





# أمي

imee: | 'im•ee |

noun, *Arabic*

**Imee**, in Lebanese Arabic, means “**my mom's**. ”

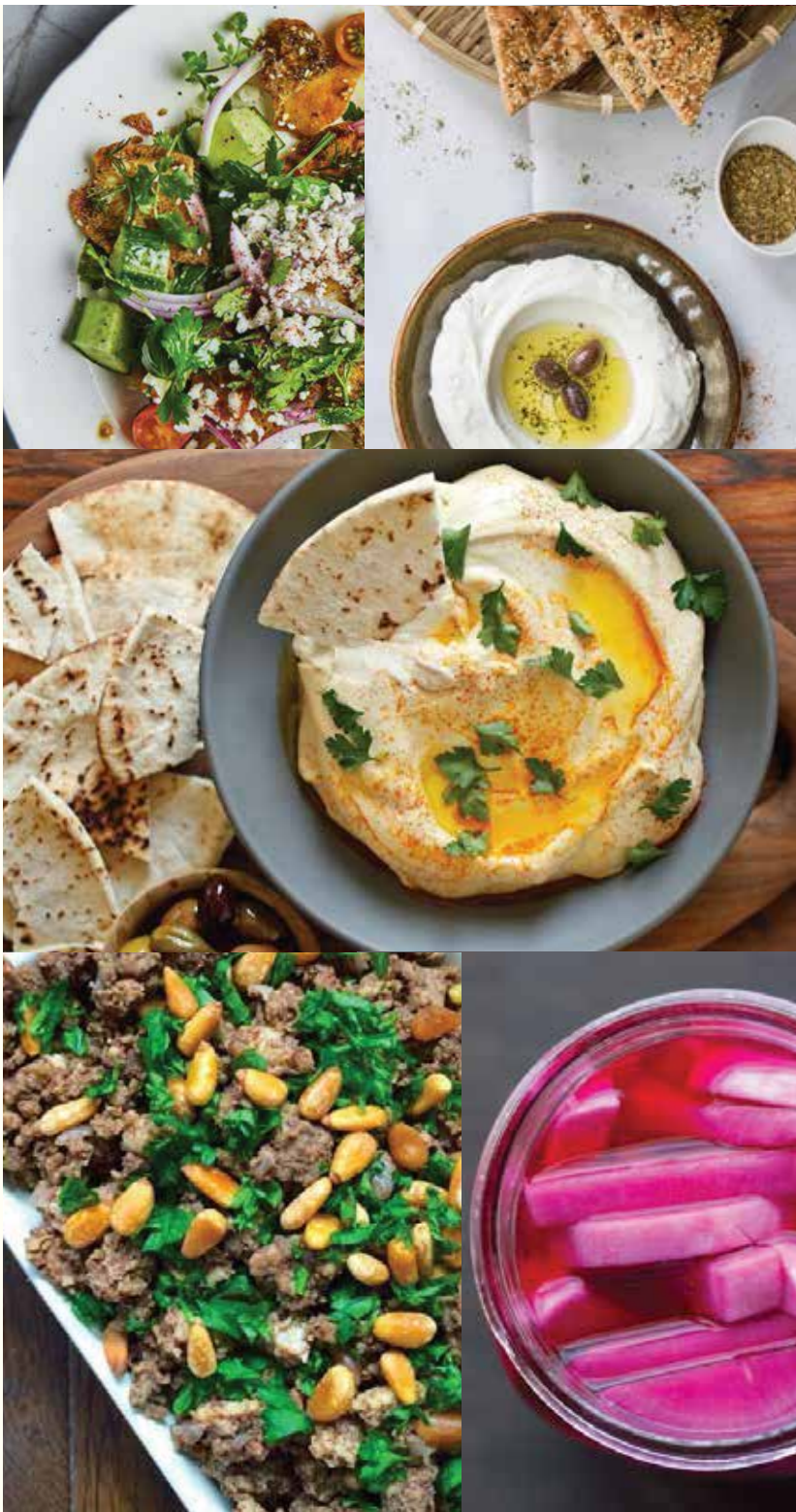
**Imee's Lebanese Kitchen** is rooted in the recipes of three generations of women in my family, bringing authentic, fresh Lebanese flavors to you within minutes of your order!

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## WHAT IS IMEE'S?

**Imee's** is a quick serve restaurant currently in development in Chicago. It's the creation of Nicole Nassif, a seasoned restaurant professional with a track record that spans a wide range of eateries, from corporate properties to a Michelin Star Chef-helmed establishment.

**Imee's** fresh, made-to-order bowls, pitas and combinations will open up Lebanese cuisine to a broad new audience, but the menu is the product of pure tradition. Recipes from three generations of women in Nicole's family will be featured, promising fine-tuned and authentic flavors from the eastern Mediterranean.



# the founder

Nicole M. Nassif, Member, Chief Executive Officer

Nicole Nassif brings over 25 years of restaurant experience to **Imee's Kitchen**. Ms. Nassif gained this experience with established corporations such as Chuck E. Cheese's and The Bubba Gump Shrimp Company. Ms. Nassif had the opportunity to open over 100 restaurants worldwide, and directly supervise sales over \$20 million. Ms. Nassif then went onto independent fine dining properties where she learned the administrative side of the business.

It was at Ms. Nassif's most recent company- Furious Spoon, under a Michelin starred Chef where she was introduced to the food hall concept. As the Senior Director of Operations and Development of the fast growing concept, she designed and operated multiple food hall units, most notably the opening of Revival Food Hall in the Loop.

Ms. Nassif can now take the position she has held for years, and translate it to **Imee's Kitchen**. That experience is what will set her, and **Imee's**, apart.

## our story

At the root of **Imee's** are recipes from three remarkable women:

Nicole's mother,  
her maternal grandmother, Sitti,  
and her paternal grandmother, Tata

Nicole feels fortunate to have inherited their deep-rooted tradition of Lebanese home-cooking. Weaving a third generation of flavors together with theirs to create the menu for **Imee's** is the realization of a lifelong dream.

**Imee's** will be a unique place where Chicago residents and visitors can experience these authentic flavors, as well as a piece of Lebanese culture.

# sample menu

## MAINS

### *Yogurt chicken*

grilled • rice • choice of salad • garlic whip • pita • lift

### *Baked kibee*

kibee • rice • choice of salad • homemade laban  
pita • lift

### *Mujadra (lentils and rice- vegetarian)*

salad • sliced onions • pita • cucumber yogurt • lift

## BOWLS

### *Choice of base*

Romaine

Rice

Half of pita

### *Choice of protein*

Chicken

Kibee

Hashwee meat

Mujadra

### *Choice of toppings*

Tomatoes

Cucumbers

Sliced sweet onions

Hummus

Carrots

Celery

Whole green onions

## SALADS

### *Fattoush*

### *Tabouli*

### *Soup and Salad Combo*

small salad • soup • pita

## SIDES

*Hummus* • celery • carrots • pita • cucumber

*Laban cucumber* (house-made cucumber yogurt)

*Lift* (house-made pickled turnips)

*Rice*

*Garlic whip*

*Laban* (house-made plain yogurt)

## BEVERAGES

*Mint lemonade*

*Bottled water*



*Per person average \$15 budgeted.*

*Items subject to change.*



# location

## ABOUT THE LOOP

"The Loop is a great place to do business. Boasting the highest concentration of jobs in the State of Illinois and an estimated 45% of the city's supply of competitive office space, it's the economic nucleus of one of the world's largest and most diversified economies. Simply put, the Loop is Chicago's office address."

*-Chicago Loop Alliance*

## CRITERIA

- Financial district
- Target high-occupancy office buildings
- Minimum annual sales of \$1 million
- Average daily covers 280-320
- Shared workspace
- Common area expenses to include most building related items and utilities

## TARGET LOCATION AREA

### LAKE STREET



## FAST FACTS

Private Sector Jobs in the Loop	294,000
Government Jobs in the Loop	31,000
Loop's Share of Chicago's Jobs	27.5%
Loop's Share of Chicago's Competitive Office Space	45%
People Who Live and Work in the Loop	2,800

# the concept

QSR (Quick Serve Restaurant)\*

- 1110 square feet
- Location: Willis Tower
- 6-10' exhaust hood
- Counter Service only
- All to-go packaging
- Ample customer seating available in building common areas.
- Space designed to accommodate 300 meals each day
- LOI signed-in lease negotiation
- March 2021 opening

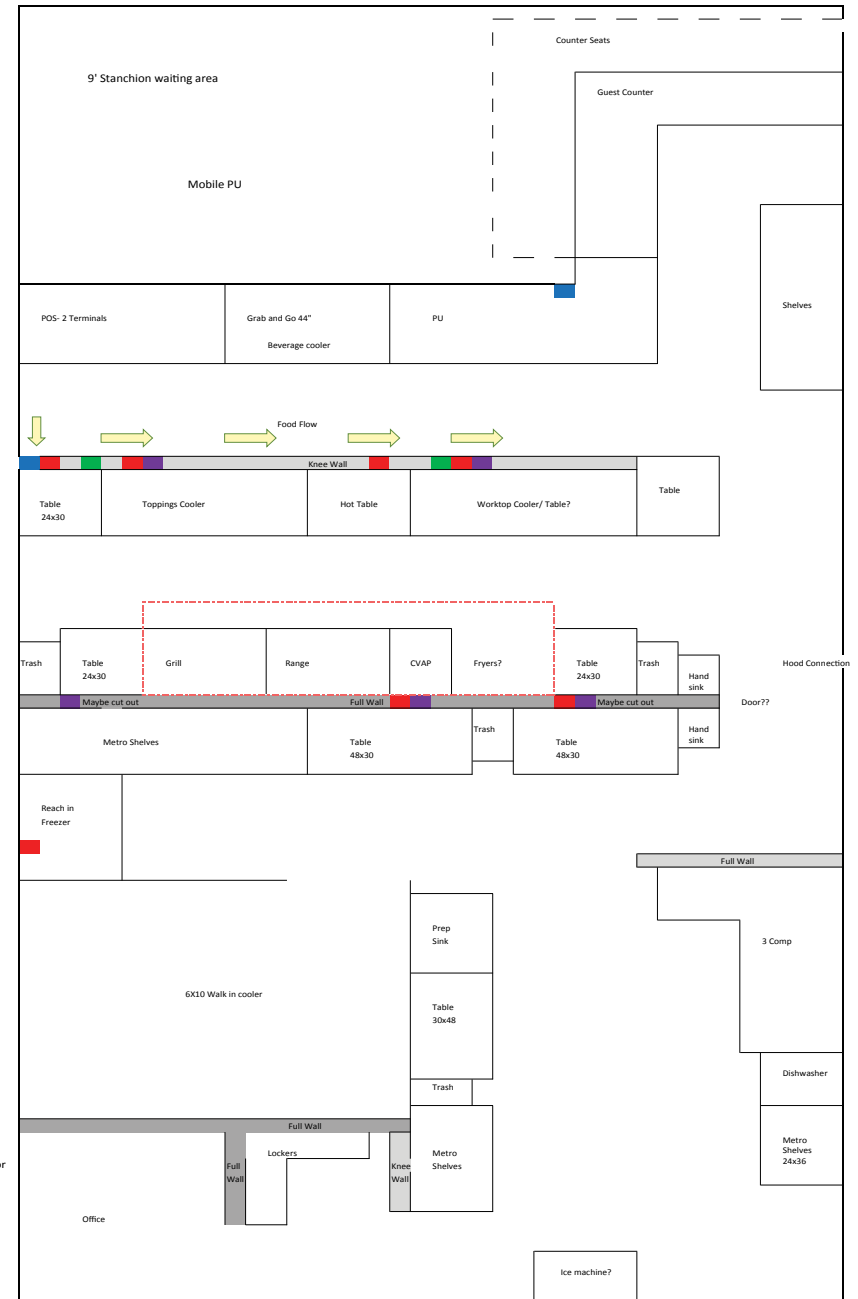
*\*Business model can be adjusted after first four units for greater growth potential*



- 6 inches
- Electrical outlet- 8"-12" from the floor
- Electrical outlet 44"-48" from the floor
- POS receipt printer
- KDS

1000 SQFT  
20'X50'

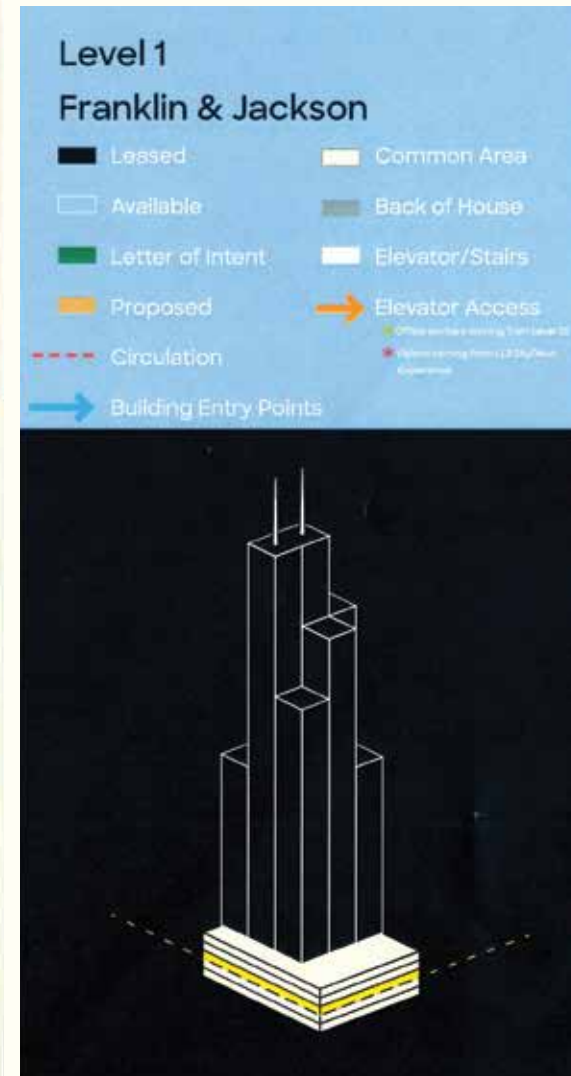
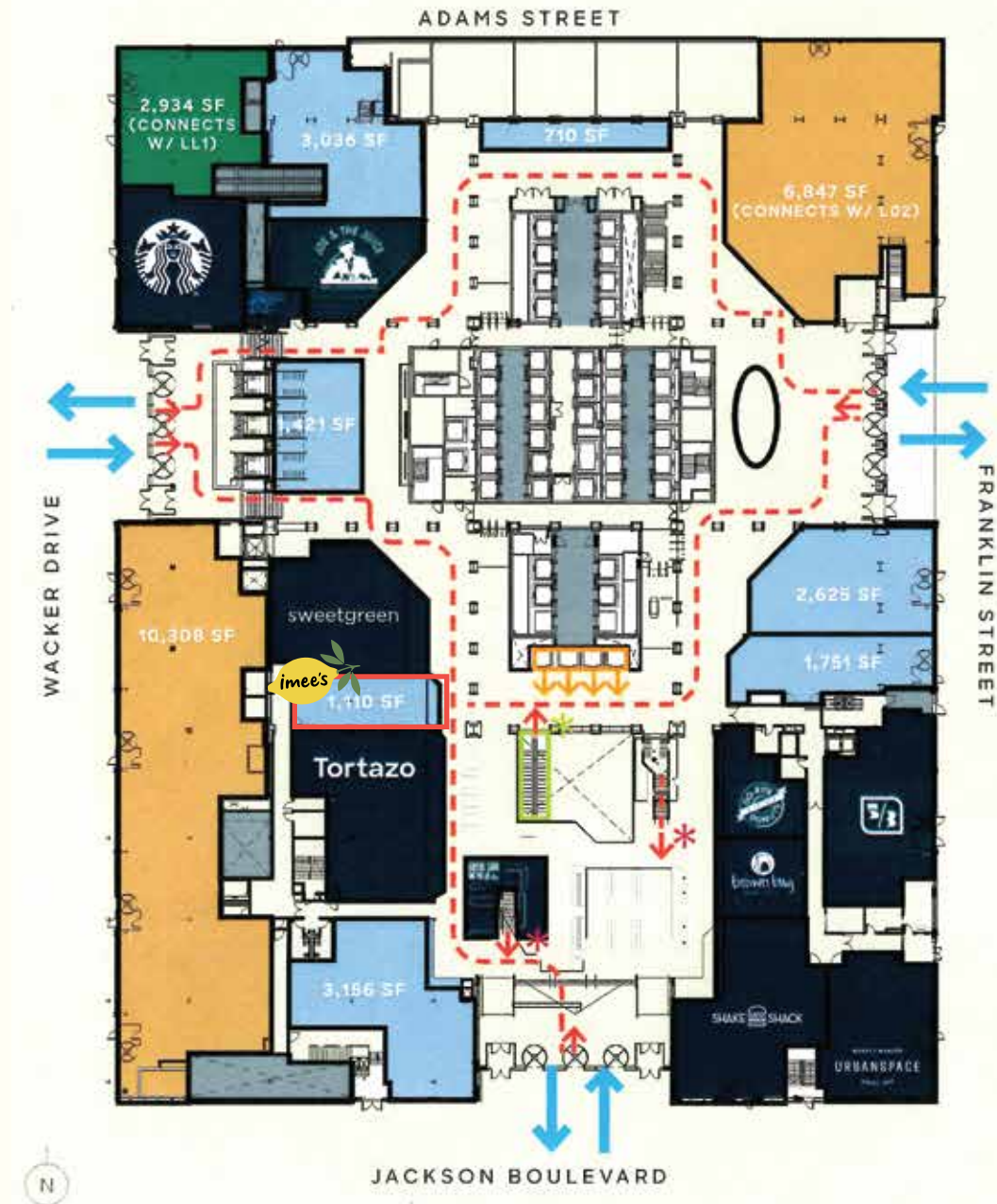
Potential floor plan (1,110 SQ FT)





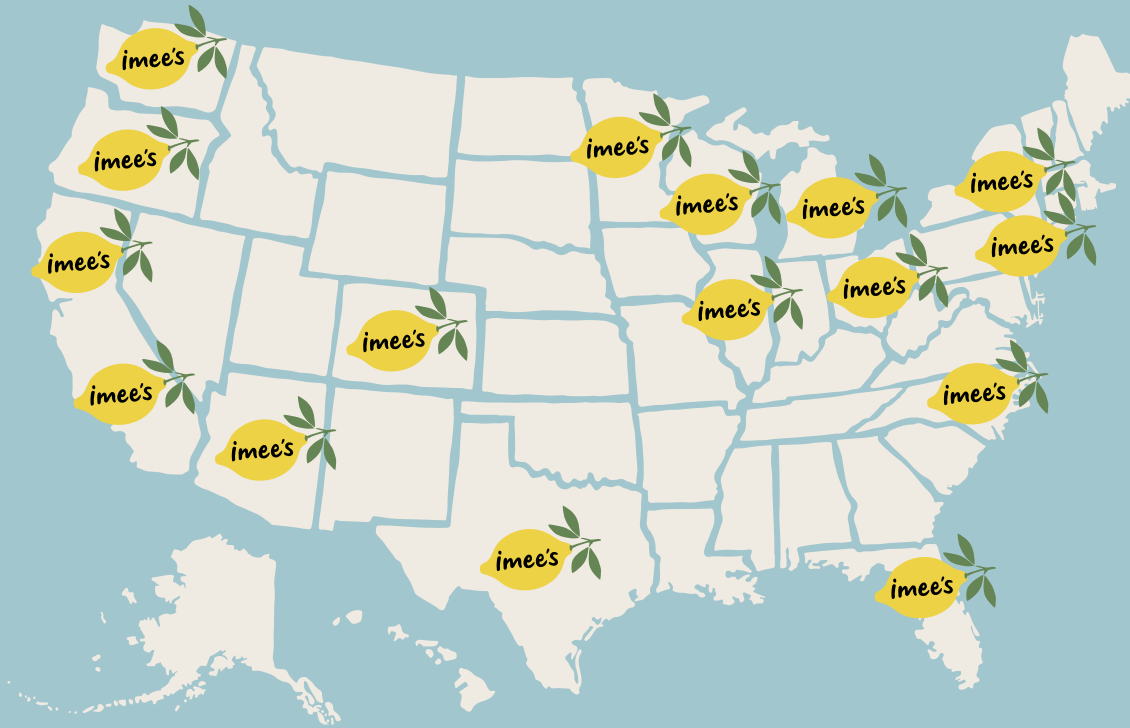
## WILLIS TOWER

# pedestrian walkways



## BUSINESS MODEL ASPIRATION

# the big picture



*\*The first Panda Express opened in 1983 at the Glendale Galleria in California. In 1985, it went from five locations to nine in the span of a year. At the end of 2017, Panda Express had 2,011 total U.S. restaurants and total systemwide sales (in millions) of \$3,114.8 on average-unit volumes of \$1.64 million. That represented an increase in unit count of 118 locations from the previous year, which placed Panda Express as the 23rd largest quick-service brand in the country.*

*Source: QSRmagazine.com*

“

*Success is not an accident. When you put yourself in the right place at the right time, then you're likely to be more successful because of how you prepare yourself on a daily basis.”*

*—Andrew Cherng  
Founder of Panda Express*

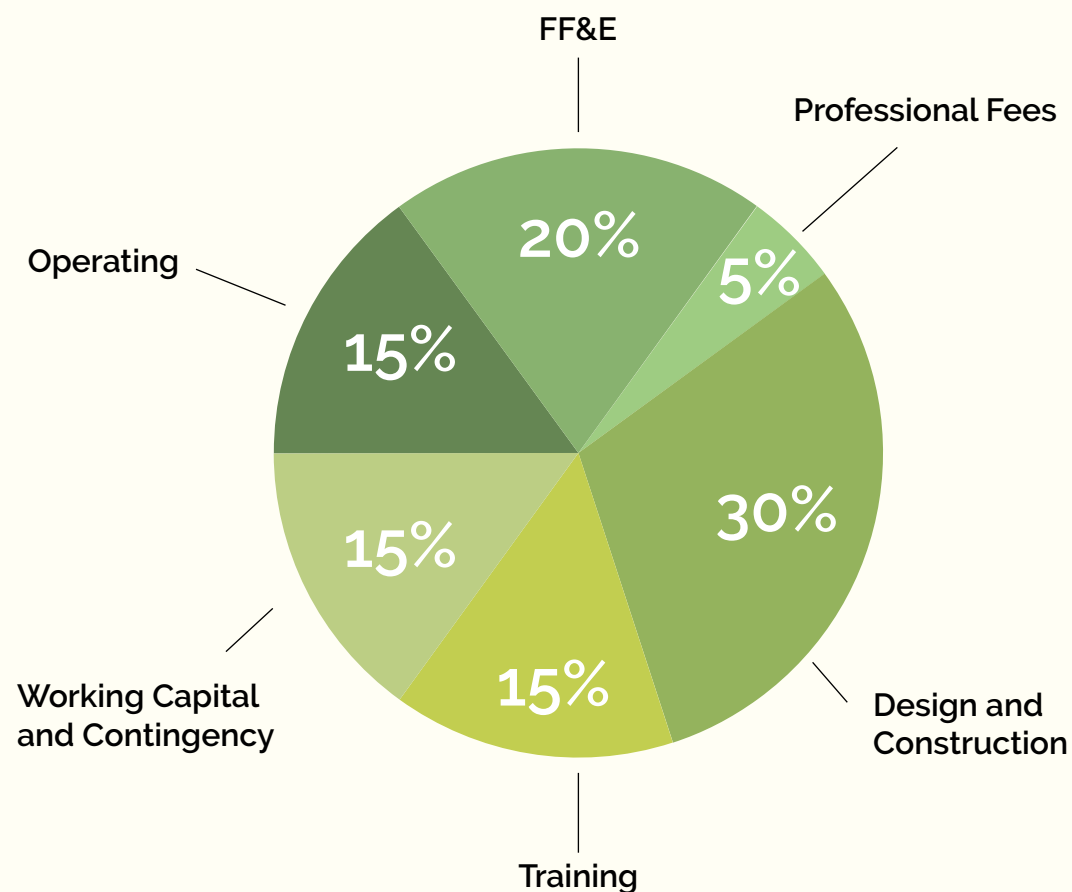
With this ethos, Andrew and Peggy Cherng opened their first Panda Express with the goal to become “the McDonald's of the East.” Today they own 2,000 locations worldwide.\*

With the current demand for fresh new flavors and healthy, convenient meal options, **Imee's Kitchen** plans to grow, too. You have a unique chance to be part of our story.

**we're going places.**  
**get on board!**

## USE OF FUNDS

Funds raised will be allocated to build-out, set-up and operational costs for the pre-opening of Imee's



*This Slide reflects management's current views with respect to future events based on information currently available and is subject to risks and uncertainties. This Slide is meant for illustrative purposes and does not represent guarantees of future results, levels of activity, performance, or achievements.*