



# This is your New kitchen

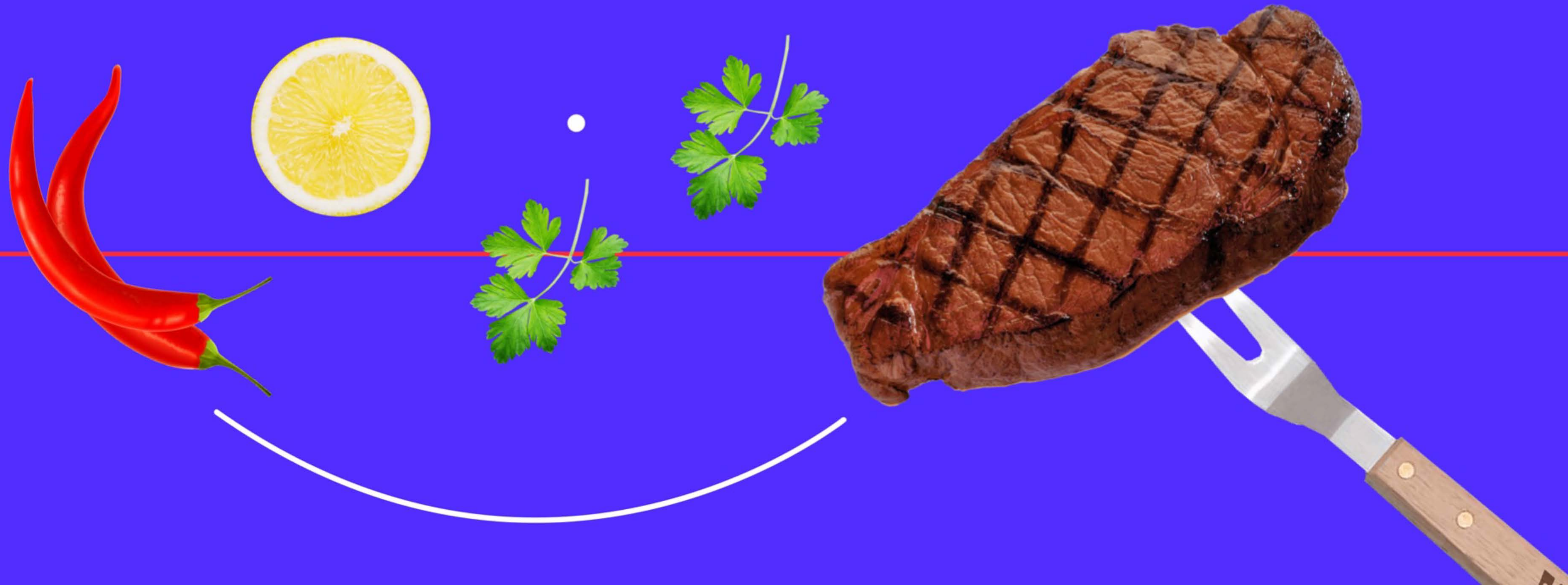
Brought to you by us!





# Brito Cloud Kitchens

A series of smartly distributed, and fully operated Cloud Kitchens all over Egypt helping international brands to expand their presence and delivery to the Egyptian market in no time and with minimum investment.





# A kitchen Brito™ made just for you! \_\_\_\_\_

Brito is the brand that took cloud kitchen-operating to the next level. We believe in operating with style; like an orchestra doing their magic on stage - our chefs bring your recipes to life the Brito way.

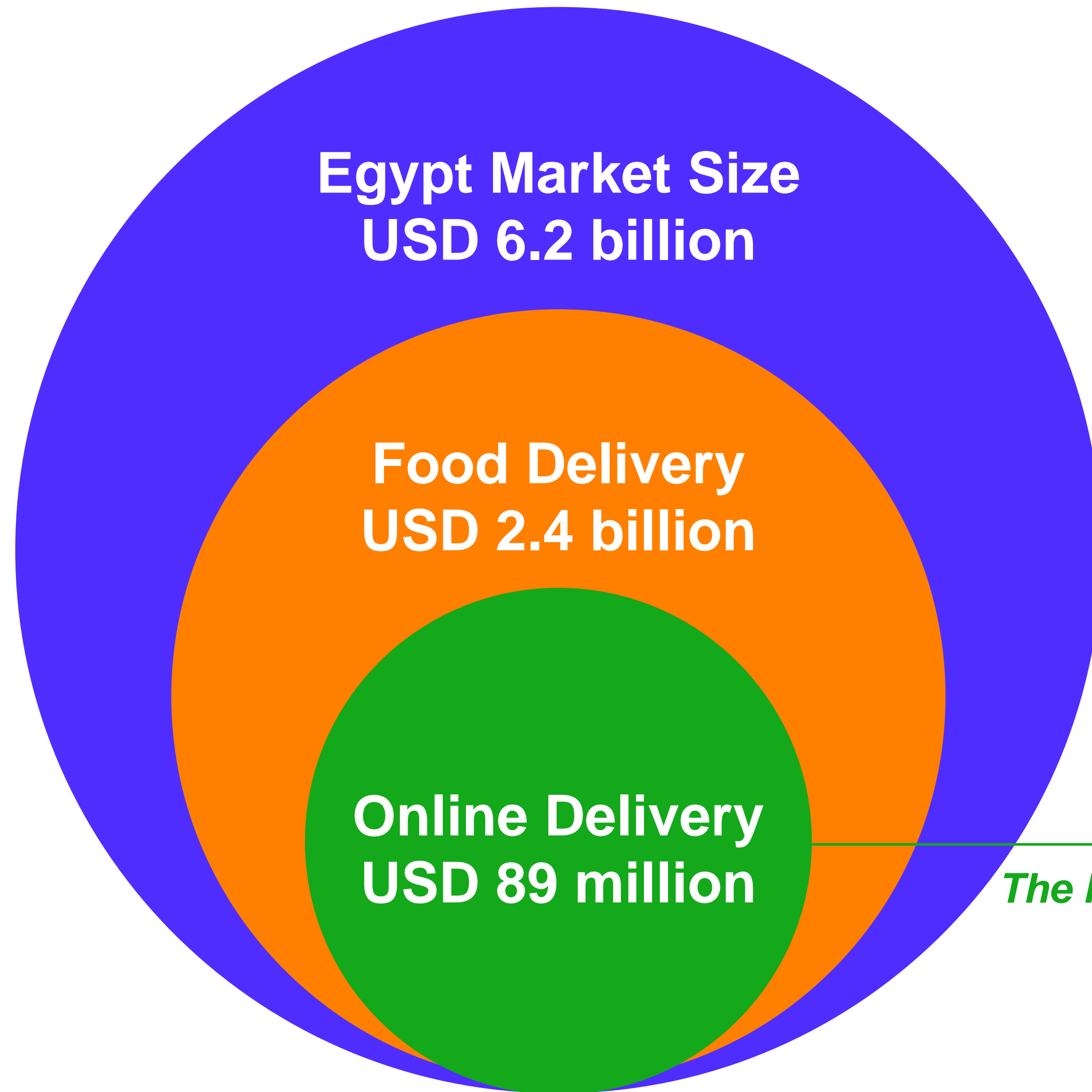
No single note is off-tune in a Brito kitchen, so rest assured every flavor in your brilliant recipes is reaching every global taste bud that craves it.

**In other words, with our top-notch highly maintained kitchens and maestro-level chefs at your disposal, expansion has never been easier.**





# This is Egypt ... Eat all you can!



**105 million** population

**USD 6.2 billion** Restaurant market size

**USD 2.4 billion** Food Delivery (40% of the market)

**USD 89 million** Online Food delivery (2021)

**70%** growth rate in 2021

**6.8 million** online food ordering users

**125,000** daily transactions

**9,000+** restaurants delivering food

*The highest growth rate  
In the region*



# What a market!

- Increased penetration of smartphone
- Rapid urbanization
- Young population, digitally native
- Strong influence of social media
- Low costs and investment
- Consumer preference for digital orders





# Brito takes you places!

## Greater Cairo areas we target:

### Cairo

- New Cairo
- Heliopolis
- Nasr City
- Maadi

### Giza

- Zamalek/Dokki
- Mohandessein/Agouza
- 6 October
- Sheikh Zayed









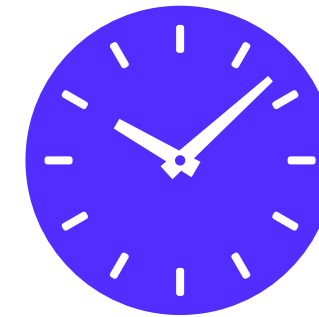
# Brito<sup>TM</sup> Cloud Kitchens

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01

## Speedy GTM

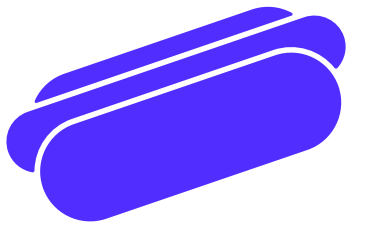
In just 4 weeks the brand will be ready to fly



02

## Consistency

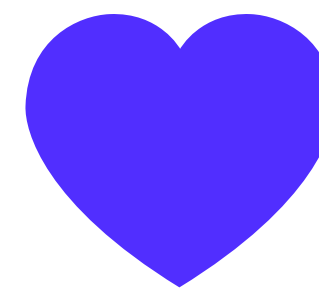
Well trained chefs to deliver a consistent taste



03

## Variety

Favorite brands brought to Egypt



04

## Convenience

Online Delivery, Curbside, Trucks ...etc.





**your wagyu,  
your symphony.**



**brito**

Available on the  
**App Store**

GET IT ON  
**Google Play**



# Brito Secret Sauce

## Full Fledged Service

- Fully furnished Central and Satellite kitchens
- Sourcing and storing ingredients, preparing and portioning meals at a central kitchen
- Distributing prepped meal components to different satellite kitchens
- Hiring and managing chefs to prepare the food at the various satellite kitchens
- High-end KDS, POS and ERP technology
- Centralized call-center for customer success
- Omnichannel food ordering through aggregators, Brito App, social media, call center and websites
- Last mile delivery
- Loyalty programs
- Alliances with partners and influencers
- Sales & Marketing
- Finance & Reporting





# Some more sauce?



## **More than just operators**

Brito becomes your partner and offers you a turn-key solution, we help you with business model, ROI plan, pricing plans and any menu adjustment

## **Brand Awareness in no time**

Get listed on all food aggregators and food delivery Apps, be present in popular events, venues and PR

## **World-class technology**

AI-based Brito App, smart food processing systems, POS machines, supply chain and inventory management software, Real time integrated KDS ...etc.

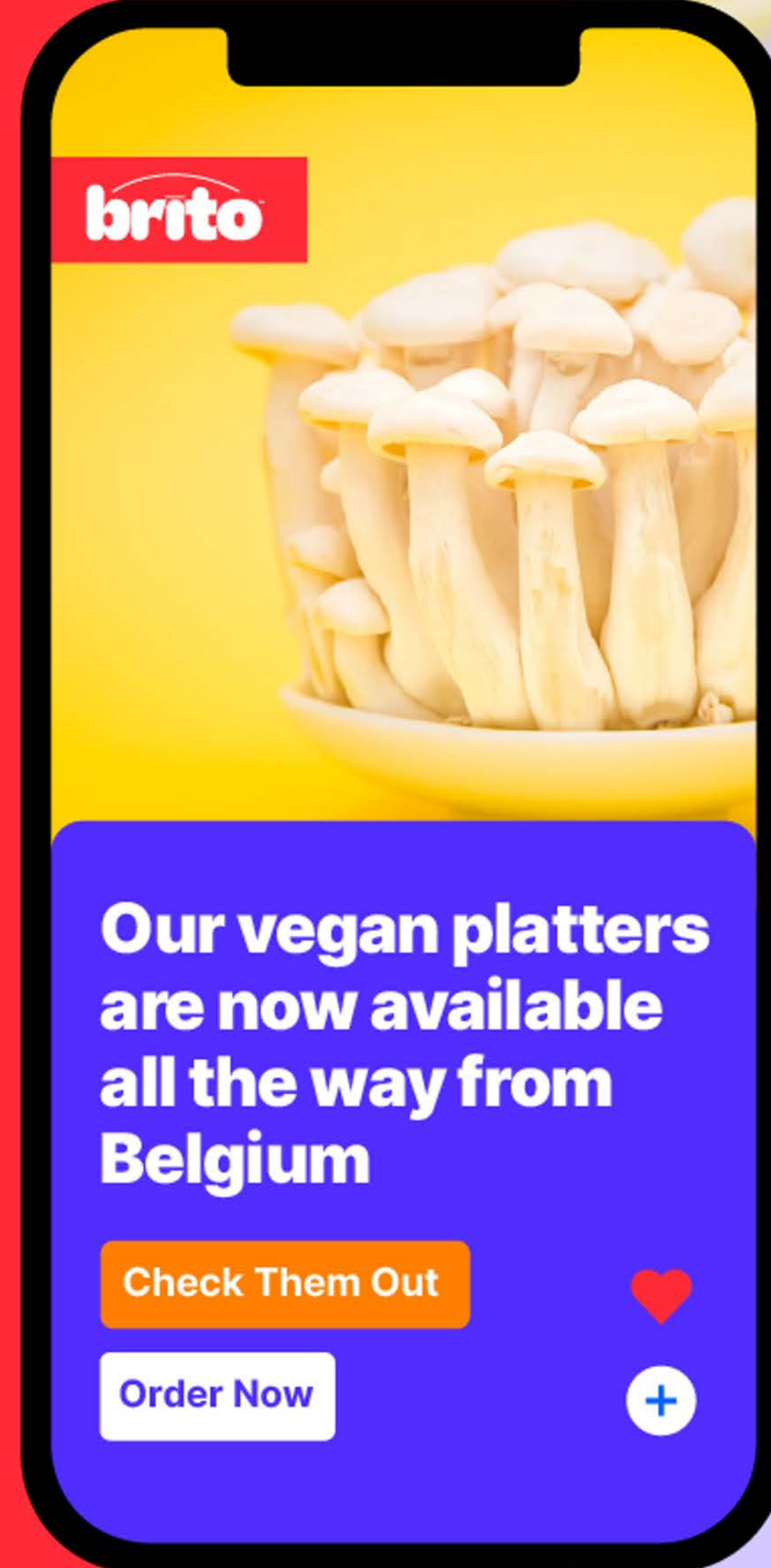
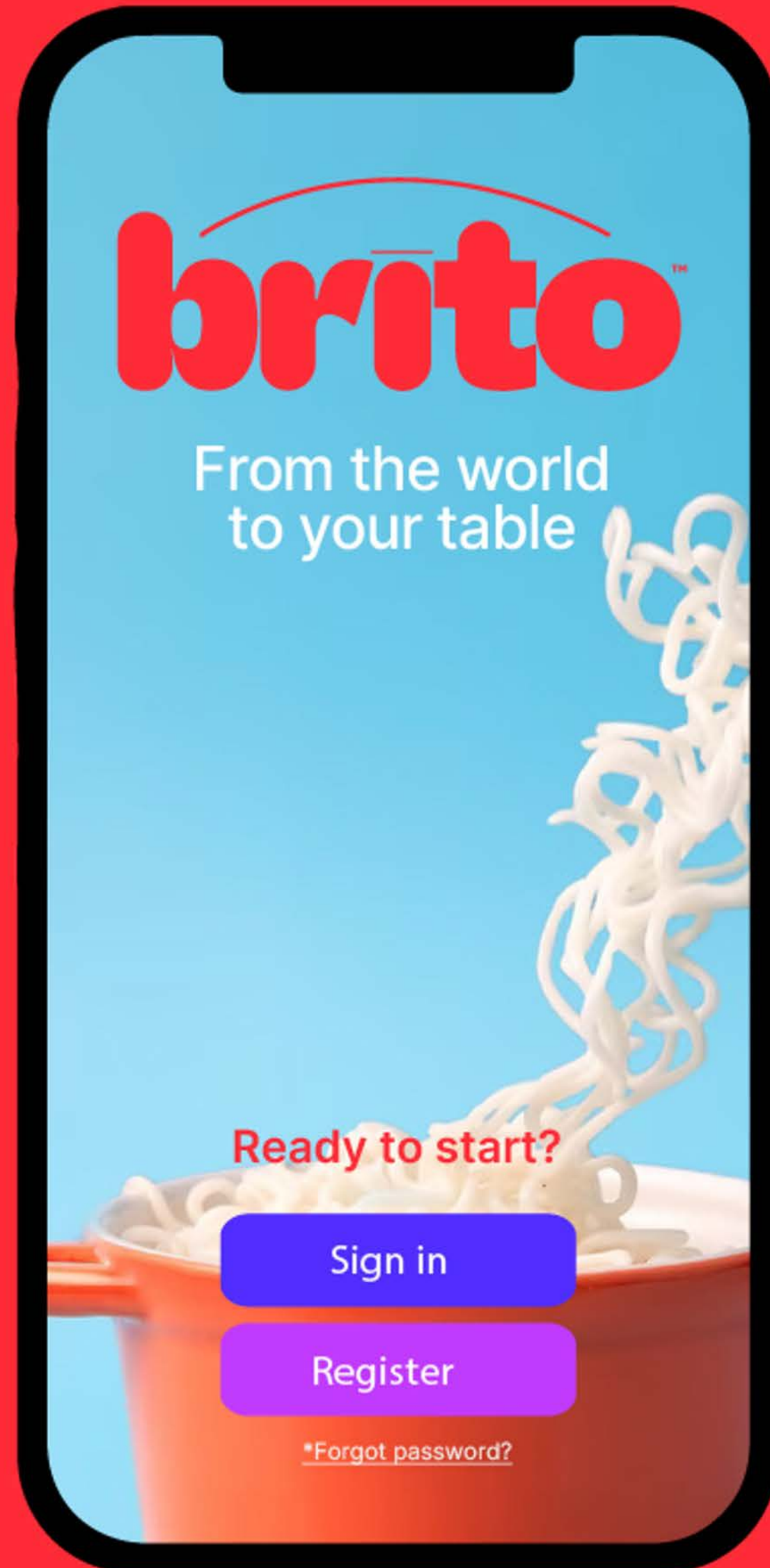
## **Smart food packaging and safety**

Preserves food freshness, prolongs shelf-life, equipment sanitization



# The Brito App

## Next generation aggregator





# Wait ... there's more!

## **Corporate deals**

Long term contract with corporates provides sales stability

## **Food experiences and catering on demand**

Catering services on demand through Brito App

## **Customer retention**

Loyalty App, rewards, convenience, consistency and quality to increase customer satisfaction and guarantee recurring customers. Call center and customer success teams

## **Low operational cost**

No high overheads, no rental of real estate in a prime locations

## **Green Environment**

Energy saving, waste management, and recycling





# Your Success Pillars

# Huge Market

## Latest Equipment

# Killer Team





# Brito ... All Inclusive service!

Operations

Maintenance

Training

Sales & BD

Technology

Legal

Marketing

Innovation

Supply Chain

Marcom

PR

KDS

Finance

R&D

HR

POS

Aggregator

ERP

Delivery

Social Media

Catering

Corporates

Cost Control

Partnerships

Kitchen Mgr

Drivers

Real estate

Finance

Alliances

Production

Waste Mgt

Food Safety

Security

Packaging

Recycling

Hygiene

Area  
Managers

Quality  
Assurance

Loyalty  
Programs

Graphic  
Designers

Customer  
Success

Central  
Kitchen



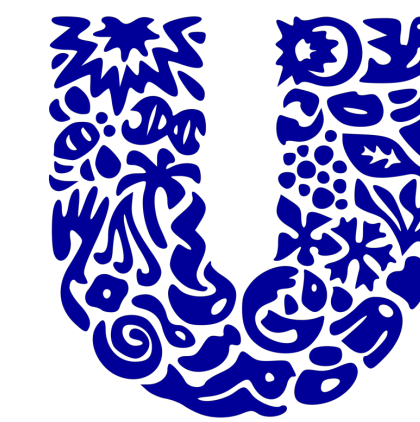
In the last 25 years, we've done



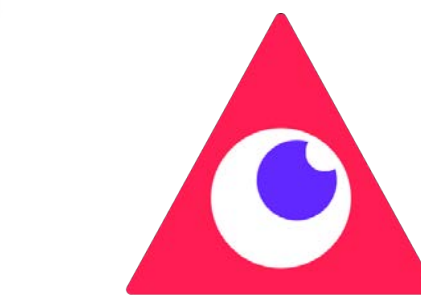
Booz | Allen | Hamilton



مجموعة صالح بن لادن  
SALEH BIN LAHEJ GROUP



Unilever



AUGMANIA™







Always on the lookout for new  
tasty adventures



& Always a call away! Never out  
of reach



A full team & all hands  
on deck!

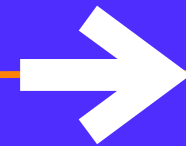


# 30 days countdown

Days 1-10



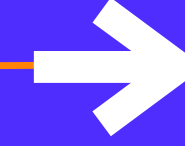
Contract Signed  
Ingredients List received  
Menu Items optimization



Days 11-20



Chefs' Training



Days 21-30



Tests Approved  
Pilot orders placed and tracked  
Go Live!



# Ready to fly? Let's get you onboard!



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**Satellite Kitchen 1**

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1<sup>st</sup> Settlement, New Cairo