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# XENIA

MODERN MEDITERRANEAN GRILL

Slide For The Details →

The image shows a mobile app interface for a restaurant named "Xenia Pop Up". The header features the Yelp logo and navigation tabs: "tacos, cheap dinner, Max's", "Fairfax, Los Angeles, CA", "For Businesses", and "Write a Review". Below the tabs are icons for "Restaurants", "Home Services", "Auto Services", and "More". The main content area displays the restaurant name "Xenia Pop Up" in large white letters over a background image of food. To the right of the name is a star rating of 4 stars and "20 reviews". Below the name, it says "Claimed • Salad, Sandwiches, Pop-Up Restaurants" and "Closed @ Hours updated 1 month ago". At the bottom, there is a button that says "See 37 photos".

A screenshot of the DoorDash app interface for the restaurant 'Xenia'. At the top, the DoorDash logo is visible in red. Below it, the restaurant name 'Xenia' is displayed in a large, bold, black font. Underneath the name, the rating '4.5' is shown in green with a star icon, followed by '12 ratings' in a smaller black font. The price range '\$\$' is also displayed. A green checkmark icon is next to the text 'DashPass • Mediterranean inspired • California Cafe.' Below this, the delivery fee '\$3.99' is shown in bold black text, with 'delivery fee' in a smaller font underneath. The status 'Closed' is displayed in a large, bold, black font. At the bottom left, there is a button labeled 'Group Order' with a shopping cart icon. The background is a light gray with a subtle grid pattern.



# The Opportunity

To take advantage of the booming food delivery market and create a modern food brand designed to redefine the at-home dining experience.

The growth of this revenue stream has inspired entrepreneurs to rethink the dated and expensive restaurant model, leading to the creation of Ghost Kitchens.

	Ghost Kitchen	vs.	Traditional Restaurant
Investment	\$200K ~ \$250K		\$1M ~ \$1.5M
Time to Market	4 ~ 6 Weeks		1 + Year
Staff	6 ~ 12 people		12 ~ 18 people
Sq. Ft.	200 Sq. Ft.		2000+ Sq. Ft.
Rent	\$4,000		\$6,000 ~ \$8,000



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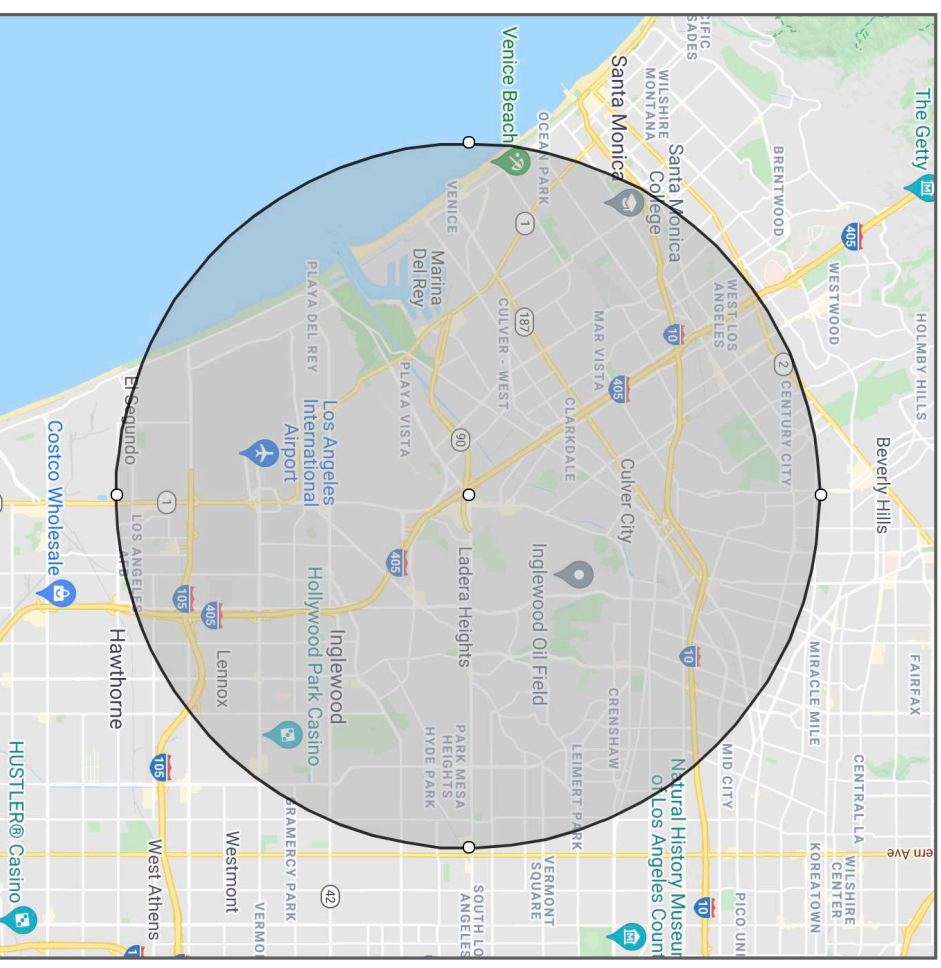
# The Location

We have strategically chosen a location operated and managed by one of the leading providers of Ghost Kitchen real estate to lean on their expertise. The demographics within a 15-minute radius of this facility indicate a high propensity for delivery usage.

Xenia will continue to build on its established relevance and momentum in this area from our restaurant pop-ups at The Mar Vista.

## Within a ~ 15-minute delivery...

Weekly Delivery Order Volume	113,000+ Orders
Total Population	367,000+ People
Daytime Worker Population	302,000+ People
Average Age	38 Years
Average Household Income	\$126,000



# Where XENiA Fits In Within The LA Market













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# Opening Marketing Strategy

Marketing XENiA directly to those within our geographical reach is critical for success. We are seeking a partner to create content and manage these key objectives and channels:

- Create local buzz and awareness of the XENiA brand, offerings, and opening
- Develop assets for opening, including photography, videography, brand messaging, opening announcements, and social media strategy
- Generate local and seasonal stories to pitch and keep XENiA relevant to media beyond the opening press cycle

Social Media	Influencer & Brand Partnerships	Posters, Street Art, & Billboards	3rd Party In-App Advertising	PR & Media Outreach
    	Micro-influencers within our delivery radius that have expertise in food, lifestyle, and fashion	Print media within the direct delivery radius including movie style posters, street art, and billboards.	Discounts, bundles, promotions, loyalty programs, etc.	    

# Steady State EBITDA Snapshot

Annual Gross Sales		\$1,192,068	100.0%
Total COGS		\$344,388	28.9%
Hourly Wages		\$308,676	25.9%
Prime Costs		\$653,064	54.8%
Gross Profit		\$539,004	45.2%
Operating Expenses			
Delivery Processing Fees		\$246,588	20.7%
Occupancy		\$68,700	5.8%
Misc. Operating		\$17,964	1.5%
Total Operating Expenses		\$333,252	28.0%
Store EBITDA		\$205,752	17.3%
Marketing		\$66,000	5.5%
Management		\$35,760	3.0%
Consolidated EBITDA		\$103,992	8.7%

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