

## Zaatar W Zeit Overview

# SPREADING ICONIC, SINCE 1999





Zaatar w Zeit brings the concept of a casual Lebanese urban eatery to everyday life.

In 1999, when we opened our first doors in Sodeco, Beirut, we drew inspiration from traditional Lebanese dishes.
Ever since, we set out to cater to modern lifestyles.
We ignited a culture of tasteful living by serving cravings with an international twist.

The concept met with a warm embrace led to the opening of multiple branches at the heart of our cities and suburbs.

Outstanding in service, Zaatar w Zeit is your 24/7 accessible next-door neighbor.

The casual and welcoming atmosphere harnessed by a delicious menu established Zaatar w Zeit as a home away from home.

Here, people share stories, create moments, and build emotional connections since 1999.

# SOARING VISION

To make Zaatar w Zeit a global **"Love Brand"** 



# MISSION IN ACTION

We strive to embrace human well-being by creating long-lasting memories through our authentic, yet innovative flavors



# LOGO

Creating a simple link between the thyme and the oil, the leaf, and the droplet, and forms a distinctive "Z" within the negative space.



# zaatar w zeit.

# **OUR VALUES**

## Accountability



We honor our commitments towards our guests and team by holding responsibility for our actions, decisions, and outcome.



We want to offer people an exquisite journey that voices their identity and leaves them with unforgettable stories to tell. Empathy



We seek to understand our guests' & team's needs and expectations and we center our decisions around them.

## Wellness

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We prioritize the wellness of our guests and team by providing high standards of service & products and by nurturing a healthy work environment.



We strive to achieve excellence by proactively encouraging diverse thinking and promoting innovation. Integrity



We are committed to doing the right thing in the right way by following our values and upholding the highest standards of work ethics.

# ICONIC FLAVORS



## ZAATAR W ZEIT'S SIMPLICITY

The Mankousheh, our forever inspiration, comprised of 3 ingredients; Lebanese Thyme, Extra Virgin Olive Oil & Dough, is our warm embrace of heritage.



# MANKOUSHEH

The **Mankousheh** is an iconic culinary item that transcends its basic ingredients.

Over the years, it became a symbol of pleasant nostalgia, pride, and resilience... which is an exact representation of the Lebanese people. This is exactly why it is one of the most important elements of our menu.



From a Bakery to a Fast-Casual Franchise.

One of the secrets to regional success? The diversified categories of offerings.

- ✓ Fresh,
- Wholesome,
- Simply good.

These three adjectives describe the diversified categories that differentiate Zaatar w Zeit from all other eateries... from the breakfast section to the specialty wraps to the sweet desserts.



## OUR SPECIALTY WRAPS

Urban goodness combined with a hint of traditional Lebanese flavor is what Zaatar W Zeit wraps embody.

From the iconic Famous Chicken to the Mighty Kafta, the variety of savory tastes of our wraps is a match for appetites waiting to be satisfied.



# OUR MENU

## All Day Breakfast Specialty Wraps Pizza & Flatbreads Kids Meal



# OUR MENU



# OUR MENU

Dessert Wraps	Desserts Cups	Cold Pressed Juices & Hot Beverages

## MENU SAMPLE

#### teasers

BAKED POTATO & CHEESE 11.000 @ OOLDEN BROWN POTATO SUCES TOPPED WITH MELTED FOUR O PARE NUTS & A PHON OF ROSEAMER' SERVED WITH SOUR CREAK DEPEND SUCCE

POTATO IN THE PAN 8,500 @ 💙 A TRADITIONAL HOMEMADE PLATTER OF BAKED FOTATO PINCH OF ROLEMARY SERVED WITH A TRADITIONAL AS OF OUTCOMERS BLACK COMES, TOWARD & REED AND

HUMMUS & CRACKERS 6,000 @ OUR VERSION OF A NATIONAL DISK. CHICKIPED WITH TANINI SAUCE, LEANINI JUICE & SPICEL SERVED WITH ORILLED VEOLTABLE, TOATED MULTIGRAIN CRACKER, OARISHED WITH

SESAME SEEDS & OUVE OIL CHEESE GARLIC BREAD 5,000 @

AMAZING TUNA 8,250 FRIES & CHEESE 11,000 @

SET OUT ON A SENSATIONAL SAGA OF CREPT HEES TOPPED WITH OUR SPECIAL HELTED FOUR CHEESE MIX. SERVED WITH SOUR CREAN DIFFEID SAUCE OUR DECAL TUNA ADED WITH EDRIT DARLIC MATO SAUCE, 1 TARENADE, SHREDOR LETTUCE, RADEH & SUCES OF TOMATO WRAPPED IN OUR PRESKY SAUED MULTIDRAH FLATERAD THE GREEN 12 500 YOUR GATMATE CRAVING FRED FOTATO WEDGES SERVED WITH OUR SIDNATURE SPEY DIPPING SAUCE

NESTRILE ROATED CHOCKIN MORD WITH OUR SPECIAL SUSTAINADE CAREAR BAUCE, TOPHID WITH CRUNCHY BERF BACON 9, LETTLICE, ROCKET LEAVES & PARKIESAN CHEESE, WRAPPED IN OUR MENATIONAL GREEN FLATBREAD

FAMOUS CHICKEN 11 250

IRRESISTIBLE ROADTED CHICKEN WITH MELT TOMATO, PICKLES & GARLIC MAYO SAUCE

SPIZY CHICKEN 11 250

MIGHTY KAFTA 10 750

TAOUK WRAP 11.000

EMBARK ON AN ADVENTURE WITH TASTE, A PECES OF INFADED INALIOUM CHEESE STICKS, SERVED WITH THOUSAND ISLAND DIFFINIO SAUCE FRIES 6.500 0

FREED 0, DUU TREAT YOUR TABLE BUDS WITH A BASKET OF CREPT THRUCUT RENOL FREEL REED TO GOLDEN REFECTION CHICKEN BREADED 9,500

GOLDEN WEDGES 7 500 @

HALLOUMI STICKS 8.500 @

ENDOY AN ODVISEY OF FLOYOUR WITH A PRICES OF BREADED CHICKEN STREPS, SERVED WITH QUE UNIQUE HONEY MUSTAKE DIFFINO SAUCE.

CHEESE BALLS 9,000 @ YOUR ALL TIME CHEET HERO TO BREADED RECES OF OUR UNROUGH CHEETE HIS & STREAME OF ZAATAR, SERVED WITH THOUSAND SLAND DIFFINIO SAUCE

#### HOMEMADE skillets

POTATO CHICKEN 15.500 ROASTED CHICKEN WITH DELLED FOTATO SUCE MARINATED IN GARLIC LEMON & CORANDER SA FREDRLY BAKED BREAD & MAYO DIPPING SAUCE

CHICKEN MARINARA 15.000 TES & EDOPLANT INARINARA SAUCE & SPRINKLED WITH PARAMETAN CHEESE. SERVED WITH INARINARA SAUCE & SPRINKLED WITH PARAMETAN CHEESE. SERVED WITH RESPACE RANDO READ & SOLIE CREAN DIRYING SAUCE

MAC N' CHEEZE 12.000 @ RESIDELY HOT PASTA HOLD WITH CHEDDAR SAUCE, TOPPE HITH MELTED FOUR CHEESE, SERVED WITH SUCED CHERRY TO SUCED CHERRY TO -----



## salads

pizzas MEAT CRAZE 15,500

HOUSE-MADE TOWATO SAUCE SMOTHERED IN MELTED FOUR CHEESE & CONDEED WITH & TASTY MIL OF BEEF, OHIONS & BILL REPRE, TOPPED WITH BEEF FEDTREON, CHEERY TOWATOES, FRESH MUDHICOON & DICED OBEN CHEON

ULTIMATE CHEESE 14.000 @

TRADITIONAL 14,000 HOUSE-MADE TOMATI & FRESH MUSHROOM

BBQ CHICKEN 15,500 BARBECUE SAUCE, FOUR CHEESE, CHICKE BELL PEPPER, CORANDER & BLACK OLNES

PEPPERONI 14.000 HOUSE MADE TOMATO SAUCE WITH MOZZARELA CHEESE, TOPPED WITH PREMEM REPERCINE & FRESH MUSHROOM VEGGIE 14,500 @

METO SAUCE, INDEZARULA, ZUCCHINI, INTA CHIESE, BLACK OLVES, INOT OREDI RUMER, CHIERY TOMATOES, ROCHET LEWIS & FREIN, V CUT CHICH WITH CHIEJ OR ON TOP

#### SPECIALTY WITCH

MARNATED CHICKEN WITH MELTED FOUR CHEESE, BELL PEPPER, CHEONS, ROCKET LEWES & OUR PROY SAUCE

DEUCOUS OROUND BEEF WIED WITH SPICES, DICED ONION & PARLEY, KNOWN & KNTS, RAVORED WITH FOUR CHEEK, TOMATO & MAYO ON TOP, BEFOR WIMPFED OR AS FLATBERD

AOLIK, GRULED TO REFECTION

#### UPORADE TO OMULTIGRAIN, @ SUPER-NATURAL GREEN OF @ OAT FLATBREAD 1,250

TURKEY & CHEESE 9 500 A CLASSIC COMMINISTION OF MELTID FOUR CHEESE TOPPED WITH SUCES OF SHORED ONLY TURKEY, PICKLES, LETTUCE, TOWATO & MOTO MUSTARD SAUCE

HALLOUMI BACON 11,250 MOUTH-WATERING HALLOUM CHEES & CRUNCHY BACON BTS TOPPED WITH TOWATO & MAYO, WEAPPED IN OUR RESILV BACED CAY RATERIAD

CHICKEN ESCALOPE 11,250 BREADED CHICKEN LTRP & GARLIC MATO SAUCE

BBQ STEAK 11.250 MARINATED FRIME BEEF WITH BELL PEPER, MILTED CHEESE, ONIONS, ROCKET LEAVES & OUR SPECIAL BED SAUCE

SHAWARMA STEAK WRAP 10,750 THE TASTE OF A LEBANDSE TRADITION WITH A TWIST: SHA SHAWADAA ANDED WITH TOMATO, OLE IRESHLY CHOPE MIX & TAHNE SAUCE

CHICKEN LIGHT 11,250 INVESTIGLE ROASTED CHICKEN TOMED WITH TOMATO, LETTUCE, ROLLES & USHT GARLIC MATO SAUCE, WEAPPED IN MULTIORANI, IS A WARTED IN

VEGAN BOOM 14,250

LOW-CAL TURKEY & CHEESE 9,500 9 CLASSIC COMBINISTICS OF MELTED FOUR CHEESE TOPPED WITH JCGE OF SMOKED DELI TURKEY, RICKLES, LETTUCE & TOMATO INCOMED WITH OUR LIGHT MAYO MUST AND SAUCE. WARPED IN LETCHAN FLATBERD

BROWN BAKED FALAFEL 8 000 @ DELICATELY SPICED FACAPEL NET SEASONED WITH TAHINE SAUCE, TOPPED WITH TOMATO, PICILED TURNIP, RESH MINT, LETTUCE & ADUSH, QURIESHED WITH PRISHLY CHOPPED PARSIES MIX. WARP IN MIX TORAN FEATBACK

ONATURE HUMINUS ON OAT FUATBREAD WITH CHUI SPREAD BD WITH AVOCADO, TOMATO, OLVE OK, BASE & A NEX OF D SCORLANT, BELL REPER & SECANE SECO.

OUR HOUSE-MADE VEDAN RATTY SEASCHED WITH OUR SINCAL SINCE MIX & ORLIED TO REPECTION, TOMED WITH FRESH OLACAMOLE, DINIONE, TOMATO & CHOMED KALE, WRAMED IN OUR FRESHLY BAKED DAY BUH, SERVED WITH SIDE OREIN SALAD & FRES

#### flavorful BOOMS

ANGUS BOOM 15,250 AN EXPLOSING CREATION ORIGIN BLACK ANOUG DISOLING BE SARONED WITH OUR SPECIAL SPECIAL WITH MIST IN PROVIDE FOUR CHEESE, TOWATO, LETTUCE, POKIES, KETCHUP & MAYO; WILAPPED IN COLO PRESN() FANGE BUN, SERVED WITH SDE COLESLAW & PRESS

CHICKEN BOOM 15,250 A BOOM OF FLAVOURS' FLAMING DELLED CHECKIN BREAST TOPHED WITH MRUTED FOUR CHEESE, TOMATO, LITTUCE, PICKLES, & GARUC MAYO, WRAPPED IN OUR RESHLY BARED BUIN, SERVED WITH SDE COLESLAW & RHES

SWISS BOOM 16,750 SWIDS BOOM TO, TOU ORILLE LACK AND/CONCIND BER SEADONED WITH OUR SPECIA SPICE MR, TOPPED WITH HELTED SWIDS CHEEKE & LAVORY MX OF ORILLED CHEORES & MUTHROOM, WRAPPED IN OUR FRESHLY BARED SUN, SERVED WITH SDE COLLEXIN & FREIS

#### TOP ANY SALAD WITH FREEH AVOCADO 2,000

QUINOA HALLOUMI SALAD 9,250 0 0 CAESAR DELUXE 13,750 CRIP KOMINE, MANESAN CHESE & OHDN BAKED CROUTONS WITH YOUR CHOICE OF OBLIED CHOCKEN OF BEADED CHOCKEN ETHIPS. SEMED WITH COUR CREAM CHESENIO TOMATORS, TOPPED WITH ORIGED HALLOUM CURES, CHA SEED HEARTY KALE 13,750 0 0 ZOOZA 13,000 A BROWT MIX OF BAKED POTATO SUCES, BEAHS, BOILED BOD, TOHATO, CORN, BACK OLANS, TURIA & LETTUCE, BEST ENUOYED WITH MUSTARD VINEOAR DESISSIO

KALE, FRESH THINKE, FURSLANE, CUCUMBER, BLACK OLIVES, RADIE & FETA CURES, SERVED WITH OUR SPECIAL KALE DRESHING CHICKEN KALE SALAD 15,500 ♡

TE, FLAX SEED, FRESH THYME, FURSLANE & ORILLED THY OUR SPECIAL KALE DRESSING

CHICKEN SALAD 13,750 A DELICIOUS ELEHD OF LETTUCE, ROCKET LEAVES, PHE HUTE, SUN-DRED TOMATO & FURELARE, TOPPED WITH GALLED CHIC BIST INVOLVED WITH GALANCE DESSING Z FATTOUSH 11.000 @ A FREM MAK OF TOMATO, CUCUMBER, FREM MART, FARSLEY, DICED DISEN OWON, ONED VIEWER, RUBLINAR, LETTUCE, HALLOWIN DIVERSE & OVEN LAND BREAD SOLWARS, REST ENJOYED WITH OUR SPECIAL VIEWORTED BREAMS

HALLOUMI SALAD 13,000 @ LETTUCE, ROCKET LEAVES, BAKED HALLOUM, PHE HUTS, SUH-DRIED TOMATO & PURSLAVE, BEST ENJOYED WITH BALSAWIC DRESSING

WHOLE-GRAIN PASTA 13,250 WHOLE-WHEAT PENNING WITH GREEN & RED BELL PEPPER, DUCCHIN-DHERRY TOMATORS, BASIL & SUN-ORIED TOMATO, TOPPED WITH WILLED CHICKEN, BEST ENDOYED WITH BALSAMIC DRESSING

QUINOA TABBOULEH 6.750 UGHT & FRESH, ENUIOY & MIX OF GUENCA, DICED TOMATO, DINION, PARSLEY & FRESH MINT, BEST ENUIVED WITH OLE U

MIXED GREENS 7,000 0 0 OF OF FRESH GREENS, ROCKET LEAVES & PURSLANE WITH TOAR ON, DRESSHO





love REGARDLESS.

#### desserts

KNEFEH IN THE PAN 9,500 @ CRUMBS SERVED ZUMO DEUOHT: METED CHEESE WITH KNEPEH I H SUGAR SYRUP & SELAME BREAD ON THE SIDE Z KNEFEH 7,500 0 A TASTERAL EPILOSON TO SAY THE LEASTN SEGME PLATERAD WITH THE CHARTLE DRIVING WITH SUMAR TYPE # CHOCOLATE & BANANA 7.000 @ HAVE ... MELTED HAZELAUT MILK CHOCOLATE SPEED, TOMED WITH SUCES OF ENVIRONM NUTS ARE OPTICINAL

DESSERT CUPS

BULIEBERRY CHEESECAKE 5 000 @

CHOCOLATE MOUSSECAKE 5.000 @ VANILLA CUSTARD 5,000 @

KTIRAMISU 5,000 @

#### beverages

CHILLED COLD-PRESSED JUICE 5.500 COLD-PRESSED LEMONADE 4,000 FRESH YOGURT 4.000 @ STILL WATER 2,500 SPARKLING WATER 4,500 LOCAL BEER 7.000 **REDBULL ENERGY DRINK 5,000** 

PEDRUILI SUGAR-EREE 5 000 HOT

HOUSE TEA 4.500 WHITE COFFEE 4,000 HOT CHOCOLATE 6.000 AMERICAN COFFEE 4 500

O VEGETARANI O VEGANI O LIGHT

NOTICE: CONSUMING NAME OF UNDERCOOKED FOOD LIKE MEAT, FOULTIES, DE EDGS HAF HUDDING THE BEN OF FOODEDHIE SUMESLI REDR TO FLACING THE ORDER, MARE SURE TO INFORM THE WATER OF ANY FOOD ALLERGES FOOL WART HARE, RENDS ARE IN LER, WART INCLUDES.

#### ALL DAY breakfast

ARE & MATCH REPORTING FLAVOURS FROM OUR WARETY BREADAST TEMS, THE TRADITIONAL LEBANDE WAY. ALL SERVED WITH FREINLY BARED BREAD, FREIN WRIT, TOMATO, CUICUMBER & BLACK CARDE ON THE SIDE

HALLOUMI PAN 11,500 @ EGGS YOUR WAY 9 000 @

LABNEH 9,750 @ AT YOOLST DRZZED WITH OLAS OF LIGHT HALLOUMI PAN 11,500 @ C

YOU CAN ADD

CHEERE 1,500 SHICKED TURKEY 2,000

#### manakeesh

ZAATAR 2,000 @ THE SHALL OF A DED UNIT IFBNEH 4 000 @

UL FOOD, THE TRADITIONAL LEVAN HAM & CHEESE 7,000

LABNEH AAROUSS 6,000 @

WILD ZAATAR 4,250 @

ZAATAR & CHEESE 4,000 @ E HALF & TRADITIONAL T OF BOTH WORLDS. ZAATAR OH ON NE "ARKART" CHEELE ON THE OTHER

LAHMEH BI AUJINE 4.500 A CLASSIC: MAYCED BEEF MEAT BLENDED WITH SPICES, DICED CHAON & TOWATO SAUCE, SPIEAD & BAKED TO PERFECTION. THE TRADITIONAL IEBANDER WAY

HALLOUMI 6.000 @

LIGHT HALLOUMI 7,000 @ 🤝

KASHKAWAN 5,000 @ THIS TASTE OF MELTED TRATINEAWANT CHIEFE

OIL-FREE ZAATAR 3,500 0 0 DELCOUS DRED THINK, WERE WITH WATER & A BT OF SEAME SEED. MEAD ON HILTORAN FLATBIAD & BARD TO REPECTION. TOPPED WITH CUCLIMBLE, TOWNTO, RESH MINT, RUBLINE & ROCKET LAVIES. ENDO AS A WARP

YOU CAN ADD





NOVEMBER 3816







@vedetarian @vedan @udint



BOOST SHOT# 3.000 COLD-PRESED BOOST SHOTS: FRESHEN UP, CHARGE UP OR RIFE UP. THEY SUPPORT GOOD HEALTH & BOOST SHAMUHETY & BHERDY

SOFT DRINK DRAFT 5,000

al em 13 et

SOFT DRINK CAN 5,250

DOUBLE ESPRESSO 6,000

ICE TEA 5,000

ESPRESSO 4 000

LATTE 6.000

RESPRESSO

CAPPLICCINO 5 000

STRAWBERRY CHEESECAKE 5,000 @

BANANA ASHTALIEH 5 000 @

CHOCOLATE BROWNIES 4,000 @

STRAWBERRY JELLO 4,000

# **OUR SERVICES**



# OUR PACKAGING



# OUR UNIFORMS



Front of House

**Back of House** 

## OUR TARGET AUDIENCE

### Millennials (27-42 years old)

### Gen Z (11-26 years old)

Families

**Business** 



## QUALITY IS OUR VIRTUE

Since the beginning, a commitment was made to uphold the highest quality of service to the community.

Zaatar w Zeit prides itself on impeccable quality in terms of F&B FDA standardization, taste, hospitality and innovation.



# AWARDS & CERTIFICATIONS



Certified ISO 22000 in April 2008, the scope of certification.

The Effies continually raise the bar for

marketing excellence and award the most

effective Marketing Campaigns in MENA

The aim is not merely to seek awards for our passion but to seek rewarding passion through awards.

## 2018 EFFIE AWARDS MENA



GOLD AWARD



All our audited branches were granted the GOLD award by the Lebanese Ministry of public health in 2016 and 2017.

GWR

G.W.R<sup>®</sup>

One of our mall outlets was audited by GWR. In June 2015, a certificate of recognition for achieving the highest FS inspection grade among the casual restaurants at le Mall Dbayeh.

PIKASSO D'OR	Winning Pikasso D'or for world cup campaign: http://www.pikasso.com/Lebanon/en/Pi kasso-dOr/Winners/2010/Multivisual- Award
GOLDEN LEGION	Golden legion award for best quality restaurant chain in the Arab world from the TATWEEJ Academy for Excellence and Quality, in its third annual ceremony held on November 8th 2012 under the auspices of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, in Burj Khalifa in Dubai.
2013 BBC GOOD FOOD ME AWARDS	Zaatar w Zeit has proudly been named the best Middle Eastern restaurant at the 2013 BBC Good Food ME Awards on the 29th of January. This is the second consecutive win for Zaatar w Zeit, for delivering consistently great food. https://cravia.com/wp- content/uploads/2017/08/Issue-63-Feb- Mar-2014.pdf

# AWARDS & CERTIFICATIONS

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DELIVEROO RESTAURANT AWARDS



FSSC 22000



Zaatar w Zeit UAE team for winning Most Loved Chain

At the Deliveroo UAE Restaurant Award In March 2022

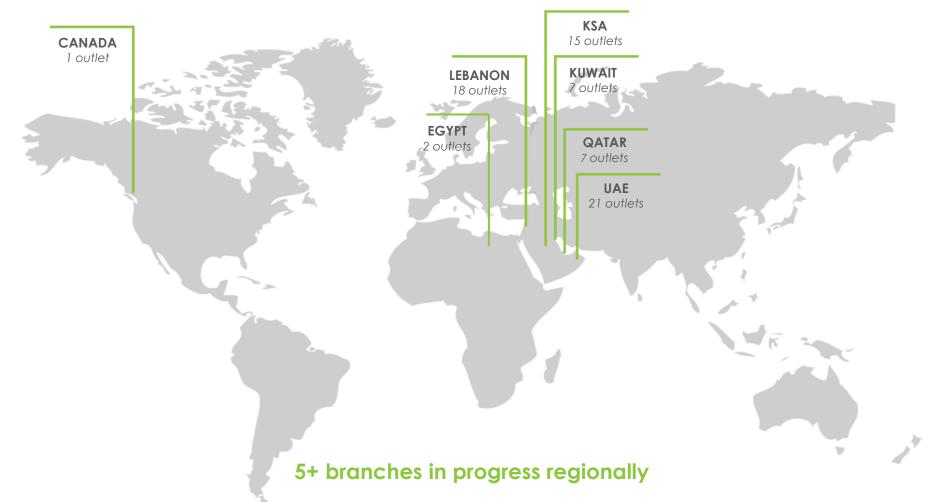
Zaatar W Zeit is the first Lebanese catering company in Lebanon to receive the Food Safety Management Certification (FSSC 22000)

GREAT PLACE TO WORK

Great Place To Work。 Zaatar w Zeit is known for its flexible work environment and unique culture, we are proud to announce that we are the first Lebanese company to be certified as a "Great Place to Work"!

## EXPORTING THE TASTE OF LEBANON





## **OUR TIMELINE**



## **STAND ALONE**











## FOOD COURT





## GRAB & GO





## FOOD TRUCK



## **OUR ONLINE PRESENCE**



Instagram



zaatarwzeit 🥹 Zaatar w Zeit • 123K followers



zaatarwzeitkw 🤣 Zaatar w Zeit Kuwait • 16.4K followers



zaatarwzeiteg Zaatar w Zeit Egypt • 1 new post



zaatarwzeituae 🥺 Zaatar W Zeit UAE • 1 new post



zaatarwzeitga 🥸

Zaatar W Zeit - Qatar • 1 new post



zaatarwzeitca Zaatar w Zeit Canada • 1 new post



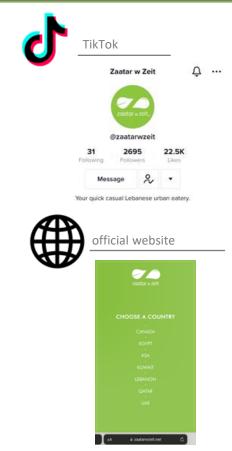
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Rabih & 47 other connections work here

✓ Following

Learn more C



# **THANK YOU!**

