — $5.00

Grape molasses, rose water, pine nuts, raisins, crushed ice.

Ayran — $4.00

Salted yogurt, cold water, dried mint.

DESSERTS

Sfouf — $6.00

Semolina cake, turmeric, tahini, anise, pine nuts, icing sugar.

AVERAGE ITEM VALUE

$9.50

LAUNCH MARKETS

Launch markets

Dubai

UAE

88/100

Large Lebanese population seeking mountain village authenticity absent in hotel restaurants. Preserve format suits gifting culture. Winter months drive demand for warming mountain preparations. Delivery infrastructure mature.

BRAND IDENTITY

Identity choices

LOGO DIRECTION

Stamp

PHOTOGRAPHY STYLE

Editorial

Studio-lit, premium, product-forward.

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

Lebanese mountain cuisine and preserves

VIBE

Bold, Premium

OCCASION

Late-night order

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

andrew@globalfkkdventures.com

BRAND

Andrew Test

SIGNATURE _____ DATE _____