



Traditional Lebanese Café

Concept Description





AL Falamanki

Traditional Lebanese Café



LEBANESE CUISINE

Lebanese and Levant cuisine in general are regarded as one of the world's healthiest cuisines because of the use of minimally processed vegetarian recipes, in addition to an abundance of fruits, vegetables, cereals and nuts.

The similarities between most Middle Eastern cuisines cannot be denied. With the language of the countries surrounding the eastern and southern Mediterranean being predominantly Arabic, many of the dishes carry the same names from region to region, though they may be prepared or seasoned somewhat differently. Because of this, the cuisines of the Middle East are often lumped into one homogeneous category, when in truth they can vary greatly.

Lebanese food combines the sophistication and subtleties of European cuisines with the exotic ingredients of the Middle and Far East, it includes an abundance of starches, fruits, vegetables and animal fats are consumed sparingly. Poultry is eaten more often than red meat, and when red meat is eaten it is usually lamb on the coast and goat meat in the mountain regions. It also includes copious amounts of garlic and olive oil, often seasoned by lemon juice. Rarely a meal goes by in Lebanon that does not include these ingredients. Most often foods are either grilled, baked or sautéed in olive oil; butter

or cream is rarely used other than in a few desserts. Vegetables are often eaten raw or pickled as well as cooked. While the cuisine of Lebanon doesn't boast an entire repertoire of sauces, it focuses on herbs, spices and the freshness of ingredients; the assortment of dishes and combinations are almost limitless. The meals are full of robust, earthy flavors and, like most Mediterranean countries, much of what the Lebanese eat is dictated by the seasons.

In Lebanon, very rarely are drinks served without being accompanied by food. One of the more healthy aspects of Lebanese cuisine is the manner or custom in which their food is often served, it's referred to as mezza. Similar to the tapas of Spain and antipasto of Italy, mezza is an array of small dishes placed before the guests creating an array of colors, flavors, textures and aromas. This style of serving food is less a part of family life than it is of entertaining and cafes. Mezza may be as simple as pickled vegetables, hummus and bread, or it may become an entire meal consisting of grilled marinated seafood, skewered meats, a variety of cooked and raw salads and an arrangement of desserts.



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Al Falamanki is a wonderfully bucolic and traditional Lebanese café located on a 25,000 sqft piece of land in the heart of Beirut. Its doors are open 24/7 and feature a beautiful chicha garden in a typical Lebanese village setting. The café is named after Khalil Al Falamanki, a globetrotter from the past era whose story is worth telling.

He lived a full life, traveled all around, which gave him the chance to meet many celebrities! He offered his wits his charm and reliability to all those that needed it, which turned him into a hot commodity amongst the stars who relied blindly on his efficiency and loyalty.

Running up against such a high profile figure the food had to match up in quality, so this café's savvy and fun loving developers, Tony El Ramy & Mario Jr. Haddad, went on a road trip all over Lebanon on a quest to find premium ingredients



hidden in Lebanon's lost villages, where authentic production techniques withstood the test of time, giving the products a richness in flavors and quality.

You will find a tabbouleh using young grape dressing instead of lemon or a cheese brought all the way from Hrajel or even a plate of foul medammas so flavorful it puts Egyptians to shame.

Also on the menu are all kinds of traditional Lebanese mezzes as well as an array of delectable specialties, homemade cooking, grills and the inevitable Saj made with a special dough containing no milk, sugar or oil.

As for entertainment at *Al Falamanki* you will never run out of options; you can indulge in a game of cards or backgammon while being swept away by Fairuz's melancholic voice creating an almost poetic atmosphere as rings

of smoke from your chicha pipe are blown into the air.

THE STORY OF KHALIL AL FALAMANKI as narrated by his son

My name is Anis and I would like to share with you the story of my father Khalil Al Falamanki.

My father managed to achieve more in his relatively short life than many of us would even dream of. He cared little about fame or glory but met and ultimately befriended local and foreign celebrities as well as renowned politicians, traveled the seven seas and collected stuff from all around the world. He was a fun guy that people liked being around. He was street smart and was full of interesting stories to share. Some say



that the stories were blown out of proportion, but if you knew my father you would know that his unique attitude and outlook at things make all his chronicles very believable.

But how did someone with my father's background meet all these fantastic people in the first place?

Khalil Al Falamanki was born in Beirut on August

30th 1917.

He went to a local public school but never finished his studies because my granddad passed away when he was still a young boy.

So in order to provide for his 7 brothers and sisters

he took up wrestling and by the age of 18 it had become his profession.

In 1940 my dad met a beautiful woman by the name of Souad Karam. They fell in love and within 6 months they were married.

A couple of months later, while his wrestling career was skyrocketing, my father sustained a

career damaging injury that forced him into an early retirement.

This is when he was approached by the notorious Tarek Fakhry. Mr Fakhry, a wealthy & powerful Egyptian entrepreneur with businesses in major parts of the world, had long been an admirer of my dad in the ring. He offered my out of work dad a job as

his personal bodyguard, a proposal that led to an uninterrupted 12 year association. During those 12 years Khalil gained Mr Fakhry's trust and respect and became like a son to the lonely businessman.

Mr Fakhry's affairs required him to travel a lot and my father was always by his side. This led him to meet regional players at first and international celebrities soon after. They frequently did a stopover in Egypt to see King Farouk, and often visited business partners in California where they would bump into many stars such as Alfred Hitchcock Frank Sinatra, John Wayne and Grace Kelly to name but a few.

Tarek Fakhry passed away in 1952. Needless to say, these were difficult times for Khalil but despite the heartache and above all the uncertainty, he managed to maintain and even build on the relations he had assembled over the previous decade. He offered his wits his charm and reliability to all those that



needed it and he became hot commodity amongst the stars who relied blindly on his dependability and loyalty.

I was born in 1956 and seldom got to see my father as he was constantly away. I was an only child but as he used to put it his "pride and joy".

My father's two other joys were music and politics.

In the late 70's my father's travels diminished as his health deteriorated. He passed away in 1982. Soon after and as I discovered the many facets of the man I didn't get to know well enough,

I started collecting the stuff he had left behind such as his pictures with famous people, his hunting rifles, his backgammon tables, his numerous ouds and his inseparable tarabish. I decided to put them all under one roof in a place that would celebrate his love of food and music a place that would recognize his rich life.

This place is *Al Falamanki*.




HOW WE OPERATE OUR FRANCHISE

Al Falamanki is proud of the excellent systems available to its franchisees. There is support before and after you open your restaurant.

BEFORE YOU OPEN

As soon as you join our team, we begin working with you to help you get started.


-  Site Selection: We work with you to secure a prime location for your business.
-  Restaurant Design: We provide you with detailed interior for your specific location.
-  Orientation: Our intensive two-week program takes place at *Al Falamanki* headquarters in Beirut, Lebanon.
-  On site Training: We will allocate you a trainer who will help you get things on track.
-  Printing & Design: Printing of all made-to-measure menus, packaging...

AFTER YOU OPEN

Once your restaurant opens, we have systems in place to help you operate your business effectively.

-  Operations Manual: Our in-depth manual covers a full range of topics important to running your business.
-  Field Support: You will be assigned a field consultant who will help you get started and provide ongoing operational evaluations.
-  Franchisee Services: You will be assigned a coordinator who will serve as your main contact person at headquarters and is just a phone call or e-mail away.
-  Promotional Activities: You will have access to our promotional flyers that can be adapted to your needs.
-  Research and Development: We continually strive to make our terrific food and services even better.
-  Continuing Education: You will receive periodic newsletters, emails. Additional training classes are also available.



-  Equipment Ordering: We will help you order your equipment for timely delivery.

Why is *Al Falamanki* a Good Franchise Opportunity

-  **Freshness:** Our vegetables are brought in fresh on a daily basis. And the ingredients used are of premium quality from various Lebanese villages.
-  **Knowledge:** We teach & train your staff & chefs bringing them on par with our high standards.
-  **Uniqueness:** Our concept is unique and profitable.
-  **Expertise:** The concept is fortified by the success experience of its management company members.
-  **Simplicity:** We have an easy to run operation.
-  **Support:** We have proven systems in place to assist our franchisees.
-  **Control:** We teach our owners to use our control methods to help them run an efficient business.

ESSENTIAL FIGURES

Franchise Figures	Business premises required size	min. 800 sq.m.
	Location type	outdoor or green space a must
	Average investment (excluding goodwill)	USD 2,000/sq.m.
	Royalties	7% of turnover
	Franchise fee	varies according to country







REVIEWS

«But the best part is their Saj - and you won't know what i mean until you try it!»

Today's Outlook Magazine

December 2008 / January 2009

issue



«Critic's Choice; Best Fattoush»

Time Out Beirut Magazine

September 2009 issue 13



«The one that made a lasting impression on me was Al Falamanki. a beautiful restaurant in a tree-filled courtyard...»

Condé Nast Traveller Magazine

September 2010 p.58



«Al Falamanki, as traditional as it gets, is one of the most popular»

Philipine Tatler Magazine

September 2010



عالم "الفلمنكي" يعيدنا إلى أيام لبنان الذهبية في أوج تألقه وذروة جماله، بفرادة المكان وديكوره الجميل وخدمته المميزة ولقمته الشهية، وفضول الاطلاع على "أبيرار" هذا المكان ودفء أجوائه وخصوصيته، ما يجعله فريداً بين سائر المقاهي والمطاعم ذات الطابع اللبناني.

Cedars Wings Magazine

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