



zaatar w zeit

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.



OUR VALUES

Accountability



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

Inclusivity



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



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

Innovation



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.

HUMMUS & CRACKERS



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.



MIGHTY KAFTA

OUR MENU

All Day Breakfast



Specialty Wraps



Pizza & Flatbreads



Kids Meal



OUR MENU

Burgers



Homemade Skillets



Pizza & Flatbreads



OUR MENU

Dessert Wraps



Desserts Cups



Cold Pressed Juices & Hot Beverages



OUR SERVICES



Food Trucks



Delivery



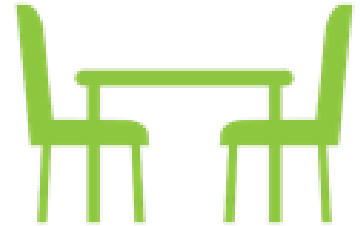
Food Courts



Take away



**Mobile
App/Delivery
Aggregators**



Dine In

OUR PACKAGING



OUR UNIFORMS

Front of House

Branch/
Assistant Manager

Back of House

Driver



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

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

ISO 22000



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

2018 EFFIE AWARDS MENA



The Effies continually raise the bar for marketing excellence and award the most effective Marketing Campaigns in MENA

GOLD AWARD



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

GWR



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.

AWARDS & CERTIFICATIONS

PIKASSO D'OR



Winning Pikasso D'or for world cup campaign:
<http://www.pikasso.com/Lebanon/en/Pikasso-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

DELIVEROO RESTAURANT AWARDS



Zaatar w Zeit UAE team for winning Most Loved Chain

At the Deliveroo UAE Restaurant Award
In March 2022

FSSC 22000



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

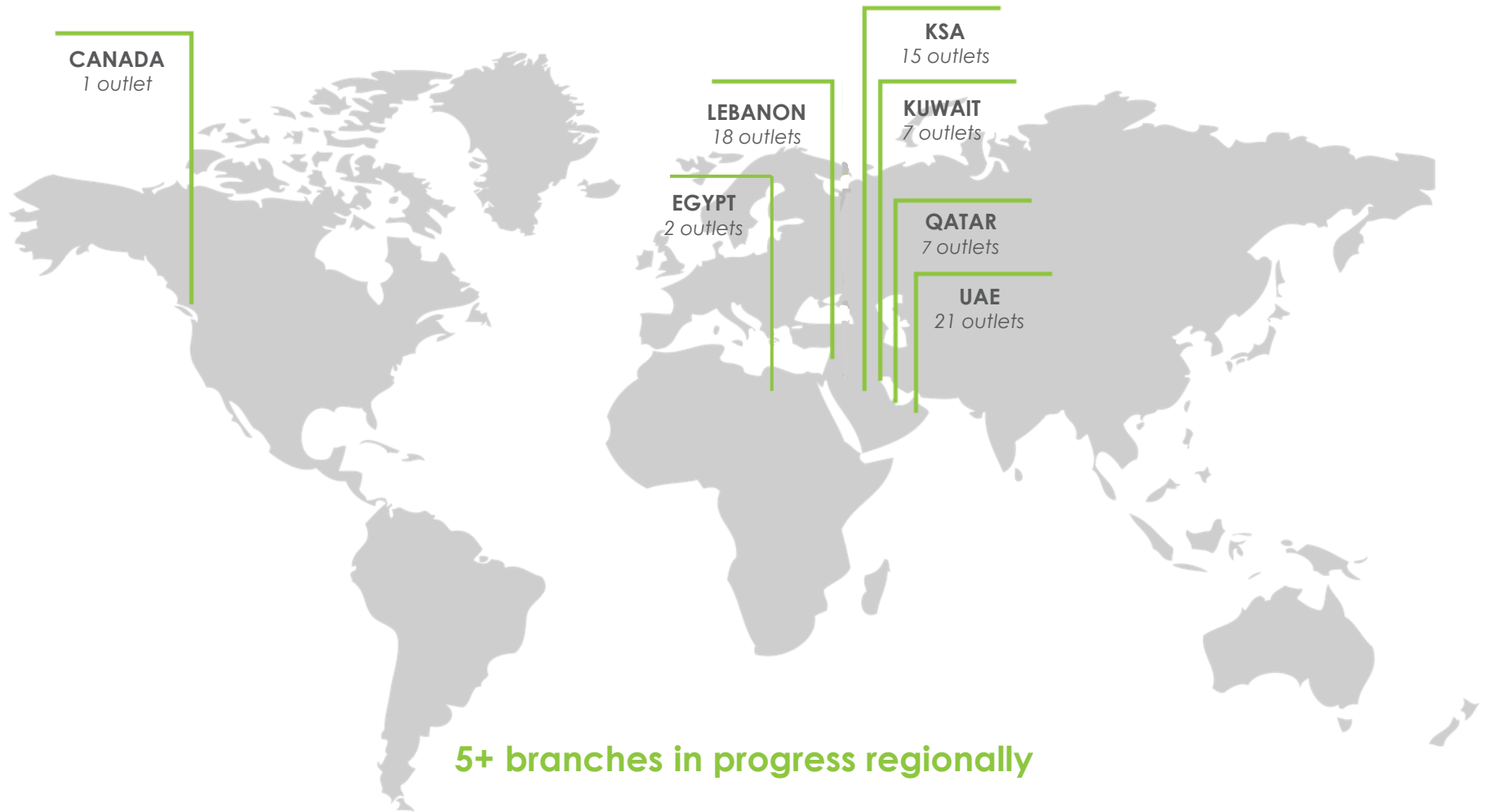
GREAT PLACE TO WORK



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”!

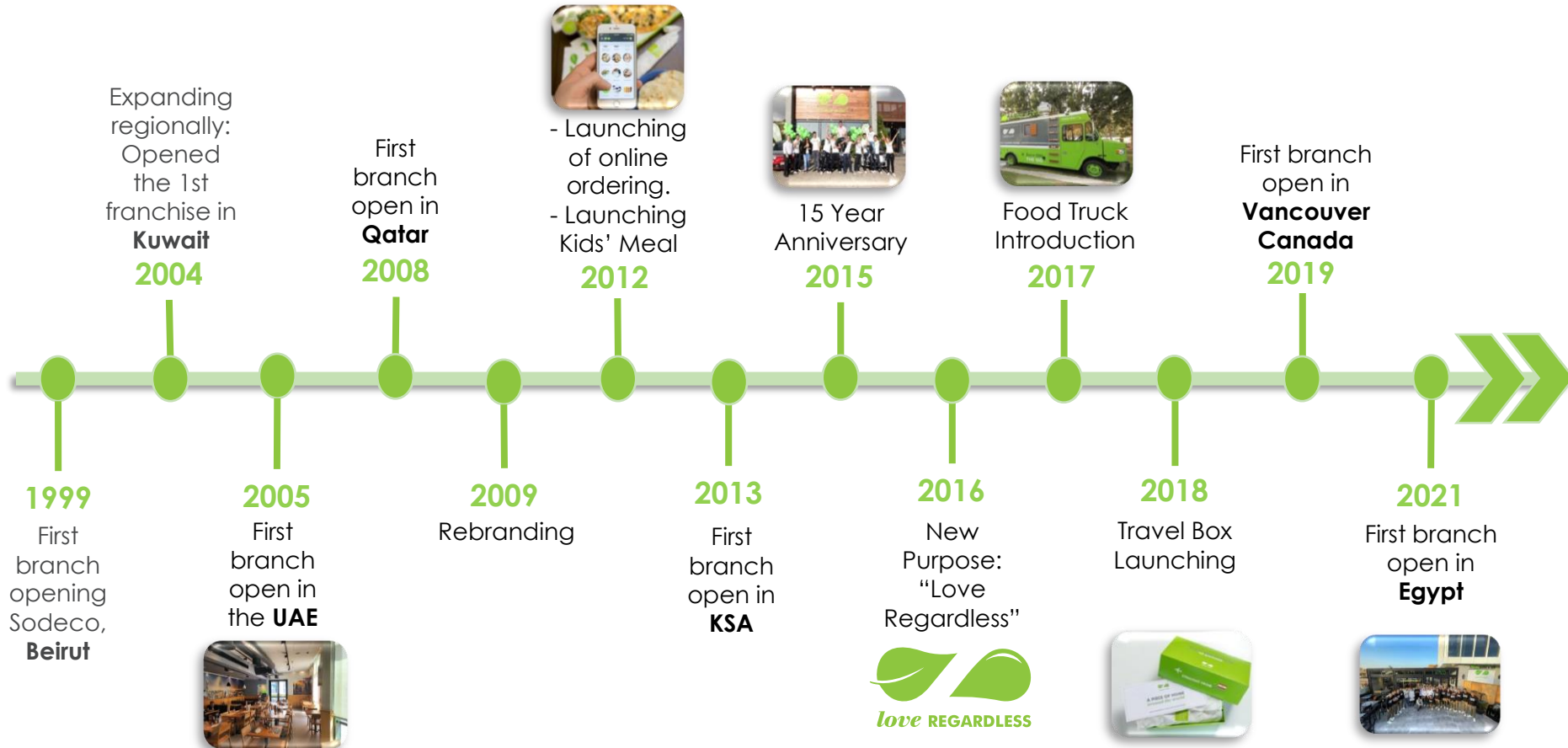
EXPORTING THE TASTE OF LEBANON





5+ branches in progress regionally

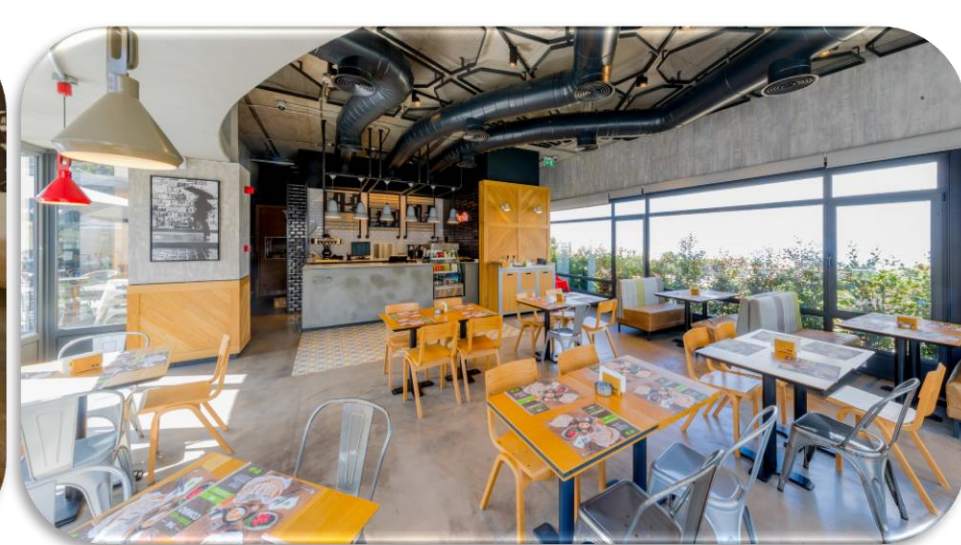
OUR TIMELINE



FORMATS

STAND ALONE





FORMATS

REGULAR





FORMATS

FOOD COURT





FORMATS

GRAB & GO





FORMATS

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



zaatarwzeitqa ✓

Zaatar W Zeit - Qatar • 1 new post



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Zaatar W Zeit - KSA • 1 new post



Facebook



Zaatar W Zeit ✓

\$\$ • Lebanese • 769K likes



Your quick casual Lebanese urban eatery. For Delivery: 1523 or order.zaatarwzeit.com



Berna Feghaly and 97 other friends like this



LinkedIn



Zaatar W Zeit

Love Regardless

Restaurants • Jeita • 18,739 followers



Rabih & 47 other connections work here

Learn more

✓ Following



TikTok

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@zaatarwzeit

31
Following

2695
Followers

22.5K
Likes

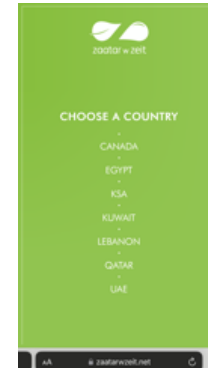
Message



Your quick casual Lebanese urban eatery.



official website



THANK YOU!



zaatar w zeit.