



Farooj Republic

Restaurants Chain Profile



Jan 2020



Farooj
Republic



بيبسي



Farooj
Republic

So Yummy!
في غاية اللذة

Farooj
Republic



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Farooj Republic Restaurants are a Kuwaiti multinational chain Fast food Serving Premium Quality fresh, Halal food.

We go beyond our customer experience and share our customer occasions by our professional FR catering team



QUALITY IS OUR RECIPE

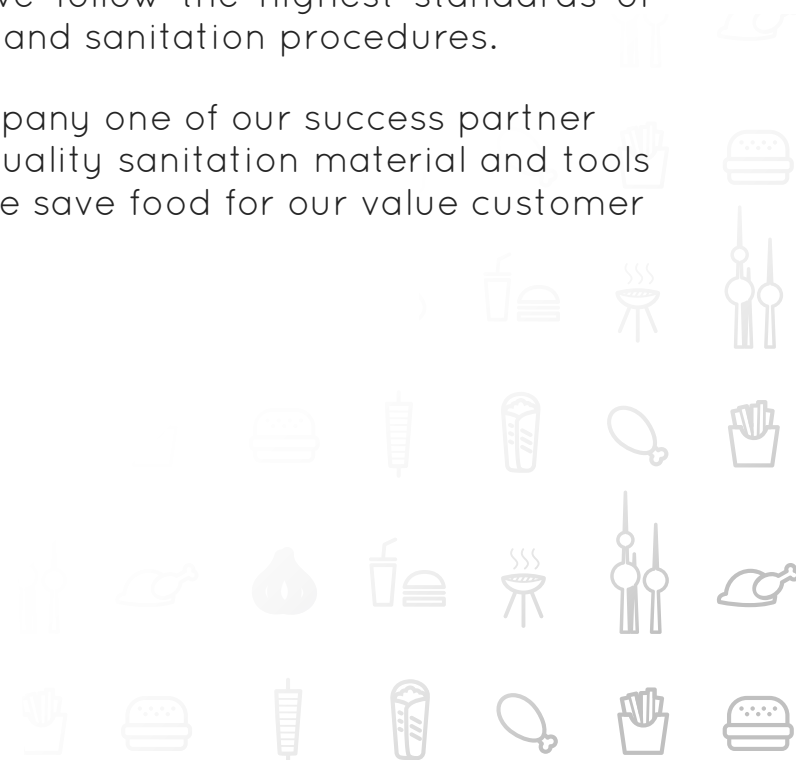
Farooj Republic Restaurants serving Premium Quality, Fresh, and Halal food

Our commitment is use only the freshest local raw products ingredients to create the best-tasting for our customers

Quality is our promise. We've always believed that fresher tastes better. The fresh local Kuwaiti chicken from local farms cut and spiced by our professional chefs in our own Quality Assurance Center using FR special and secret seasoning

Food Safety is our top priority we follow the highest standards of international food safety, hygiene and sanitation procedures.

KAY, Ecolab international company one of our success partner provide us with the highest quality sanitation material and tools and properly training to serve save food for our value customer





SO YUMMY

We value the taste of our FOOD.

Our Quality assurance management continually EVALUATE, TEST AND taste the delicious flavor of our Breakfast menu, Fried fresh chicken recipe, tasty appetizers, fresh salads, Fresh juice and new Lean Healthy menu to achieve great-tasting food

We create unique tastes of our own Sauces by our professional Quality Assurance CENTER TO exceed our customer experience and to be different of others



MADE - TO -ORDER

FR production style focus on how well we serve our value customer and make all sandwiches fresh when our customer order it.

Our chicken menu Sandwiches are made from fresh chicken, and served on quality and tasty bread from select bakeries. adding amazing tasty sauces and fresh ingredients raw products

Our products didn't sit under a warming lamp or on a steam table. They come off the Grill or fry stations on to the bun and into our customer's hands.

Our salads are prepared fresh each day by our preparing team in our FR Quality Assurance center with fresh and healthy ingredients to meet our customer expectation

Lean healthy products with three Variety served with grill Fresh chicken filet cooking as need to keep it fresh and provide high finished products quality for our customers

Breakfast Menu so yummy sandwiches or make it meal served with Fresh Orange juice or hot drinks





WE GO BEYOND CUSTOMER EXPERIENCE

FR hospitality means treating every customer like a special guest. It is making our customers feel welcome and ensuring outstanding QSC&V. The concept is simple: if we will satisfy customers, they will come back.

FR go beyond customer service expectation for Dine in customer ,Take away ,Car service and Speed Delivery service

FR share our customer Occasions with Variety catering menu serving premium Quality through our professional Catering team



HISTORY

THE BEGINNING WAS IN 2010

Elaf-Food Company is a Kuwaiti company that has been established in 2010. Therefore, Elaf-Food Company has the franchisor of the registered trademark

Farooj Republic

Our Founders are a group of Kuwaiti young men who hold scientific certificates specialized in Management Sciences. And they have professional experience in the field of the food industry.





THE FIRST RESTAURANT

First restaurant was opened in 2011

The first FR Restaurant was opened in AL-Salmiya, Restaurants street Kuwait

our mission is to have the merit of providing high-quality food products, through selecting fresh, Halal, and distinctive high quality raw materials, in order to prepare meals in accordance with the highest standards of safety and healthy food.

We also keen to serve this food in an atmosphere of warm welcome and hospitality extended to our customers to achieve their fully satisfaction.

Our top priority is training and developing human resource to reach the highest levels of performance and excellence as a professional teamwork.

As we believe that everyone has a significant role in the success and development of Farooj Republic, so we make sure to provide all our employees with methods of effective communication and development.

Currently we have eight stores in Kuwait covers and serve most of our trading area in Kuwait





FRANCHISE REWARDING

After the success that has been achieved, since the first opening so far, we have ambitious plans to expand inside and outside Kuwait. In a very short period of time, we set Farooj Republic on the list of the remarkable restaurants in Kuwait, and have become competitors of world-class companies in both domestic and global markets.

THE FIRST FRANCHISEE

Farooj Republic QATAR the first Franchisee store was opened on the 1st of Jun 2019

FRANCHISE OPPORTUNITY

Now, we have many contact and agreement with international companies for the franchising in different countries of the world, and others to implement it in accordance to our ambitious plans to expand and proliferate globally.



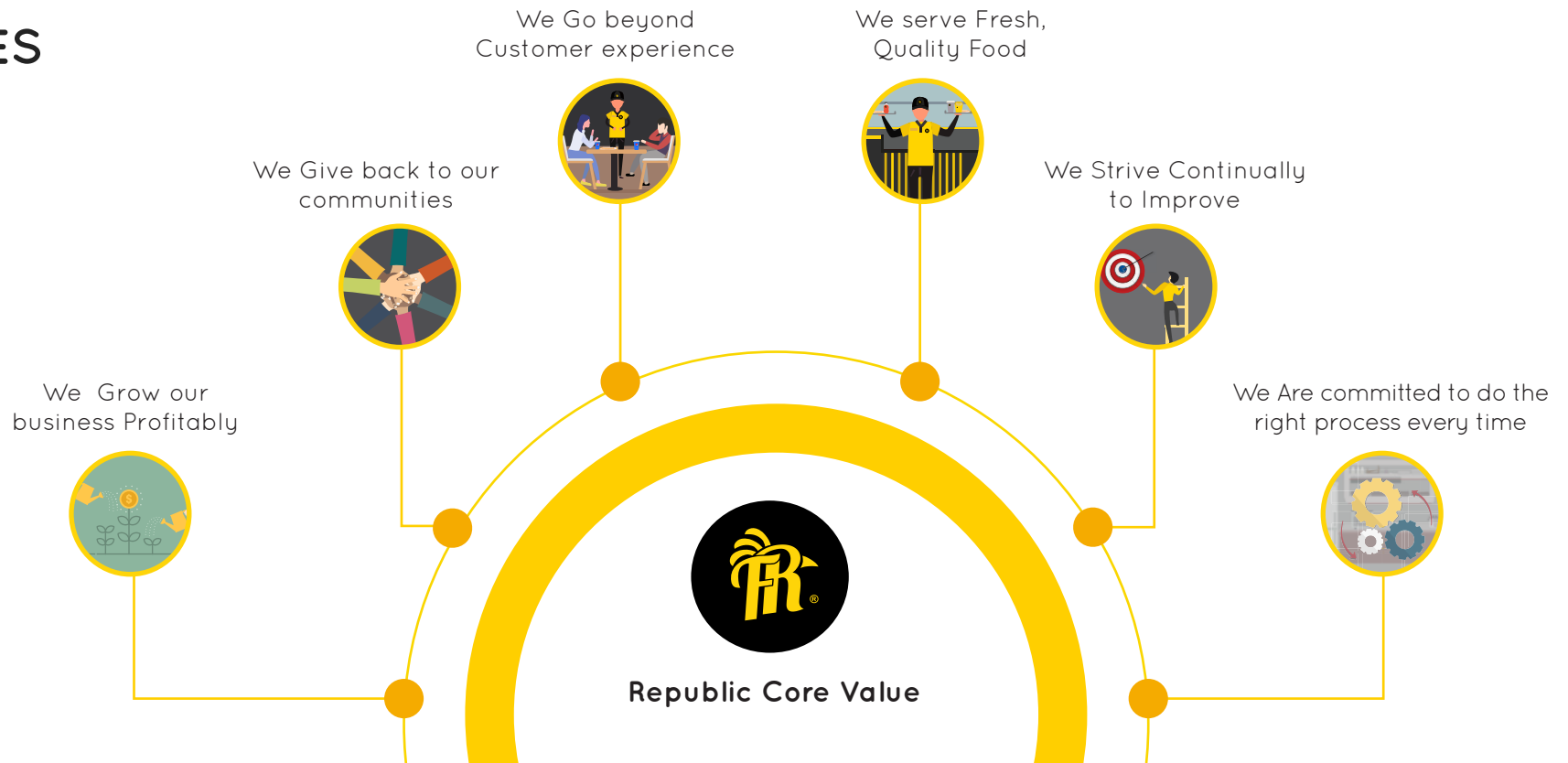


BRAND MISSION & CORE VALUES

“Our customers’ favorite place and taste fresh food”

Our customers are the reason for our existence.
We demonstrate our appreciation by providing them with
High quality food and superior service, in a clean, welcoming environment, at a great value.

CORE VALUES



FAROOJ REPUBLIC STRATEGY





COMPETITIVE EDGE

QUALITY AND GREAT TASTING FOOD

If it is not right don't serve it – this is our Quality golden rule to meet the highest quality standard for our customer

Our Best ingredients, Best supplier, made to order style and more to achieve total customer satisfaction



MENU VARIETY

We offer a large variety of sandwiches with different cheeses, bread and toppings. Fried fresh chicken and chicken crispy strips We also have up to ten appetizers items, Diet menu and so yummy Breakfast menu all of the above to meet our customer satisfaction



CONSISTENCY

Consistency is the key to success. That's why we take pride in providing the exact same experience to each customer. We are consistent in the quality of our ingredients, the way we serve our food, the design of our stores or food trucks and the way we treat our customers.





QAC

FAROOJ QUALITY ASSURANCE CENTER

The Secrets of So Yummy

We are so proud that we have the biggest Quality Assurance Center in Kuwait at the highest level in accordance with the standards of safety and food hygiene

Our QAC has the updated production systems and modern equipment.

We have a group of professional chefs and specialists in preparing fresh food daily



QAC - DAILY PREPARATION

Quality is the most important priority for all Staff and management team in Farooj Republic.

The staff of the central kitchen prepares our raw products daily to ensure the best quality of products and the highest levels of food safety

Daily our transportation team distributes orders to all FR restaurants



FAROOJ REPUBLIC SPICES

Our company always strives for excellence and reaching the top to meet total customer satisfaction through a professional and specialized team prepares the initial products with secret mixes and spices like no other complemented with additions of a delicious special taste of well trained workers. On the golden quality and food safety rules.





THE FOOD SAFETY

FOOD SAFETY

When you nominate the choice of Farouj Republic restaurants for your generous family here, you do not choose a nutritional value of high quality only, but



also guarantee with all confidence eating healthy and safe food from any food hazards according to the latest local and international standards.

Food safety is one of the most important priorities of our work in FR, where all employees receive theoretical and practical training courses that cover all points of food safety elements according to the latest training methods

Dear customer, do not worry about hearing this warning when you visit any of our branches. This is a timer alarm intended for the continuation of hand washing to all workers in the branch where the worker takes off the safety glove and goes to the hand washing basin using AMH – Anti Microbial Hand wash

ECOLAB INTERNATIONAL IS OUR PARTNER

FR is a partner of Ecolab International Chemical supply

Our goal is quality and food safety and our partnership with Ecolab, the world's largest supplier of hygiene and sanitation tools.

It came as an affirmation of our constant concern for our branches to reach the highest level of hygiene, Safety and food hygiene





FOOD SOURCES

SOURCING PRODUCTS AT FAROOJ REPUBLIC



CHICKEN

Kuwait United Poultry Company supplies fresh chicken to our QAC according to the highest health and food safety standards locally and globally

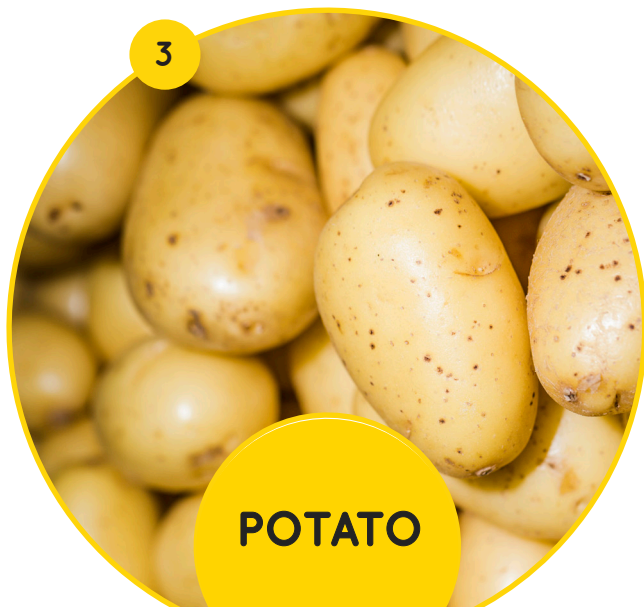


MEAT

Shawarma meat is a fresh, local, chilled meat free of additives, preservatives and taste gains



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POTATO

up to five potato variety coming from the biggest international potato companies and following fry cooking standard to keep their nutrients we using vegetable oil without fat

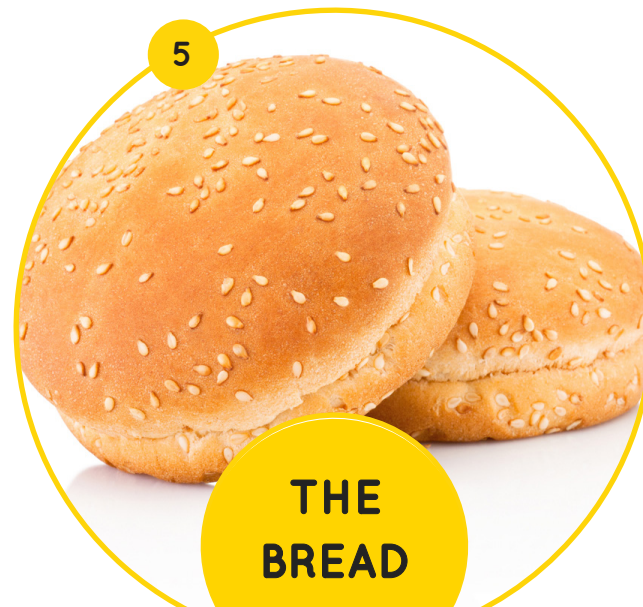
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FRESH VEGETABLES

Daily supply of selected vegetables from the best local supplier and categories of vegetables in our country

5



THE BREAD

The best Quality of bread and bake using the finest ingredients and supply on a daily basis to stay fresh





WE GIVE BACK TO OUR COMMUNITIES

We are a local Kuwaiti company; one of our most important principles is to support our local society, as our company is keen on its distinguished role in serving the community by supporting, financing humanitarian and charitable works, health education campaigns, safety and security campaigns, in addition to many social and sports partnerships





CULTURAL DEVELOPMENT

we support our kids culture and food

We pride ourselves from our inception on providing nutritional value meals for our children to help them grow through nutrition with important nutrients from protein carbohydrates, vitamins, mineral salts and other elements.

Our children now have variety many food choices with distinctive taste and delicious served with a menu of fresh juices without any additions and without preservatives



KSHMSH – CULTURAL DEVELOPMENT PARTNER

Our societal commitment was to raise the scientific and cultural level of our children through an agreement of cooperation with the KshmsH Foundation for Creative Production, which is a pioneer in the activities of cultural development for the child, so that we benefit from children’s attachment to food meals to send them scientific and knowledge messages in a modern way that they like





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Since our foundation in 2011 we place the customer experience at the core of all we do. Our customers are the reason for our existence. We demonstrate our appreciation by providing them with high quality food and superior service, in a clean, welcoming environment, at a great value. Our goal is Best Quality, Service, Cleanliness and value for each and every customer, each and every time. We are committed to our people
We provide opportunity, nurture talent, develop leaders and reward achievement

Mohammad Mostafa Sabti

**Farooj Republic Co-Owner
Elaf Food Company Chairman**

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CONTACT US

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Delivery



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Farooj
Republic



فروج
ريپابليك

شركة إيلاف الغذائية
ELAF FOOD COMPANY

