



اصفهان  
*ISFAHANI*

CORPORATE PROFILE





© 2013 by Isfahani Group  
All right reserved. No part of this publication maybe  
reproduced in any form without written permission of  
the copyright owner.





## MESSAGE FROM THE CEO

Since inception of the idea & concept behind the Isfahani brand of restaurants, it has been our unrelenting pursuit to bring the ancient tradition, excellent taste & unique quality of Persian cuisine to the wider world that has kept us going.

Over a span of more than 20 years, Isfahani has become a well-known and respected brand throughout the region that we intend to evolve into the global scene.

The Board of Directors, Executive Team, and all our staff have built a culture and passion for Persian Cuisine in both ambiance and taste that is unparalleled in the region, and it remains our mission to keep delivering only the best.

Chief Executive Officer  
Isfahani Group



# ABOUT ISFAHANI

*The Isfahani line of restaurants caters to a range of gastronomically savvy customers that includes gourmet express food at top shopping malls, to elegant and stylish fine dining.*



Originating in the Kingdom of Bahrain in 1990, Isfahani has expanded its footprint to include eleven branches spread throughout the Kingdoms of Bahrain and Eastern Province of Saudi Arabia.

This expansion has been a success in keeping pace with the high demand for gourmet Persian cuisine that only Isfahani has been able to provide.

**The identification of the Isfahani brand and label has been so successful that 5-star restaurants in the region have now included "Isfahani" Kebabs as a principal dish on their menus.**



# OUR HISTORY

Over the last twenty years since the first Isfahani restaurant opened on Exhibition Road in the Kingdom of Bahrain in 1993, the business expanded rapidly to cover several areas in Bahrain and Eastern Province of the Kingdom of Saudi Arabia.



First Isfahani on Exhibition Road

Mall, City Center and Bahrain Mall in the Kingdom of Bahrain, and in the Kingdom of Saudi Arabia, in the cities of Khobar, Dammam and Dhahran operating in three different major commercial malls.

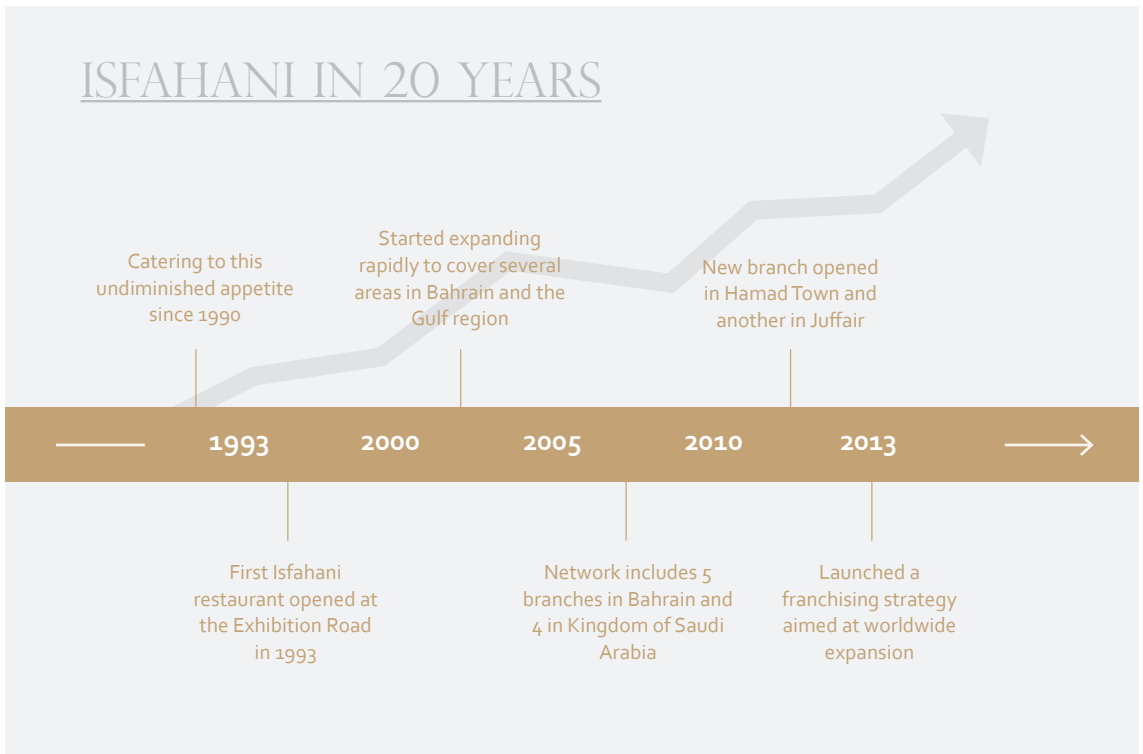
Recently, in 2010, two new branches opened in the Kingdom of Bahrain in both Juffair and Hamad Town.

The group now owns and operates seven diverse branches in the Kingdom of Bahrain and four in the Eastern Province of Saudi Arabia.

In keeping with our mission to expand our footprint, Isfahani has now launched its franchising strategy aimed at Worldwide expansion.

Branches are located in major cities and commercial malls, including Bahrain Mall, Seef

## ISFAHANI IN 20 YEARS





# OUR MISSION

*Introducing to World to the authentic Persian Cuisine.*

## In unparalleled efforts, Isfahani strives...

- To make available to the Bahraini community, residents and visitors an excellent taste and quality of ancient Persian food.
- To participate positively in the development of leisure, tourism attractions, and the overall economy of the Kingdom of Bahrain.

## In this pursuit, Isfahani envisions a strategy of...

- Continued expansion and promotion of the Isfahani brand and name in the Gulf region.
- Opening franchising opportunities to qualified investors both regionally and globally.





*Chef Najnieh Batmanglij (Second from right)  
Iranian-American chef and award-winning  
cookbook author*

Chef Batmanglij , who is the author of five bestselling cookbooks and member of Les Dames d'Escoffier, devised the exquisite dishes for the menu of Yas-e Isfahani.

The Yas-e Isfahani menu serves up modern Persian cuisine that marries authentic cooking techniques with contemporary, healthy eating styles.



# MANAGEMENT TEAM

*The Isfahani Group of Restaurants is managed by a well experienced staff equipped with professional skills in both executive and operational areas:*

The Group is supervised by a non-Executive Board of Directors, comprised in part of the Founders and highly skilled members, which is tasked with devising the overall strategy of the Group and the medium- to long-term objectives guiding the management team in their day-to-day operations.

The non-Executive Board of Directors, meets regularly with the Executive Management Team and helps in navigating the smooth and steady progress of the Group.



## **Jalil Al Qaseer**

*Chief Executive Officer*

A cofounder of Isfahani Restaurants. He is responsible for managing all restaurants in Bahrain and KSA. He supervised construction of all restaurants up to completion and full functioning. He has over 25 years of experience in business logistics and operations. In human resources management, he is supervising around 150 restaurant employees in all categories.



## **Rameen Al Qaseer**

*General Manager Operations*

Studied business management and brought several years of experience to Isfahani and its sister companies (Al Qaseer Construction and EnerVario Energy Development Company). For the past five years he has been managing operations, administration and financial affairs of the entire group and effectively contributed to the success of Isfahani and other related firms.

# OUR MENU

*Keeping up with 3000 years of tradition*

Persian cuisine is one of the oldest cuisines in the World, dating back to more than 3000 years.

## The Tenets of Persian Cuisine are:

- Blend & Balance
- All Edibles are Food
- Fruit & Nuts are not only for Dessert



## The Main Ingredients are:

- Rice: a primary food & classic in all its variations.
- Yogurt; the ultimate balancing element.

Our menus although catering for wide spectrum of customers has always preserved the authenticity of Persian cuisines in all its elements.



# ISFAHANI RESTAURANT

**The first of our concepts in fine dining.**

With three branches in the Kingdom of Bahrain and one in the Kingdom of Saudi Arabia, the Isfahani dine-in experience provides both the authenticity of the Persian cuisine and the traditional ambiance, giving our customers the ultimate Persian dining experience.

The menu provides the full range of the Isfahani Persian cuisine and is the launchpad for all the other concept menus.



# YAS-E ISFAHANI RESTAURANT

**The ultimate Persian fine-dining experience.**

In collaboration with the bestselling Author and Chef, Najmieh Batmanglij, the menu for Yas-e Isfahani provides for exquisite dishes that marries authentic cooking techniques with contemporary, healthy eating styles.

Whether for breakfast, lunch or dinner, Yas-e Isfahani keeps the Persian Cuisine at its center.



# ISFAHANI FAST FOOD

**Keeping up with the fast-paced modern life.**

Open in four commercial malls in the Kingdom of Bahrain and three in the Eastern Province of the Kingdom of Saudi Arabia, the Isfahani Fast Food menus, although serving the mall goers with the fast service they expect, still maintains the high quality of food, Persian tradition and the main elements of the menus offered at our dine-in branches.



# OUR AWARDS

*Three Consecutive Time Out Bahrain Budget Eat Awards.*

Isfahani Restaurant was voted 'Best Budget Eat' Restaurant in the Kingdom of Bahrain by TimeOut Bahrain Magazine for three consecutive years from 2010 to 2012.

The achievement has been the result of not only caring about the quality and authenticity of our food, but our commitment to offering an affordable and pleasant dining-out experience for our customers.

The achievement is also shared by the collaboration Isfahani has established with award-winning chefs, authors and businessmen/woman in the field.







# OUR REVIEWS

*"A Persian Delight! Colourful and exotic, yet cool and relaxing. Your delicious and traditional Persian dining experience destination"*

## A PERSIAN DELIGHT

"Yas-e-Isfahani is a concept that is showing appeal to people who've never considered Persian food before; it's fresh, it's new, and it's what people want."

Hollie Parker  
EATING OUT, July 2007

*Isfahani - Your delicious and traditional Persian dining experience destination.*

## MMMMMM...PERSIAN DELIGHT!

"Persian cuisine is one of the world's oldest and richest culinary traditions and one of the unexpected. Isfahani restaurants have been serving healthy and authentic Persian food in Bahrain for 18 years. To this day, they continue to introduce they joys of Persian cuisine through dishes that traverse its spectrum of flavour.

Designed to cater the gastronomically savvy customer, Isfahani restaurants provide elegant and stylish fine dining experiences with gourmet express food. "

Restaurant Review  
HIGHLIGHTS, January 2009

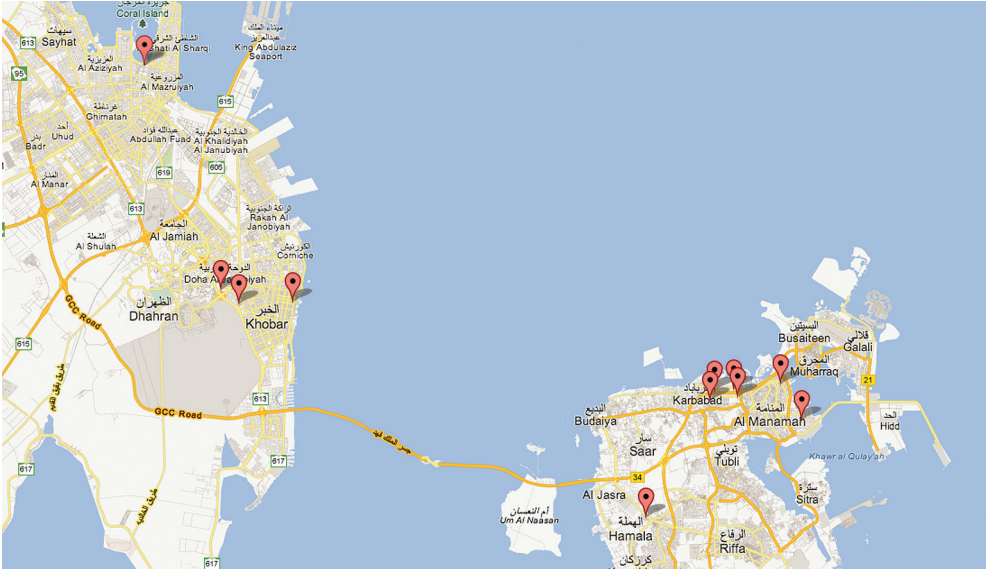
## A TASTE OF PERSIAN

"As colourful and exotic as Persian carpet with all the simplicity of a poem by Omar Khayyam, Persian cuisine is one of the world's oldest and richest culinary traditions, characterized by a combination of rice with meat, poultry, fish and vegetables, flavored with a delicate balance of dried and fresh fruit, nuts, herbs, flower petals and spices such as cardamom, cumin and saffron.



Now, for the first time in the Middle East, Seef Mall's Yas-e Isfahani restaurant is serving up modern Persian cuisine that marries authentic cooking techniques with contemporary, healthy eating styles."

Restaurant Review  
BAHRAIN TRAVEL, August 2007



# INTERNATIONAL LOCATIONS

First Isfahani restaurant opened at the Exhibition Road in 1993, since then, Isfahani opened more branches in the Kingdom of Bahrain and Kingdom of Saudi Arabia.

BAHRAIN



**BAHRAIN Exhibition Road**

PHONE: 17290027



**BAHRAIN Juffair Road**

PHONE: 17369269

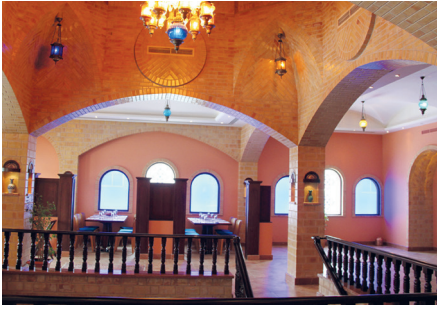


**BAHRAIN Seef Mall**

PHONE: 17581151

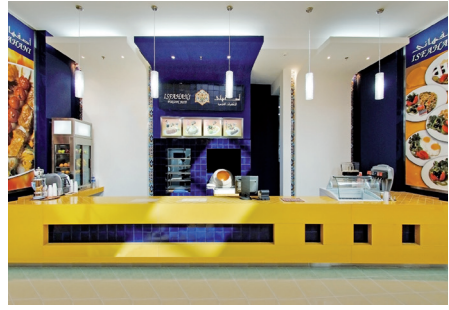


BAHRAIN



**BAHRAIN Al Hamala Road**

PHONE: 17610510



**BAHRAIN City Center Mall**

PHONE: 17178382



**BAHRAIN Dana Mall**

PHONE: 17550567



**BAHRAIN Bahrain Mall**

PHONE: 17556551

SAUDI



**SAUDI Al Khobar Cornashe Road**

PHONE: 8930133



**SAUDI Daman Marina Mall**

PHONE: 8356242



**SAUDI Al Khobar Al Dhahran Mall**

PHONE: 8683992



**SAUDI Al Khobar Al Rashed Mall**

PHONE: 8961220





# FRANCHISE OPPORTUNITY

*We offer decades of successful experience in order to get your franchises profitable very quickly.*

**Isfahani is looking for experienced professionals who also have the financial ability and marketing expertise to develop territory.**

Isfahani restaurants are in relatively small footprints and can, when properly developed, operated and marketed, produce attractive returns for the investment. Isfahani has earned a reputation for serving delicious and healthy Persian food in a fast casual atmosphere. Isfahani also offers a fine dining option and has been very successful with this business model. We are looking for franchisees who have earned a similar reputation for success in their hometowns and are looking for this type of opportunity.

If this describes you, we encourage you to apply and set up a visit to our Corporate headquarters. Be prepared to present information on your chosen development area. We have in place the infrastructure to assist you from initial financial projections to site selection and lease negotiation to build-out assistance, training, grand opening and ongoing marketing and operational support. We are experienced franchisors and restaurant operators and are looking for partners to help expand the brand.

**For interested franchisees, please contact our Executive Management.**





مجموعة إسفهان  
ISFAHAN GROUP

## HEAD OFFICE (BAHRAIN)

P.O.BOX 26353, Manama- Kingdom of Bahrain

PHONE: +973 17 742428

FAX: +973 17 715561

EMAIL: [info@isfahanigroup.com](mailto:info@isfahanigroup.com)

WEBSITE: [www.isfahanigroup.com](http://www.isfahanigroup.com)

