

**Casper &<sup>®</sup>  
Gambini's**  
all in good taste

Partners in Success

# THE CONCEPT



AS PART OF CASPER & GAMBINI'S "ALL DAY" COMMITMENT TO OUR PARTNERS IN TASTE, WE OFFER AN APPEAL TO THEIR DAILY LIVES.

Whether you decided to pass by for breakfast, lunch, dinner, a light snack, or a cup of our award winning coffee, at Casper & Gambini's® all is in good taste. The C&G all-day menu features hot platters, sandwiches, sensational salads, as well as a wide choice of healthy meals, scrumptious desserts, coffee and refreshments, all prepared with a commitment to true quality.

Striving to consistently deliver natural and unique flavors has been our cornerstone mission since the early days. We started in a 40 sqm kitchen in 1996 in Ashrafiyah, Lebanon, to become a regionally-recognized and loved brand spreading the good taste in 12 countries.

## Restaurant-Cafés

Our branches carry specific consistencies, yet each is applied to the surrounding environment and needs of good taste seekers. With comfortable lounges and dining tables, each branch is easily recognized as a Casper & Gambini's® destination.

## Coffee

Our signature blends come straight from the world's finest coffee fields, which makes our cup of coffee one of the flagship items on the Casper & Gambini's® menu.

## Delivery

Our home and office delivery service is specialized in innovatively-packed fresh and scrumptious flavors all-day long

## Catering

Our Exquisite and highly-professional catering services are addressed to both corporate functions and private events.

# TO GET STARTED



**“AN ALL DAY COMMITMENT”**

Casper & Gambini's® will enter into Sub-Franchise Agreements with qualified individuals and companies who commit to develop and operate abiding by the system set and maintaining the standards in protecting the brand image a minimum of 1 restaurant within a defined territory.

Our Sub-Franchise Agreement has an initial term of 3 years, renewable for 1 additional 3-year terms. An initial fee is associated to the development plan.

## THE OPERATION

- Point of Sale systems that help manage the business efficiently to maximize profits.
- Training (provided based on years of proven success) to achieve consistent operations.
- Ongoing support to maximize the operation

## THE SUPPORT

Our team provides assistance with site selection, lease negotiation, construction, store opening, marketing, kitchen equipment, interior design, training, and menu engineering.

Moreover, through the implementation of proven processes and procedures, we provide our Sub-Franchisees with timely support to build and sustain a successful business.

## THE MARKET

Casper & Gambini's provides a customer-loyalty driven environment and a friendly atmosphere, while aiming to be the market leader and innovator.

## THE SUB-FRANCHISEE QUALIFICATIONS

The following qualifications are essential for you to be considered as a Sub-Franchisee for Hot Star concepts:

- A ready flagship-site to operate your Sub-Franchise
- Existing infrastructure dedicated to the development of our brand
- An existing company and structure (preferably with experience in F&B)
- Local knowledge and expertise in the fields of consumer preferences, real estate government regulations, and distribution
- Ability to maintain the brand's integrity and credibility

## THE SUB-FRANCHISE PROGRAM

As a Hot Star Sub-Franchisee you will be provided with the following:

1. Research & Development tools
2. Operation Manuals
3. Branding Manual – including the brand guidelines
4. Standard operating procedures
5. Menu recipes & Menu Engineering assistance
6. Initial & Scheduled trainings
7. Initial & Scheduled site visits

## THE VENUE CRITERIA

For a **Café resto** Size 250 – 450 sqm. in traffic areas with an end cap

For a **Café Station** Size 100 – 150 sqm. in traffic areas with an end cap

**Patio** 40-80 sqm exclusive patio

**Access** Pair of front entry doors, patio exit door, and 2 rear doors for incoming & dispatching ordered goods



# DEDICATED PEOPLE

- Specialized in F&B operations in competitive markets.
- Industry and operational knowledge with a track record of success stories.
- Continuously overseeing, mentoring, and supporting the success of each of our franchisees dedicated to constant personal growth within the organization in order to parallel the group's global expansion.

- Recipients of Boecker Awards for hygiene and quality standards
- Cannes 09 Lion finalists for corporate design / image
- Recognized as one of Lebanon's top 25 fastest growing companies
- Finalists at the Takreem Arab achievement awards
- Appeared on the cover of Forbes Arabia with a multi-page feature
- HORECA Lebanon – live cooking gold and silver medals
- HORECA Jordan – live cooking and senior chef gold medals
- Top Chef Arabia – 1st place award in Saudi Arabia
- Mediterranean Barista Cup – 1st place
- World Barista Championship – 4th place
- Lebanese Coffee Champions – 7 years in a row
- Golden Cup Award – holders of the award since 2001

## THE GOOD TASTE PROCESS

Our Chefs are **Nutritional Artists** and creators of flavors  
Our waiters are **Culinary Guides** serving the mouthwatering menu items  
Our rapidly growing customers are our Partners in Taste!



# THE KEY PEOPLE



## HOT STAR & ANT VENTURES

Headquartered in Muscat & Beirut partnering in developing and managing innovative F&B concepts that are synonymous with quality and outstanding customer satisfaction.  
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