

Gault & Millau
2023

2022
Travelers' Choice



2021
Travelers' Choice



2020
Travelers' Choice



2019
CERTIFICATE OF EXCELLENCE



2018
CERTIFICATE OF EXCELLENCE



2017
CERTIFICATE OF EXCELLENCE



#1 RESTAURANT IN ZAGREB
RATED ON TRIPADVISOR

SRI LANKAN
CURRY BOWL
FRANCHISE BROCHURE



GOOD FOOD
GREAT TIMES

THE MODERN GROOVY CURRY HOUSE SERVING THE BEST OF SOUTH-ASIAN STREET FOOD FROM SRI LANKA!

Sri Lankan
Curry Bowl

CURRY BOWL FRANCHISE



STARTING YOUR BUSINESS?

Are you aspiring to own your business or
better yet, own your restaurant?
Take control of your life.

WWW.SRILANKANCURRYBOWL.COM



SRI LANKAN CURRY BOWL FRANCHISE

Good Food, Great Times!

INTRODUCTION

SRI LANKAN CURRY BOWL

“Sri Lankan Curry Bowl Restaurants” is a successful and unique modern curry house concept that’s already proven incredible traction in a European market (Croatia).

The tested and working business model created by a team of successful and passionate restaurateurs is ready for franchise and on route to becoming a first of its kind international curry restaurant chain.



ABOUT SRI LANKAN CURRY BOWL

The story of **Curry Bowl** is about two brothers who took to Europe a vision of creating a unique and vibrant restaurant chain with the exotic flavours from Sri Lanka.

The “Sri Lankan Curry Bowl” was born with a concept crafted to bring South-Asian food into the modern world of restaurant franchising.

It's no secret of the global food trend riding the South-Asian food wave, and the goal was to create an efficient franchisable business model that overcame the hurdles inherited by the complexity of South-Asian cuisine. Hence the Curry Bowl franchise model was created and perfected in a live operating environment over a period of 5 years.

MULTIPLE AWARD-WINNING TRACK-RECORD

2015	2016	2017	2018	2019	2020	2021	2022	2023
CURRY BOWL ZAGREB	CURRY BOWL OBONJAN	 2017 CERTIFICATE of EXCELLENCE tripadvisor®	TOP 5 RESTAURANTS IN ZAGREB  lonely planet RECOMMENDED	 2019 CERTIFICATE of EXCELLENCE tripadvisor®	 LUX Food & Drink Sri Lankan Curry Bowl Best Authentic Asian Cuisine Restaurant 2020 - Zagreb	2021 Travelers' Choice  TripAdvisor	2022 Travelers' Choice  TripAdvisor	CURRY BOWL FRANCHISE  Sri Lankan Curry Bowl
 Curry Bowl	 Curry Bowl	TOP 30 RESTAURANTS IN ZAGREB	 2018 CERTIFICATE of EXCELLENCE tripadvisor®	2020 Travelers' Choice  TripAdvisor	TOP 5 RESTAURANTS IN ZAGREB	#1 RESTAURANT IN ZAGREB	#1 RESTAURANT IN ZAGREB	#1 RESTAURANT IN ZAGREB
						 Gault & Millau 2023		
						 A production systems that allows minimum staffing and minimal product knowledge, while delivering award winning exotic cuisine within minutes.		

7

YEARS

YEARS PROVEN TRACTION WITH RAPID YEAR ON YEAR GROWTH & PROFITABILITY

#1

RANK

RANKED #1 RESTAURANT IN ZAGREB BY LOCALS AND TRAVELLERS



ONE RESTAURANT AND 1 MORE IN PIPELINE.

EARNING POTENTIAL

€7000

PER SQM

ACTUAL FIGURES MAY FLUCTUATE BASED ON THE SIZE & LOCATION OF YOUR CURRY BOWL

A DIGITAL BRAND REPUTATION THAT SPEAKS FOR ITSELF



FOOD COST

(2022)

27%



STAFF COST

(2022)

29%



AVERAGE DISH PREPARATION TIME

(2022)

3-5MIN



AVERAGE BILLS PER DAY

107

€22 Average Bill Value



DAILY SEAT TURN-OVER RATE

(2022)

5.3



AVERAGE TRANSACTIONS PER DAY

(2022)

120



HIGHLY EFFICIENT SOP BASED RESTAURANT OPERATION.



MANAGEMENT TEAM CONSISTING OF OVER 20 YEARS' EXPERIENCE IN THE INDUSTRY



THE MARKET


South-Asian cuisine is the current mega-trend in gastronomy occupying top restaurants around the world in the fine-dining space while its spices occupy the growing health trend space.

PROBLEM

Today's modern franchise casual and fast casual restaurant market has a gap in the availability of South-Asian cuisine.

SOLUTION






Curry Bowl full-fills this gap in the form of Sri Lankan Street Food served in a modern upbeat franchise-style curry house, that is unique to the fast casual franchise segment.

HAVE YOU VISITED THE CURRY BOWL WEBSITE? IT WILL GIVE YOU A FEEL OF THE CURRY BOWL EXPERIENCE. 

Visit : www.srilankancurrybowl.com



TOP 500 F&B BRANDS SALES GROWTH BY SEGMENT

ANNUAL SALES CHANGE		1-YEAR Sales Growth	5-YEAR Sales CAGR
	FAST CASUAL	8%	9.8%
	FINE DINING	3.1%	3.5%
	QUICK SERVICE	3.1%	3.5%
	MIDSCALE	2.2%	2.2%
	CASUAL DINING	1.1%	2.1%
TOP 500 TOTAL		3.3%	3.8%

**Sri Lankan Cuisine Tops
The BBC Food Trends
2019 List!**

THE BBC FOOD - 2019

**Sri Lankan restaurant
Hoppers is London's Best
New Restaurant**

BLOOMBERG - 2015

**The 4th most popular
cuisine across the world
is South-Asian (curry).**

NATIONAL BUREAU OF ECONOMIC
RESEARCH, MA USA - 2019

**Curry food one of the fastest
growing segments of the \$700+
Billion USA restaurant industry**

USA RESTAURANT INDUSTRY SURVEY



**NATIONALITIES THAT SAY
YES TO CURRY**



84% 75% 71% 74% 71%

THE ASIAN AGE SURVEY

PARIS

2

SOUTH-ASIAN
RESTAURANTS
IN TOP 10

LONDON

3

SOUTH-ASIAN
RESTAURANTS
IN TOP 10

VIENNA

2

SOUTH-ASIAN
RESTAURANTS
IN TOP 10

MADRID

2

SOUTH-ASIAN
RESTAURANTS
IN TOP 10

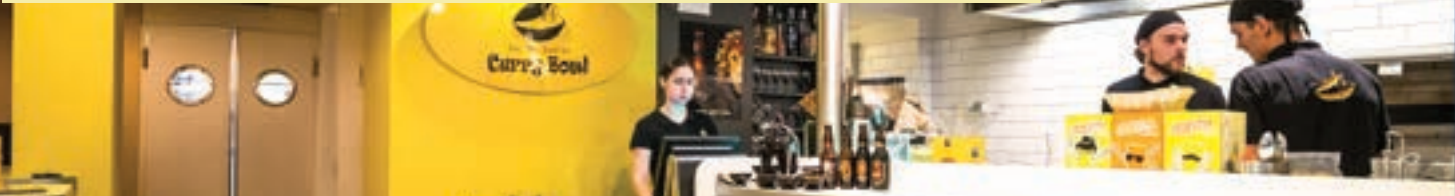
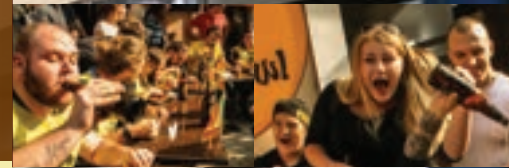
**South Asian restaurants regularly
sit in the top 10 restaurants in big
European cities such as London,
Paris, Vienna, Madrid**

VOTED AND REVIEWED BY DINNER ON
TRIPADVISOR

THE GROOVY CURRY HOUSE

The concept of Curry Bowl brings the unique dining experience of enjoying authentic Sri Lankan cuisine in an upbeat groovy atmosphere. It's the modern hip curry house serving the best of South-Asian Street Food from Sri Lanka!

The concept has been designed around meeting the comforts of the daily European diner, while preserving the authentic flavours of the cuisine.



A RARE OFFERING IN SOUTH-ASIAN MENUS

May it be, Italian Lasagne, Wiener schnitzel, Spanish Paella or a Croatian Risotto, Europeans like their dishes to be complete meals.



Asian cuisines are accustomed to accompaniments be ordered separately to the centre of the table to share. However the Curry Bowl menu consistent of complete meal dishes with carefully paired accompaniments that compliments dishes perfectly.

The Sri Lankan Curry Bowl



YOUNG ENERGETIC TRAINED STAFF

The Curry Bowl concept is focused on the entire 360-degree experience of dining out. Hence the “People” factor plays a critical role in the customer experience.

Detailed onboarding and training programs ensure the best individuals are selected and groomed to deliver the brand experience. Bringing out the best in people and ensuring everyone leaves with their stomachs full and their hearts fuller is the Curry Bowl Experience!



OPEN ACTION KITCHEN

Sri Lankan Street Food has a very unique style of preparation. The Curry Bowl signature dish “Kotthu” is made using two metal choppers on the grill. Loud, fiery and full of action that’s not held back!

The Curry Bowl concept keeps the unique kitchen open which is appreciated by customers who enjoy the action while waiting for their food.



SPECIAL EVENTS & PROMOTIONS

At Curry Bowl, we don't do just marketing, we build relationships. Our famous Kotthu Challenge doesn't just reward the winner with a free meal but gives away an all-inclusive holiday to fly to SRI LANKA. Our loyalty program consistently rewards our customers to keep coming back.






SOP DRIVEN KITCHEN OPERATION

It's no secret that the global food trend is riding the South-Asian food wave. However, the complexity of the cuisine means high skilled South-Asian chefs delivering flavours different to each hands of preparation.

The Curry Bowl original recipes and SOP based business model developed from years of testing enables junior European cooks to deliver consistent high-quality dishes with minimal staffing requirements.



Flavours and flavours, the reputation of Curry Bowl is about the deep and intense flavours in all dishes it offers, with customizable spiciness of each dish to suit the taste buds of every customer.

Sri Lankan cuisine is also known for its popularity among vegan and health food groups which is another mega trend. BBC's Good Food ranked Sri Lankan cuisine the #1 food trend in the world in 2019.



THE EXOTIC CUISINE



THE PEOPLE

ON-BOARDING & TRAINING PROGRAM THAT RECRUITS AND RETAINS A HIGHLY MOTIVATED TEAM



THE ATMOSPHERE

BUZZING AND BUSY!
NOT YOUR USUAL CURRY RESTAURANT

THE



THE FOOD

FLAVOURS AND MORE FLAVOURS OF SRI LANKAN STREET FOOD

CONCEPT

We aren't just about awesome food; we are about the entire experience of dining out!
The Curry Bowl Experience



STORE FORMAT CURRY STREET

Curry Street is a store set-up that comes from the existing high street store setup of the award-winning Curry Bowl restaurant in Zagreb

NUMBER OF SEATS **30**

SIZE OF
THE STORE SQM (m²)

← 10 m →



↑ 10 m ↓

(MINIMUM)

110m² - 140m²

(including terrace and storage)

MINIMAL INVESTMENT

€150,000

INLINE STORE TYPE RESTAURANT

POTENTIAL
ANNUAL TURNOVER

**€700,000 -
€1,000,000**

(ESTIMATED)

TYPICAL LOCATIONS

City centres, Trendy neighbourhoods,
Tourist Streets, Pedestrian Streets,
Business districts

SMALL

ROYALTY FEE
5%
OF EARNINGS

MARKETING
CONTRIBUTION
2%
OF EARNINGS

NUMBER OF
EMPLOYEES
12-14

FRANCHISE FEE
€15,000

CONTRACT PERIOD
10+10
YEARS



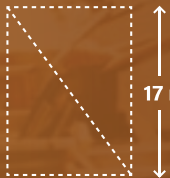
STORE FORMAT CURRY TOWN

Curry Town store set up is considered the optimum store size for the Curry Bowl concept. This set up works for both high street and standalone

NUMBER OF SEATS **60**

SIZE OF
THE STORE SQM (m²)

← 10 m →



(MINIMUM)

150m² - 170m²

(including terrace and storage)

MINIMAL INVESTMENT

€250,000

INLINE STORE TYPE RESTAURANT

POTENTIAL
ANNUAL TURNOVER

**€1,400,000 -
€1,700,000**

(ESTIMATED)

TYPICAL LOCATIONS

City centres, Trendy neighbourhoods,
Tourist Streets, Pedestrian Streets,
Business districts

LARGE

ROYALTY FEE
5%
OF EARNINGS

MARKETING
CONTRIBUTION
2%
OF EARNINGS

NUMBER OF
EMPLOYEES
16-19

FRANCHISE FEE
€25,000

CONTRACT PERIOD
10+10
YEARS



FRANCHISE PACKAGE

CURRY BOWL FRANCHISE **TM**



CURRY BOWL TRADEMARK

Rights for use of the Curry Bowl trademark and brand concept for a period of 10 years with automatic renewal for additional 10 years.

CURRY BOWL LOCATIONS



LOCATION SELECTION

Support on working through site selection process to identify right locations and negotiation assistance.

HEAD-HUNTING & STAFFING



EMPLOYEE RECRUITMENT

Access and training of the Curry Bowl employee onboarding manuals which guides on screening and recruiting right staff. Head-hunting and recruiting skilled Sri Lankan staff.

The key objective of the franchise package is for the **Curry Bowl brand** to extend the maximum support for an effective business setup for the franchisees.

The brand provides a high-margin business model with extensive support for the **CURRY BOWL™** franchisee.

The **CURRY BOWL™** brand provides know-how, books of standards for visual identity, architecture, onboarding & training, operations and more for the franchisees.

ABOS & BUILD-UP SUPPORT



RESTAURANT SET-UP

Access to Curry Bowl ABOS (architectural book of standards) and guidance through build-up of efficient restaurant set up. This includes onsite visit and support.

BUSINESS OWNERS & EMPLOYEES



TRAINING

Initial training for business owners and employees on production of unique cuisine, cooking style and delivering the Curry Bowl experience. Includes onsite pre and thru opening training.

STANDARDS MAINTENANCE



OPERATION MANUALS

Access and training on the use of the detailed Curry Bowl SOP manuals for efficient business operation and brand standard maintenance.

CURRY BOWL BUSINESS OPERATIONS



FINANCIAL MANAGEMENT

Training and support for business owners and management team on financial management and best practices of a Curry Bowl business operation.

SUPPLIER NETWORK & PRODUCTS



SUPPLY CHAIN MANAGEMENT

Connecting with Curry Bowl supplier network and support on managing a correct balance between price, quality and reliability of the supply chain. Also access to specialized products like Curry Bowl Hot Sauces, Curry Bowl Curry Powder and Lion Beer.

BUSINESS OWNERS & EMPLOYEES



SUPPORT

Support availability on pre, thru and post opening of restaurant including design, set-up, staffing, operations, financials, marketing etc... Your success is our success, ongoing support is part of a solid business cooperation.

GBOS, DIGITAL STORE & MARKETING PLAN



PRE-OPENING MARKETING

Access to Curry Bowl GBOS (graphic book of standards). Support on setting-up digital store presence and support with creating the marketing plan.

GRAND OPENING

On-site presence and support for grand opening.

IN CASE YOU WISH TO HAVE A FREE CONSULTATION REGARDING THE PERFECT LOCATION FOR CURRY BOWL, PLEASE FEEL FREE TO CONTACT US.



Contact us: franchise@srilankancurrybowl.com

STORE OPENING TIMELINE



THE BEGINNING OF A GREAT JOURNEY



OUR TEAM

The management team brings together a wealth of experience in hospitality, in both local and international grounds. Importantly their experiences have been in the development and management of successful restaurant brands. Their proven track-records make the synergy of this group a powerful and enterprising team.



BRIAN SENARATNE

CO-FOUNDER/
DIRECTOR

With a 14 year a career with Microsoft and its partners behind him, Brian Co-Founded the "Curry Bowl" and "Whole Wide World Hostel & Bar" in Zagreb that are ranked among the top of its peers. His involvement moved from setting up and operations to further expansion of the brands in Zagreb and other European cities. He is currently driving the franchise operation for Curry Bowl.



KAI BORDEL

SHAREHOLDER/
ADVISOR

The former Managing Director of Starbucks Germany and Sales Director for Nike Central Europe, Kai's industry expertise from global leading franchise markets makes a strong value addition to the company in his role as an advisor in the Curry Bowl development plans in strategic global expansion.

HOW LONG HAS CURRY BOWL BEEN IN BUSINESS?

The first Curry Bowl was opened in 2015.

WHAT ARE THE QUALIFICATIONS REQUIRED TO FRANCHISE A CURRY BOWL?

Liquid assets of €150,000 and a net-worth of €300,000. The ideal franchisee should have an entrepreneurial spirit as well as sales, marketing, management and restaurant background.

IS A CURRY BOWL RESTAURANT EASY TO OPERATE?

Franchisees should be aware of the effort and commitment required to be in the restaurant industry. While consistency and entrepreneurial stamina is highly important, the Curry Bowl detailed standard operating procedures have simplified step by step processes to be able to deliver the operation with basic skilled staff.

WHAT DEMOGRAPHICS DOES CURRY BOWL LOOK FOR?

Our target customers are between 18 and 50 with a balance mix between men and women. Income levels of middle and above are most attracted customers.

HOW MUCH MONEY CAN I MAKE?

While Curry Bowl operating processes make it an efficient business model, the actual bottom line based on many physical operational factors. However, the Curry Bowl Franchise does help with development of financial forecasting based on the Curry Bowl experiences and factors relevant to your franchise.

WHAT TYPE OF TRAINING DO YOU PROVIDE?

We provide two sets of training; the first part is in our facilities and the second will be "On-site"/ in your restaurant. This training program will ensure your management team and your employees will receive full knowledge and skillset on how to operate the Curry Bowl brand.

WHAT ARE THE WORKING HOURS FOR A CURRY BOWL OPERATION AND NUMBER OF SHIFTS?

Customer order taking hours are from 11:00 to 23:00 with Fridays and Saturdays going up to 00:00. The staff roster operates on 2 shifts a day, with morning shift from 08:00 to 16:00 and evening shift from 16:00 to 00:00. Curry Bowl Restaurants operate 7 days a week.

I'M READY TO GO! WHAT IS THE NEXT STEP?

Great! Please reach out to us via email: franchise@srilankancurrybowl.com and our team will take you through the process.

FAQ'S

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ZAGREB
BREND
FORUM
2023

ZAGREB

SRI LANKAN CURRY BOWL FRANCHISE

Good Food, Great Times!

Sri Lankan
Curry Bowl

TEAM

WOULD YOU LIKE A FREE CONSULTATION TO
HELP DEVELOP A FINANCIAL FORECAST OF
YOUR CURRY BOWL FRANCHISE?



Contact us: franchise@srilankancurrybowl.com



www.srilankancurrybowl.com

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