



# alBalad™

LEBANESE RESTAURANT

## FRANCHISE INFORMATION

Al Balad Lebanese Restaurant  
Franchise division  
P.O.Box 2878 Jounieh - Lebanon  
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*"Re - Invented Lebanese Cuisine"*  
Since 1999



## RESTAURANT CONCEPT AND PROFILE

"al Balad is a progressive, yet authentic, Lebanese chain of restaurants providing consumers with the ultimate casual dining experience within a comfortable cozy and friendly environment"

al Balad strives to offer an enhanced Lebanese Cuisine while respecting its authenticity and integrity.

al Balad concept was created in 1999 from the heart of Beirut the cosmopolitan, yet authentic spirit that captures this ancient city's visitors reflected in our cuisine.

Being the first to introduce the Lebanese cuisine in a casual dining atmosphere, al Balad lebanese restaurant initiated a trend to follow al Balad.

Lebanese traditions are preserved in every exquisite recipe, our meals combine essentially the finest ingredients and the most innovative combination.

Our customers can taste the original yet simple mealtime moments in our different locations in Lebanon, Beirut down town area, Suburbs overlooking the sea and Ski Resort destination.

al Balad restaurant operations are well structured to preserve the utmost quality along with the best service. Our team is young and dynamic, open to change and is always ready to serve our customers.

## FRANCHISE

al Balad Lebanese restaurant is determined to expand throughout the Middle East ,North Africa and Europe embarked on an ambitious franchise program.. In 2004 al Balad established its franchise division.

## PROGRAM

- **CONCEPT** Offering re-invented Lebanese cuisine.
- **CUISINE** Respect for the integrity and the spirit of the Lebanese cuisine while conserving its exotic and Mediterranean blend.
- **KNOWLEDGE** A decade of experience in menu and training.
- **PROFITABILITY** Return on investment is designed to succeed.
- **IDENTITY** "al Balad" is the commonly used name to represent "Our country" in Lebanese
- **LEADERSHIP** Maintaining our current position as leaders in our industry
- **SUPPORT** Professional infrastructure covering all operational details.
- **SERVICE** Our staff is trained to provide customer satisfaction.
- **RELATIONSHIP** The wide selection in our menu caters to all tastes.
- **FLAVOR** We achieve the right mixture of ingredients in all products we serve
- **QUALITY** The best quality products are used in our unique recipes.
- **DEDICATION** Commitment to brand development through corporate owned and franchised stores.



al Balad

SWECO