



Partners in Success

THE CONCEPT



ADDING FLAVOR TO LIFE

Eatalian represents outstanding originality with its unique concept infusing authentic Italian cuisine with casual flair and style.

Made from fresh Italian imports, the menu's specialty is the Neapolitan-style pizza that is wood-baked for 90 seconds at 800 degrees, just as authenticity dictates (all pizzas are cooked according to Verace Pizza Napoletana VPN guidelines).

International guidelines ensure that our guests enjoy the same unique tasting pizza every single time.

A HANDS ON JOURNEY

Our professional Chefs have been creating friendships with guests by inviting them into the kitchen for a hand-on experience in the preparation of authentic Italian cuisine.

The presentation is simple and beautiful: food is served on wooden boards according to Italian tradition, and the aesthetic style of the food is derived mostly from its reliance on the natural colors of the ingredients.

Elegant simplicity is the name of the game at the tasty and tasteful slice of Italia.

Eatalian offers a casual dining experience with a genuine Italian atmosphere, from the generous cuisine prepared with the highest quality ingredients to the warm, trendy, and stimulating setting.

It is a journey where guests are invited to experience a menu filled with mouth-watering and taste-fulfilling flavors including insalata, piccolli piatti, pizza, pasta, piatto, and dolci.

TO GET STARTED

Eatalian® 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 to achieve consistent operations is provided based on years of proven success.
- Ongoing support to maximize the operation

“Cookery
is as old as the world
but it must also remain always as modern as
FASHION”

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

Eatalian provides a customer-loyalty driven environment and a friendly atmosphere, while aiming to be the market leader and innovator.

THE SUB-FRANCHISEE QUALIFICATIONS

To be considered as a Sub-Franchisee for Hot Star concepts, the following qualifications are essential:

- A ready flagship-site to operate your Sub-Franchise
- An 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 areas of consumer preferences, real estate government regulations and distribution issues
- Ability to maintain the brand's integrity and credibility

THE SUB-FRANCHISEE PROGRAM

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

1. Research & Development tools
2. Operation manuals
3. Branding manual - includes 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



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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