

Private & Confidential

**DONER  
SHACK  
LANDLORD  
PACK 2024**





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# BRAND OVERVIEW





# WHAT IS DONER SHACK?

Doner Shack is an award winning and innovative QSR franchise offering an exciting opportunity to thrive in the rapidly growing Mediterranean food category. Doner Shack is set to become the number one kebab brand worldwide, by providing unrivalled products with the convenience, quality and taste that customers crave.

The menu offers shawarma and doner kebabs, buttermilk fried chicken tenders, loaded fries, sliders and real ice-cream milkshakes served in contemporary settings with simple to run kitchen operations, providing quick and quality fast food to their customers through dine-in, delivery, online ordering, drive-thru, kerbside, and to-go.

# BERLIN '18



Our story kicks off with an epic 48-hour trip to Berlin, where the culture and kebabs blew our minds in the best way possible. Turkish and Greek immigrants in Germany are known for some of the best street food in the world. It was a total game-changer, and we instantly knew we had to share those flavour-packed kebabs & hints of Berlin for everyone to experience.

After countless travels to master the product, we now have a simple yet powerful mission...

**To Become The Number One  
Kebab Brand In The World**

# WE KNOW HOSPITALITY



**Sanjeev Sanghera**  
Co-Founder & CEO

Sanjeev is a visionary leader and seasoned entrepreneur with 31 years of experience in the restaurant industry. As an executive chef, he's renowned for his expertise and commitment to exceptional hospitality, striving to deliver unparalleled dining experiences.



**Laura Bruce**  
Co-Founder & COO

Laura is a dynamic Co-founder and COO with 15 years in the restaurant industry. Known for her innovative approach and strategic leadership, she drives company growth with her passion for hospitality and deep industry expertise.



**Thiago Vilas Boas**  
Head Of Operations

Thiago is an experienced operations and supply chain professional with 15 years in the restaurant industry. His strategic insight and expertise have significantly enhanced the company's efficiency and global aspirations, even in tough economic conditions.



The experienced management team boasts a combined 100 years of expertise in the restaurant industry. With a deep understanding of the industry and a passion for delivering exceptional dining experiences, this team brings a level of knowledge and experience that is unparalleled in the industry.

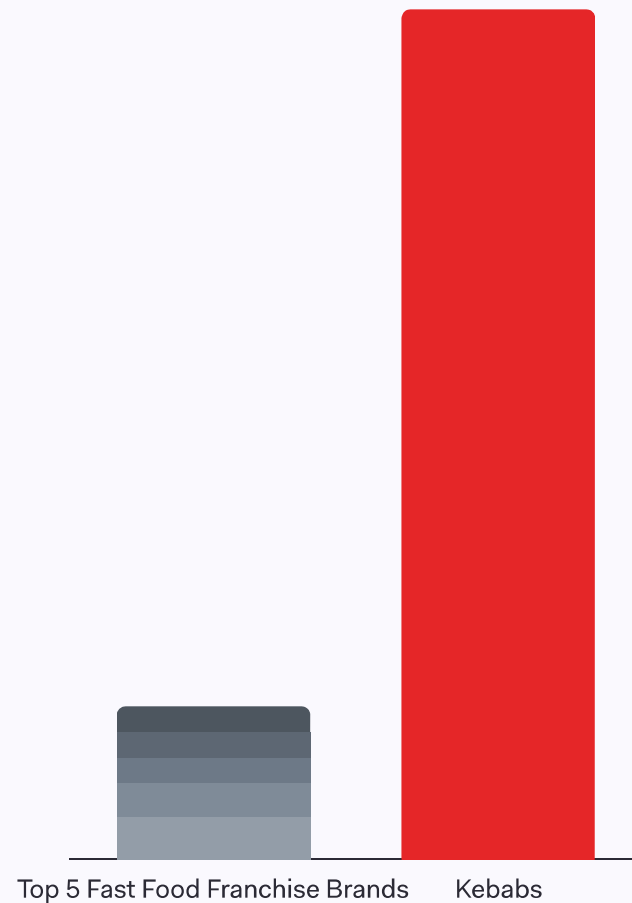


# EUROPE'S FAV FAST FOOD

Kebab's outsell the top five fast food brands\* combined by 5 to 1 showing an unprecedented level of popularity.

It is estimated that Europe consumes upwards of 5 Million kebabs a day and over 1.8 Billion kebabs a year!

\*Sales volume comparison using data from McDonalds, Pizza Hut, Subway, Burger King and KFC.



# OUR VALUES



## We Live And Breath Innovation

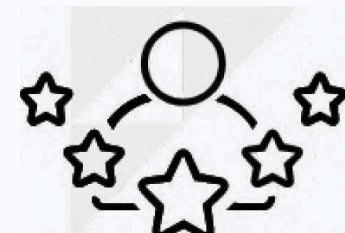
In the QSR industry, there is an unquestionable correlation between systemisation and success. Our award-winning operating system puts us at the forefront of Kebab brands worldwide.

The most advanced kebab operating system in the world: comparable to the introduction of the conveyor oven in the pizza industry, our robotic kebab machines are a game-changing innovation.



## Win Win Philosophy

We believe in creating a win-win situation for everyone involved. We are of the mindset that when our franchisees win, we win too. A strong franchisee-franchisor partnership based on transparency, trust and support is the cornerstone of mutual success.



## Operational Excellence

With a Head Office team boasting over a century of combined experience in the hospitality industry, we understand what makes an operation exceptional and will accept nothing less.

Over the past six years, we have meticulously developed and refined our operational systems to create a world-class elite operating system. This system is not only easy to teach and capable of withstanding the test of time but also adaptable to the ever-changing landscape of the hospitality industry.



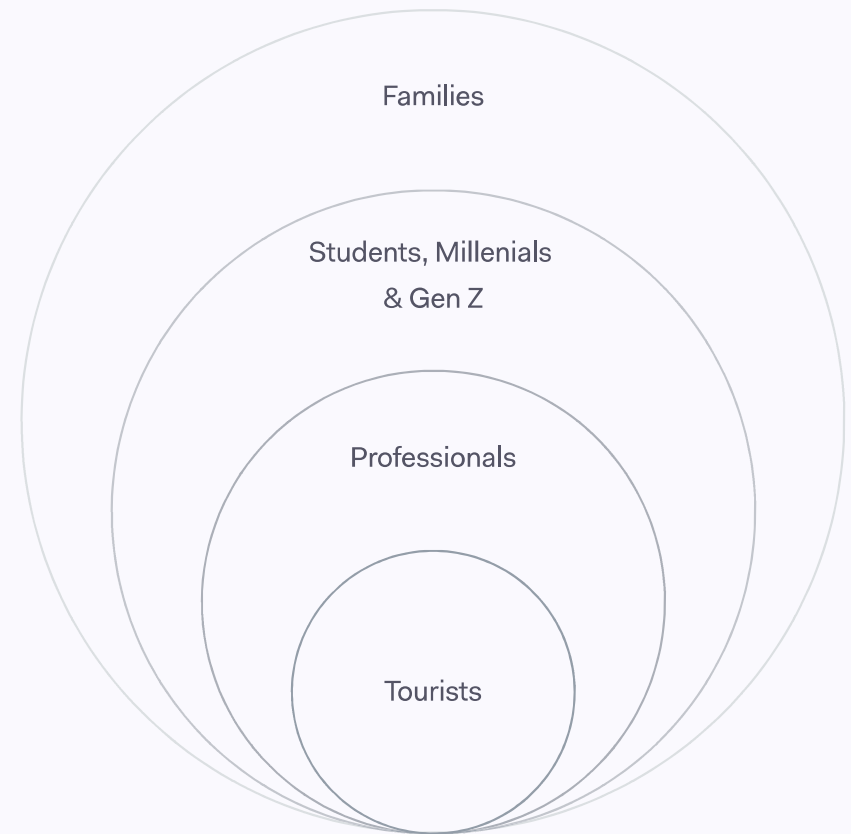


# CONCEPT



# TARGET AUDIENCE

Doner Shack's customer profile is a vibrant mix of diverse groups, all seeking high-quality, flavourful, and convenient dining options. Families love the relaxed, welcoming atmosphere where everyone can enjoy a delicious meal. Professionals appreciate the quick service and gourmet-quality ingredients, perfect for a lunch break or dinner on the go. Gen Z and Millennials are drawn to our modern, innovative take on traditional street food, with fresh, customisable options that suit their active lifestyles. Students find our menu affordable and filling, making it a popular choice for study breaks or social meetups. Meanwhile, travelers value the fast, satisfying meals that reflect global flavours, providing an authentic, memorable food experience no matter where they're from.



# CUSTOMER PROFILES

01

## Families

Value  
Choice  
Taste  
Convenience  
Consistency

02

## Students, Millennials & Gen Z

Trends  
New Tastes  
Tech  
Speed  
Service

03

## Professionals

Speed  
Value  
Consistency  
Quality  
Convenience

04

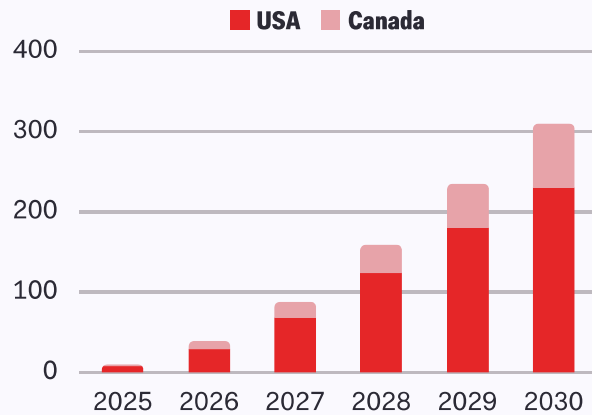
## Tourists

New Tastes  
Speed  
Service  
Choice  
Convenience



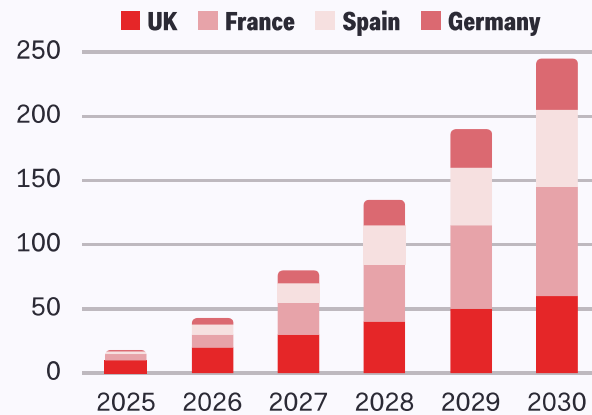


# GLOBAL GROWTH PROJECTIONS



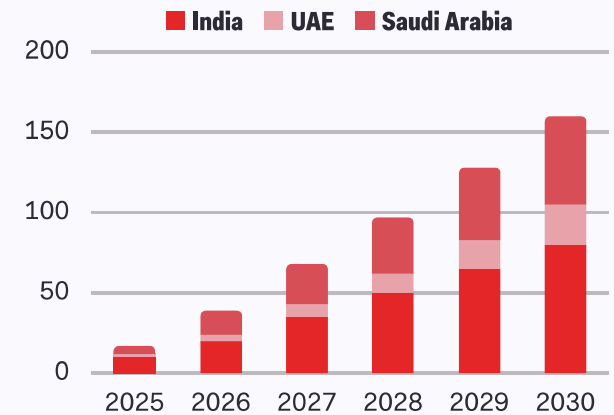
## North America Projections

The USA is our primary market, with a rapidly growing footprint, while Canada is showing strong demand, positioning both regions as key areas for our expansion.



## Europe

Europe is a key focus for us due to the massive demand for branded restaurants, where customers love seeing their favorite food types reinvented with a modern twist, making Doner Shack's innovative approach a perfect fit.



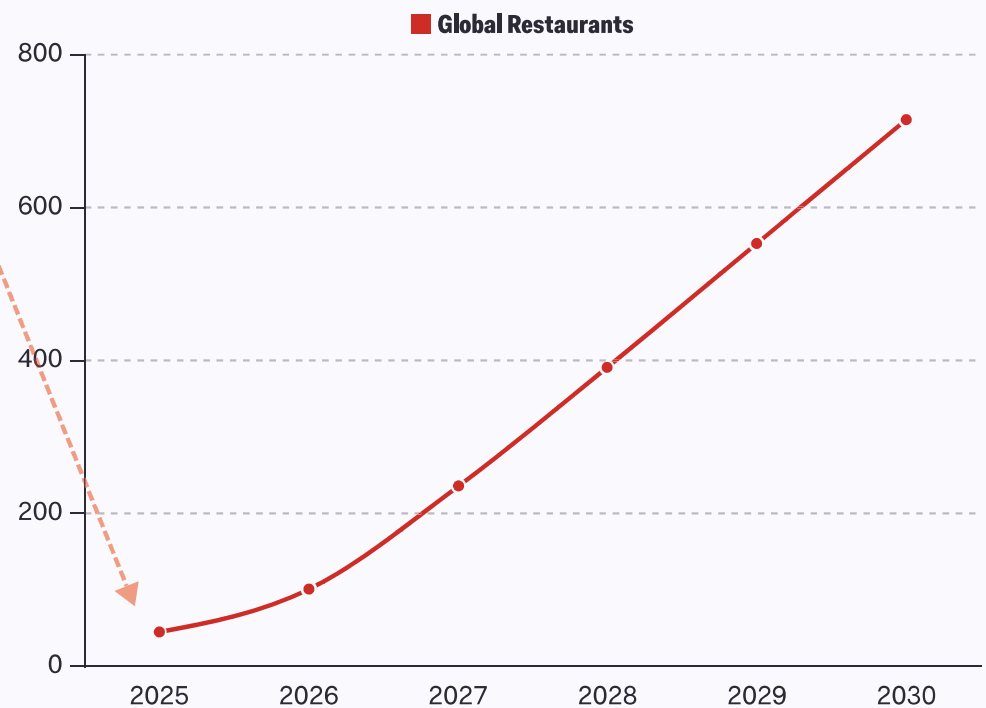
## Middle East & Asia

India, Saudi Arabia, and the UAE are exciting markets for Doner Shack, where our partners were seeking innovative, fast-growing emerging brands to meet the rising demand for unique, high-quality dining experiences.



# THE TIME IS NOW

Getting involved with Doner Shack now means becoming a pioneer in a brand that's rapidly growing and redefining the Mediterranean food sector. Early franchisees have the unique opportunity to shape the future of the brand, establish prime locations, and capitalise on the increasing demand for fresh, high-quality food. As we continue to expand globally, those who get involved at this stage benefit from the momentum, brand recognition, and support that comes with being at the forefront of an exciting, innovative movement. Timing is everything, and being an early adopter in a high-potential brand like Doner Shack offers a competitive edge and long-term growth potential.







# PRODUCTS



# MENU OVERVIEW

- **All Day Menu:** breakfast through to lunch and beyond
- **Crave-ability:** products the entire family want again and again
- **Ingredient Efficiency:** all ingredients are reused in multiple recipes to minimise wastage and spoiling
- **Low Wastage:** streamlined kitchen operations and ingredient efficiency leads to sector leading wastage records
- **Chef Led Menu:** co-founder Sanj uses his chef background to craft all recipes, ensuring kitchen operations remain smooth, margins are optimised and customers are constantly satisfied
- **Supply Chain:** logistics in place across the USA with national distributors.
- **In Demand:** poised to be the next big food type, mediterranean food is seeing massive growth. Get ahead of the curve by joining Doner Shack as we scale at speed
- **Lean, Premium Protein:** 84% beef in doner and 88% chicken thigh in chicken shawarma
- **Non-GMO & Antibiotic-Free:** grass-fed beef, antibiotic-free chicken, and non-GMO ingredients





# KEBABS

Toasted Turkish Pida, packed with mouth-watering Doner or Chicken Shawarma, fresh salad & our irresistible signature sauces!



Toasted Turkish Pida



Lean Meats  
Beef Doner or  
Chicken Shawarma



Signature Sauces  
Garlic Mayo  
Chilli Sauce





## CHICKEN

The juiciest buttermilk chicken tenders with fries, pickles & dips!



24 Hour  
Buttermilk  
Marinated



100% Chicken  
Breast



Gluten Free  
Coating





# FRIES

The staple of every QSR. Doner Shack serves the crispiest Crinkle Cut Fries. A favourite with our target audience!



Crinkle Cut



Customisable With  
Seasoning



Loaded Fries Are  
Great For Sharing





**BOXES**



**BREAKFAST**



**WRAPS**



**SHAKES**



**SLIDERS**



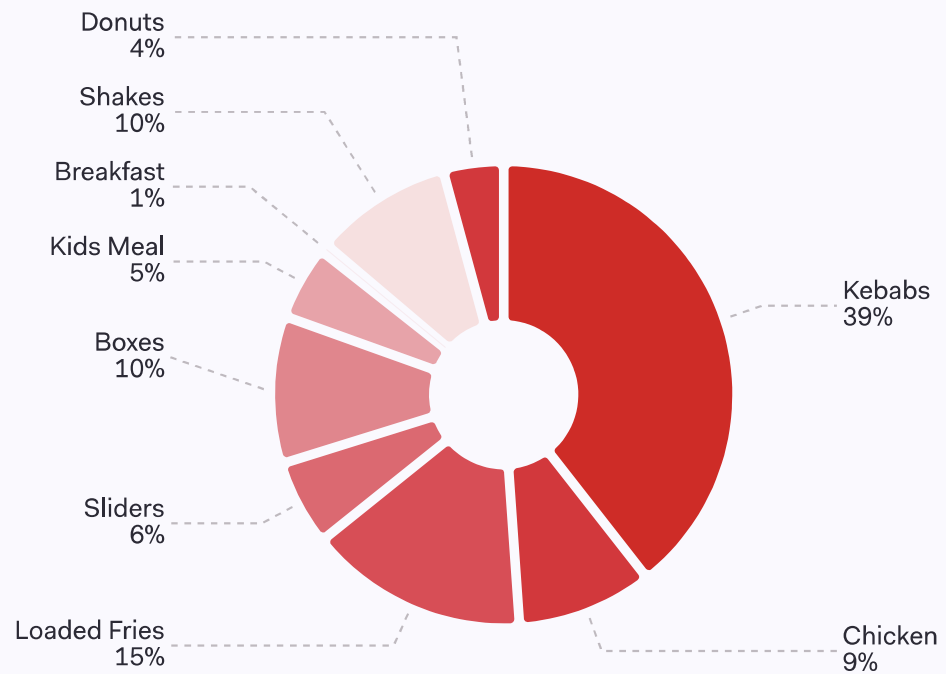
**DONUTS**



# SALES SPLIT ANALYSIS

Trend & Insights from April 24 - October 24

Shopping Centre Location



# RATINGS/ REVIEWS

Overall Rating 4.5/5



"It looks great, it tastes great and it's not too expensive. I would totally recommend it!"

RUBY



"very hot on arrival. the meat on the kebab and the sauce was really tasty. and it was also well packed"

SUSAN



"Ordered from Doner Shack a few times now. Consistently good!"

KARLA



"Blown away by the fresh and tasty menu"

JAMES



"Food was phenomenal! Everything was warm and fresh. Donuts were unreal as well"

ALAN



"The best thing I've ordered so far! Chicken tenders and sliders were amazing"

LOGAN





# MARKETING



# CULTURE RULES

Doner Shack is more than just a kebab brand; it's a **cultural phenomenon**, catering to the vibrant and dynamic energy of the youth. With a core target market spanning from 18 to 34, including families, our mission is to not only provide delicious and accessible kebabs but also to immerse ourselves in the heart of contemporary youth culture.

Young people are **trendsetters**, social media **influencers**, and sustainability advocates, making them key drivers of consumer behaviour. By resonating with their values and interests, Doner Shack positions itself as not just a food destination but a brand that speaks their language, understands their concerns, and celebrates their vibrancy. Engaging with youth culture allows us to stay relevant, innovate continually, and build a loyal community around shared values and a commitment to quality, diversity, and environmental responsibility.



# HOW WE SPEAK TO OUR AUDIENCE



## Brand Awareness

Amplify brand awareness through a multi channel approach utilising both digital media and a blend of advertising, from eye-catching billboards and online campaigns to an engaging website and creative collaborations and by maintaining a consistent brand presence across multiple touch points, Doner Shack establishes itself as a recognisable and beloved brand name.



## Social Media

Utilizing a dynamic social media strategy across platforms like Instagram, TikTok & X, to engage our target audience. We share visually captivating content reflecting the vibrant energy of youth culture, alongside strategic hashtags, influencer collaborations, and user-generated campaigns. Our SEO-optimised content drives traffic to our profiles and website, while paid social ads amplify our reach.



## Fashion Culture

Doner Shack merges taste with trend, launching exclusive fashion collaborations and competitions for custom-branded, one-off items. This strategy not only showcases our brand's flair but deeply connects with a style-conscious community, emphasising our commitment to exclusivity, authenticity, and the vibrant lifestyles of our audience.

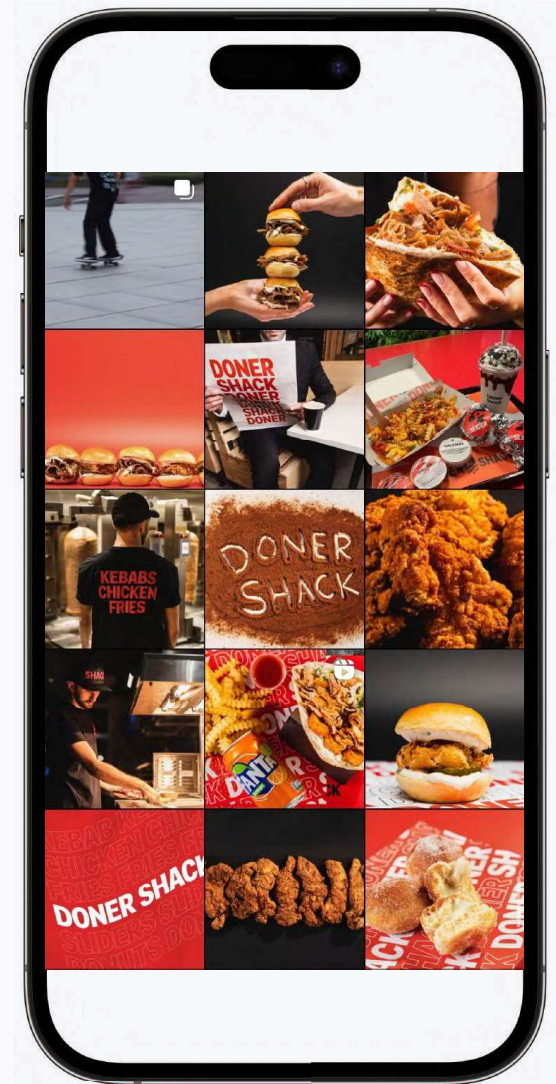


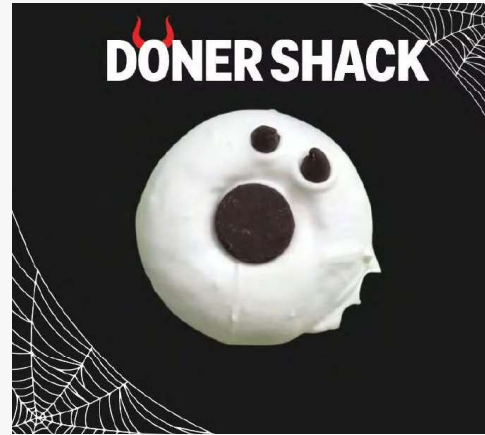
## Sport Culture

Embracing the dynamic essence of sports culture, we rally under #TeamDS, actively engaging with our audience by intertwining shared passions, securing sponsorship deals, hosting community events, and fostering a sense of unity and excitement through our direct involvement in sports-related activities.

# MARKETING CHANNELS

- **Meta (Facebook & Instagram Ads):** targeted social media ads to promote the brand and engage the community
- **Google Ads:** strategic campaigns to increase brand visibility and attract potential customers
- **Email & SMS:** direct communication to inform customers about exclusive offers and updates
- **Social Media:** using multiple platforms including TikTok, Instagram, Facebook and X to promote the brand and encourage UGC & influencer collaborations
- **Billboards & Digital Screens:** high-traffic area advertising to capture attention
- **Menu Drops:** neighbourhood focused distribution of menus to attract local customers
- **Sponsoring Local/National Sports Team:** supporting local and national sports teams/persons via our #TeamDS initiative
- **Charity:** engaging in charitable initiatives to enhance brand reputation and give back to the community
- **Collaborations:** strategic collaborations with other brands in the fashion, sport or music world who share our same customer demographic





# SEASONAL MARKETING

- **Boost Brand Visibility:** seasonal items create buzz and keep customers excited about new offerings
- **Support Marketing Efforts:** Limited Time Offers (LTOs) provide content for engaging campaigns and promotions
- **Adaptability:** LTOs highlight our ability to quickly respond to trends and market demands
- **Increase Traffic:** LTOs drive repeat visits and new customer interest
- **Maximize Revenue:** LTOs increase average spend per visit and boost profitability

# IN THE MEDIA & AWARDS



**Döner Shack Glasgow has record-breaking sales and footfall in first week**

THE BIG INTERVIEW: Döner Shack co-founder reveals how kebab-cutting robots improve staff retention and kitchen efficiency at fast-growing chain

**Döner Shack named UK's top fast-casual franchise in Elite Franchise Top 100**



Berlin street-food concept Döner Shack has been named the UK's number









# TECHNOLOGY & INNOVATION





# GAME CHANGING ROBOTICS

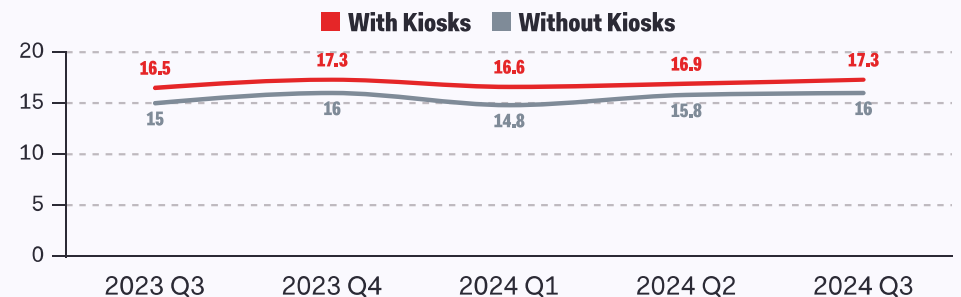
In the QSR industry, there is an unquestionable correlation between systemisation and success. Our award winning operating system has become the standard for kebab brands worldwide.

- **The most advanced kebab operating system in the world:** comparable to the introduction of the conveyor oven in the pizza industry, our robotic kebab machines are a game changing innovation
- **Sector leading prep times:** we lead the sector for order times currently running at sub 5 mins
- **Lower skill level required:** no requirement for staff to learn the difficult art of cutting meat all day long
- **Reduced labour:** our innovations have led to efficiencies in our restaurants including lower labour requirement
- **Increase product consistency:** perfect cuts every time



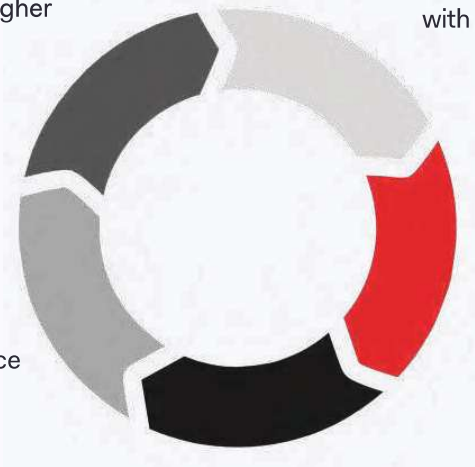
# SELF SERVICE ORDERING

- **Higher Average Transaction Value:** self service ordering has led to increased spending per transaction compared to traditional ordering
- **Improved Customer Experience:** offers a more efficient and engaging ordering process
- **Upselling and Customization:** the machines suggest additional items, encouraging higher-value purchases
- **Operational Efficiency:** frees up staff for other tasks, enhancing overall efficiency and reduces labor cost
- **Sustained Sales Growth:** consistent improvement in average transaction value since kiosk launch



# WHY SYSTEMISATION DRIVES SUCCESS

5. Happy loyal customers return and create higher levels of business



4. Customers receive a better dining experience and give the business better ratings

3. Operation runs with greater levels of consistency, efficiency and speed

1. Streamlined and systemised kitchen operations & working environment create higher throughput with ease

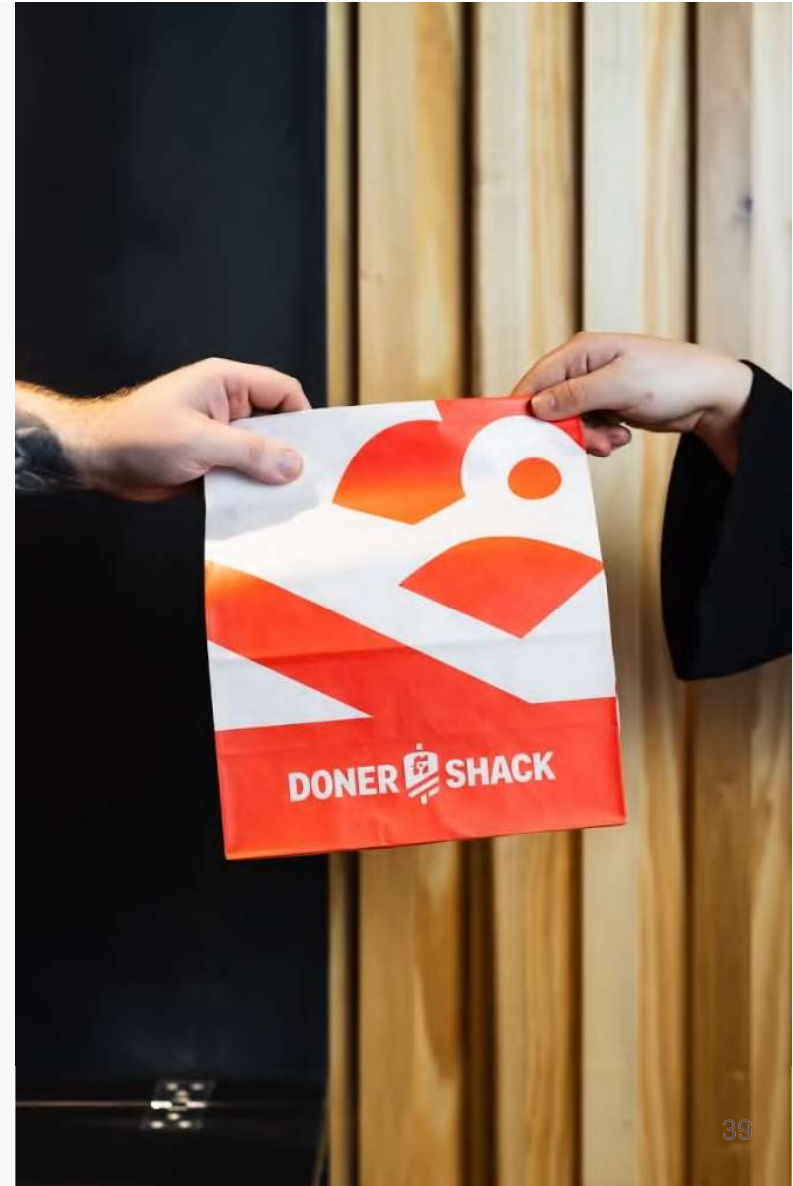
2. Happy engaged crew members leads to higher retention rates and productivity







# OUR RESTAURANTS



# REQUIREMENTS

## Scotland

~~Glasgow Silverburn~~  
Glasgow City Centre  
Glasgow Fort  
Glasgow West End  
Glasgow Braehead  
Edinburgh City Centre

## Ireland

Dublin City Centre  
Belfast City Centre

## England - West Midlands

Birmingham City Centre  
Wolverhampton  
Solihull  
Coventry City Centre

## England - East Midlands

Nottingham  
Derby

## England - North West

Manchester Trafford  
~~Manchester Arndale~~  
Manchester Oxford Road  
Liverpool City Centre

## England - North East

Leeds City Centre  
Leeds Whiterose  
York City Centre  
Sheffield

## London

Covent Garden  
Fulham  
Kings Road  
Portobello Road  
Uxbridge  
Clapham  
Kensington  
South Kensington  
Tower Bridge  
Ealing  
Richmond  
Chiswick  
Tottenham Court Road  
King Cross  
Camden  
St Pauls  
Putney  
Wimbledon  
Oxford Circus  
Soho  
Victoria  
Leicester Square  
Croydon

Islington  
Charing Cross  
Enfield  
Wandsworth  
O2 Arena  
Kingston  
Piccadilly Circus  
Woodgreen  
Canary Wharf  
Notting Hill  
Westfield Stratford  
Westfield Shepherds Bush  
Harrow  
Epsom  
Watford  
Northolt  
Brent Cross  
Edgware  
Ilford  
Dagenham  
Mansion House  
Wembley





# STORE CONCEPTS

## KIOSK

- Open counter with no seating
- Open counter with communal seating
- Open front with seating

## LOCATIONS

- Travel hubs
- Food courts
- Shopping Malls
- Food Truck Park

## SIZE REQUIREMENTS

700\*sq/ft to 1200sq/ft

\*ancillary storage may be required



# STORE CONCEPTS

## IN-LINE | END CAP

Frontage with no outdoor seating

Frontage with outdoor seating

Kerb Side Pick-Up options

## LOCATIONS

Busy High Streets

Student Cities

Shopping Malls

Food Truck Park

## SIZE REQUIREMENTS

1800sq/ft to 3000sq/ft

Minimum of 1300 sq/ft at ground floor



# STORE CONCEPTS

## FREESTANDING

Drive Thru

2 Lane Drive Thru

## LOCATIONS

Busy Intersections

Suburbs

Shopping Malls

Food Truck Park

## SIZE REQUIREMENTS

1800sq/ft to 2500sq/ft















# CONTACT

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