

# HEALTHY BREAKFAST MENU

PREMIUM MEDITERRANEAN WELLNESS BREAKFAST



FRESH  
INGREDIENTS



HIGH  
PROTEIN



NUTRITIOUS  
& BALANCED



MADE WITH  
LOVE

## 1. MEDITERRANEAN AVOCADO TOAST

Signature Healthy Breakfast



- Sourdough bread
  - Smashed avocado
  - Cherry tomatoes
  - Feta cheese
  - Pomegranate
  - Olive oil drizzle
- POSITIONING: Instagram-friendly premium brunch favorite.

## 2. PROTEIN POWER BREAKFAST BOWL

High-Protein Wellness Option



- Scrambled eggs
  - Grilled chicken
  - Avocado
  - Quinoa
  - Kale
  - Tahini dressing
- POSITIONING: Fitness-focused breakfast dish.

## 3. TURKISH EGGS (ÇILBIR)

Authentic Mediterranean Breakfast



- Poached eggs
  - Garlic yogurt
  - Chili butter
  - Warm artisan bread
  - Fresh herbs
- POSITIONING: Premium Levantine breakfast experience.

## 4. ACAI & SUPERFRUIT BOWL

Modern Healthy Lifestyle Dish



- Acai blend
  - Banana
  - Mixed berries
  - Granola
  - Coconut flakes
  - Chia seeds
- POSITIONING: Young professional & social-media appeal.

## 5. SMOKED SALMON & EGGS

Luxury Healthy Breakfast



- Smoked salmon
  - Avocado
  - Poached eggs
  - Toasted sourdough
  - Rocket leaves
- POSITIONING: Executive brunch-style breakfast.

## 6. MEDITERRANEAN SHAKSHUKA

Signature All-Day Breakfast Dish



- Eggs baked in tomato sauce
  - Peppers
  - Onion
  - Fresh herbs
  - Feta cheese
  - Warm bread
- POSITIONING: Strong sharing and brunch appeal.

### BREAKFAST MENU OBJECTIVES

- ✓ Increase morning foot traffic
- ✓ Attract café & brunch customers
- ✓ Improve weekday revenue
- ✓ Support takeaway coffee sales
- ✓ Strengthen premium lifestyle branding



### PRICING STRATEGY (UK PREMIUM CASUAL)

CATEGORY	ESTIMATED PRICE
Healthy Breakfast Dishes	£9 – £16
Premium Brunch Items	£14 – £20
Add-ons & Extras	£2 – £6

### OPERATIONAL ADVANTAGES

- ✓ Fast kitchen execution
- ✓ High-margin breakfast items
- ✓ Strong café synergy
- ✓ Social-media-friendly presentation
- ✓ Broad demographic appeal
- ✓ Excellent daytime utilization



### NILEVA BREAKFAST EXPERIENCE

The breakfast menu reflects: premium Mediterranean hospitality, healthy modern dining, luxury brunch culture, and wellness-focused experiences. The concept is intentionally designed to: *“transform breakfast into a premium social and lifestyle dining experience.”*



### LUNCHTIME MENU STRATEGY

The lunchtime menu is designed to:

- ✓ attract business professionals
- ✓ increase weekday traffic
- ✓ support fast kitchen execution
- ✓ maximize lunch-hour turnover
- ✓ and provide healthy premium dining options.



### WRAPS (4)

#### 1. CHICKEN TAOUK WRAP

Signature Mediterranean Wrap



- Marinated grilled chicken
- Garlic toum
- Pickles
- Fries inside wrap
- Fresh saj bread

#### POSITIONING

Fast-selling lunchtime bestseller.

#### 2. LAMB KOFTA WRAP

Authentic Middle Eastern Favorite



- Charcoal grilled kofta
- Hummus
- Sumac onions
- Tahini sauce
- Fresh herbs

#### POSITIONING

Premium Levantine street-food experience.

#### 3. CRISPY HALLOUMI WRAP

Vegetarian Premium Wrap



- Grilled halloumi
- Avocado
- Mixed leaves
- Sweet chili sauce
- Beetroot slaw

#### POSITIONING

Healthy lifestyle lunch option.

#### 4. CAJUN CHICKEN WRAP

Modern Lounge-Style Wrap



- Cajun chicken strips
- Corn salsa
- Chipotle mayo
- Lettuce
- Crispy onions

#### POSITIONING

Young professional lunch appeal.

### LUNCH PRICING STRATEGY

(UK PREMIUM CASUAL)

CATEGORY	ESTIMATED PRICE
Wraps	£9 – £14
Keto Dishes	£14 – £22
Pasta Dishes	£13 – £20

### LUNCH MENU OBJECTIVES

The lunch menu is designed to:

- ✓ increase weekday profitability
- ✓ attract office workers & commuters
- ✓ support fast table turnover
- ✓ improve takeaway sales
- ✓ and maximize delivery platform performance.

### KETO DISHES (4)

#### 1. KETO GRILLED CHICKEN BOWL

High-Protein Signature



- Grilled chicken breast
- Avocado
- Kale
- Cucumber
- Tahini dressing

#### POSITIONING

Fitness-focused premium meal.

#### 2. SALMON & ASPARAGUS PLATE

Mediterranean Keto Favorite



- Grilled salmon
- Asparagus
- Herb butter
- Mixed greens

#### POSITIONING

Healthy executive lunch.

#### 3. LAMB KOFTA KETO PLATE

Low-Carb Levantine Dish



- Lamb kofta skewers
- Grilled vegetables
- Garlic yogurt
- Fresh herbs

#### POSITIONING

Flavor-packed keto option.

#### 4. STEAK & MUSHROOM BOWL

Premium Keto Lunch



- Sliced ribeye steak
- Garlic mushrooms
- Rocket leaves
- Parmesan flakes

#### POSITIONING

Luxury low-carb dining.

### PASTA DISHES (4)

#### 1. CREAMY CHICKEN PENNE

Comfort Premium Favorite



- Grilled chicken
- Parmesan cream sauce
- Mushrooms
- Fresh herbs

#### 2. SEAFOOD LINGUINE

Mediterranean Seafood Classic



- Prawns
- Mussels
- Calamari
- Garlic tomato sauce

#### 3. SPICY ARRABBIATA PASTA

Modern Italian-Mediterranean Dish



- Tomato chili sauce
- Garlic
- Fresh basil
- Parmesan

#### POSITIONING

Fast, affordable lunch option.

#### 4. TRUFFLE MUSHROOM TAGLIATELLE

Luxury Vegetarian Pasta



- Wild mushrooms
- Truffle cream sauce
- Parmesan
- Rocket leaves

#### POSITIONING

Premium social-media-friendly dish.

### OPERATIONAL ADVANTAGES

BENEFITS

- ✓ Fast preparation times
- ✓ Strong food cost management
- ✓ Delivery-friendly menu
- ✓ Efficient lunchtime workflow
- ✓ Broad customer appeal
- ✓ High repeat customer potential

### BRAND POSITIONING

#### NILEVA LUNCH EXPERIENCE

The lunch menu reflects:

- ★ premium Mediterranean hospitality
- ★ healthy modern dining
- ★ fast-casual efficiency
- ★ and upscale lounge presentation.

The concept is intentionally designed to:

*“deliver premium-quality lunch experiences with speed, freshness, and strong commercial performance.”*



FAST SERVICE PREPARATION



HEALTHY & FRESH INGREDIENTS



DELIVERY FRIENDLY



PERFECT FOR BUSINESS LUNCHES



PREMIUM QUALITY EVERY TIME



MADE FOR TODAY'S BUSY LIFESTYLE



#### THE STARTER MENU IS DESIGNED TO:

- encourage sharing
- support healthy dining trends
- increase table spend
- complement grilled mains
- and create strong visual/social media appeal



#### THE CONCEPT COMBINES:

**MEDITERRANEAN • LEVANTINE • MODERN HEALTHY DINING**



#### STARTER MENU STRATEGY

##### OBJECTIVES

The starter menu is designed to:

- increase average spend per table
- encourage sharing culture
- improve social-media visibility
- and support high-margin items

### HEALTHY SALADS (4)



**1. MEDITERRANEAN QUINOA SALAD**  
Fresh • Healthy • High-Protein

- Quinoa
- Cherry tomatoes
- Cucumber
- Pomegranate
- Fresh mint
- Feta cheese
- Lemon olive oil dressing

**POSITIONING**  
Healthy premium starter with strong female and fitness-market appeal.



**2. GRILLED HALLOUMI & AVOCADO SALAD**  
Premium Casual Favorite

- Grilled halloumi
- Avocado
- Mixed leaves
- Beetroot
- Walnuts
- Citrus vinaigrette

**POSITIONING**  
Instagrammable premium salad with excellent margins.



**3. LEVANTINE FATTOUSH SALAD**  
Authentic Mediterranean Classic

- Crispy pita bread
- Romaine lettuce
- Tomatoes
- Radish
- Sumac
- Pomegranate molasses dressing

**POSITIONING**  
Traditional Middle Eastern signature dish.



**4. CHICKEN & SUPERFOOD SALAD**  
High-Protein Lifestyle Option

- Grilled chicken
- Kale
- Chickpeas
- Avocado
- Seeds
- Tahini dressing

**POSITIONING**  
Targets health-conscious professionals and gym market.

#### IDEAL PRICING STRATEGY (UK PREMIUM CASUAL)

CATEGORY	ESTIMATED PRICE
Healthy Salads	£9 – £14
Hot Starters	£8 – £16
Cold Starters	£7 – £13

### HOT STARTERS (3)



**1. DYNAMITE PRAWNS**  
Signature Premium Starter

- Crispy prawns
- Spicy creamy sauce
- Micro herbs
- Elegant plating

**POSITIONING**  
High social-media appeal.



**2. CHEESE SAMBOUSEK**  
Middle Eastern Comfort Dish

- Crispy pastry
- Mixed cheese filling
- Fresh herbs
- Yogurt dip

**POSITIONING**  
Strong sharing item with low food cost.



**3. GRILLED CHICKEN SKEWERS**  
Mediterranean Grill Preview

- Marinated chicken
- Garlic sauce
- Pickles
- Fresh bread

**POSITIONING**  
Introduces grill concept early in dining experience.

### COLD STARTERS (3)



**1. HUMMUS TRIO**  
Signature Sharing Plate

Includes:

- Classic hummus
- Beetroot hummus
- Spicy hummus
- Fresh bread

**POSITIONING**  
Excellent table-sharing starter.



**2. MUTABAL & SMOKED AUBERGINE**  
Authentic Levantine Flavor

- Smoked aubergine
- Tahini
- Olive oil
- Pomegranate garnish

**POSITIONING**  
Premium traditional appetizer.



**3. TZATZIKI & MEDITERRANEAN DIPS BOARD**  
Fresh Sharing Experience

Includes:

- Tzatziki
- Labneh
- Olive tapenade
- Warm pita bread

**POSITIONING**  
Perfect for groups and lounge dining.

#### OPERATIONAL ADVANTAGES

##### BENEFITS OF THIS MENU STRUCTURE

- ✓ Easy kitchen execution
- ✓ Strong food cost control
- ✓ Cross-utilization of ingredients
- ✓ Fast service timing
- ✓ Delivery-friendly options
- ✓ Excellent visual presentation



#### BRAND POSITIONING

##### NILEVA STARTER EXPERIENCE

The starter concept reflects:

- modern Mediterranean hospitality
- premium casual dining
- healthy lifestyle dining
- and social sharing culture

The menu is intentionally designed to:

**"create an elevated guest experience before the main course arrives."**



**SHARING CULTURE**  
Encourages sharing and connection



**HEALTHY CHOICES**  
Supports modern healthy lifestyles



**PREMIUM EXPERIENCE**  
High quality ingredients beautifully presented



**HIGH MARGINS**  
Smart menu engineering for profitability



**SOCIAL MEDIA APPEAL**  
Designed for visual impact and engagement



# MAIN COURSE MENU STRATEGY

PREMIUM MEDITERRANEAN GRILL & LOUNGE

MEDITERRANEAN • LEVANTINE • MODERN GRILL CUISINE

The main course menu is designed to:

- ✓ maximize profitability
- ✓ showcase premium Mediterranean flavors
- ✓ support group dining

- ✓ optimize kitchen efficiency
- ✓ create a strong premium casual dining identity

## MAIN COURSE PRICING STRATEGY (UK PREMIUM CASUAL)

CATEGORY	ESTIMATED PRICE
Chicken	£16 – £24
Lamb	£22 – £34
Fish	£20 – £36
Steaks	£28 – £75
Pasta	£16 – £22
Sharing Platters	£55 – £120
Side Dishes	£5 – £9

### CHICKEN DISHES (4)



#### 1. CHARCOAL GRILLED CHICKEN

Signature Mediterranean Classic

- Half baby chicken
- House marinade
- Garlic sauce
- Charred vegetables
- Fries or rice



#### 2. CHICKEN SHISH TAOUK

Authentic Levantine Grill

- Marinated chicken skewer
- Fresh pita
- Garlic toum
- Pickles
- Grilled peppers



#### 3. CREAMY MUSHROOM CHICKEN

Premium Casual Favorite

- Grilled chicken breast
- Creamy mushroom sauce
- Herb potatoes
- Seasonal vegetables

### LAMB DISHES (3)



#### 1. SLOW-COOKED LAMB SHANK

Premium Signature Dish

- Braised lamb shank
- Saffron rice
- Rich jus
- Root vegetables



#### 2. LAMB KOFTA SKEWERS

Middle Eastern Favorite

- Charcoal grilled kofta
- Hummus
- Fresh bread
- Sumac onions



#### 3. MIXED LAMB CHOPS

Luxury Grill Experience

- Premium lamb chops
- Rosemary seasoning
- Garlic butter
- Truffle fries

### FISH DISHES (3)



#### 1. MEDITERRANEAN SEA BASS

Fresh Coastal Style

- Whole grilled sea bass
- Lemon herb dressing
- Olive salsa
- Saffron rice



#### 2. SALMON TERIYAKI MEDITERRANEAN FUSION

Modern Fusion Signature

- Glazed salmon
- Grilled asparagus
- Sesame vegetables
- Citrus glaze



#### 3. KING PRAWN & CALAMARI GRILL

Premium Seafood Plate

- Grilled prawns
- Calamari
- Garlic butter
- Mediterranean salad

### STEAKS (3)



#### 1. RIBEYE STEAK

Premium Grill Favorite

- 10oz ribeye
- Peppercorn sauce
- Truffle fries



#### 2. FILLET STEAK

Luxury Signature

- Tender fillet cut
- Creamy mashed potatoes
- Seasonal greens



#### 3. TOMAHAWK SHARING STEAK

Social Dining Experience

- Large sharing steak
- Signature sauces
- Grilled vegetables
- Sharing fries

### PASTA DISHES (2)



#### 1. CREAMY CHICKEN PENNE

Comfort Premium Dish

- Grilled chicken
- Parmesan cream sauce
- Mushrooms
- Fresh herbs



#### 2. SEAFOOD LINGUINE

Mediterranean Seafood Classic

- Prawns
- Mussels
- Calamari
- Garlic tomato sauce

### SIGNATURE SHARING PLATTERS

#### 1. MIXED GRILL PLATTER

Signature Group Dining Experience

- Includes:
- Chicken taouk
  - Lamb kofta
  - Lamb chops
  - Grilled chicken
  - Rice
  - Fries
  - Bread
  - Sauces

PERFECT FOR:  
Families • Groups • Sharing Culture



#### 2. MIXED FISH PLATTER

Premium Seafood Sharing Experience

- Includes:
- Sea bass
  - Salmon
  - King prawns
  - Calamari
  - Mussels
  - Rice
  - Mediterranean salad

POSITIONING:  
Luxury seafood presentation.

### SIDE DISHES (4)



#### 1. TRUFFLE PARMESAN FRIES

Premium Upsell Side



#### 2. MEDITERRANEAN RICE

Signature House Side



#### 3. GRILLED SEASONAL VEGETABLES

Healthy Lifestyle Option



#### 4. GARLIC BUTTER MASH POTATOES

Comfort Premium Side

 **PREMIUM INGREDIENTS**  
Quality you can taste

 **CHARCOAL GRILLED**  
Authentic Mediterranean flavor

 **MADE FOR SHARING**  
Perfect for every occasion

 **BALANCED & WHOLESOME**  
Fresh, healthy & flavorful

 **DINE IN • TAKEAWAY • DELIVERY**  
Your experience, your way

## MENU ENGINEERING STRATEGY HIGH-PROFIT FOCUS



The menu is intentionally structured to:

- maximize sharing culture
- improve table spend
- encourage premium upgrades
- and support delivery scalability



## OPERATIONAL ADVANTAGES BENEFITS

- ✓ Strong cross-utilization of ingredients
- ✓ Efficient kitchen workflow
- ✓ Premium visual presentation
- ✓ Excellent delivery compatibility
- ✓ Balanced food cost management
- ✓ Broad demographic appeal



## BRAND POSITIONING

### NILEVA MAIN COURSE EXPERIENCE

The main course menu reflects:

- premium Mediterranean hospitality
- luxury casual dining
- modern grill culture
- elevated social dining experiences

The concept is designed to:

"deliver memorable premium dining experiences with scalable operational efficiency."



# BAR & BEVERAGE CONCEPT DEVELOPMENT

LUXURY LOUNGE • MEDITERRANEAN FRESHNESS • MODERN WELLNESS

## BAR MENU STRATEGY

The beverage menu is designed to:

- ✓ increase high-margin sales
- ✓ enhance the lounge experience
- ✓ support social dining culture
- ✓ create strong Instagram/TikTok appeal
- ✓ and complement Mediterranean cuisine.



### MOCKTAILS (8)



**1. Nile Sunset**  
Signature House Mocktail

- Passion fruit
- Mango puree
- Fresh orange
- Sparkling lemonade
- Mint leaves

**STYLE**  
Refreshing tropical signature drink.



**2. Mediterranean Breeze**  
Elegant Citrus Mocktail

- Lemon
- Basil
- Elderflower
- Soda water
- Cucumber infusion

**STYLE**  
Light luxury lounge beverage.



**3. Pomegranate Mojito**  
Modern Levantine Twist

- Fresh pomegranate
- Lime
- Mint
- Soda
- Brown sugar

**STYLE**  
Instagram-friendly premium mocktail.



**4. Berry Hibiscus Cooler**  
Vibrant Wellness Drink

- Mixed berries
- Hibiscus tea
- Cranberry juice
- Fresh lime

**STYLE**  
Healthy premium refreshment.



**5. Mango Passion Colada**  
Tropical Lounge Favorite

- Coconut cream
- Mango
- Passion fruit
- Pineapple juice

**STYLE**  
Creamy premium mocktail.



**6. Citrus Spark Royale**  
Premium Sparkling Mocktail

- Blood orange
- Lemon
- Tonic
- Rosemary syrup

**STYLE**  
Elegant dinner pairing beverage.



**7. Watermelon Mint Refresher**  
Summer Signature

- Fresh watermelon
- Mint
- Lime
- Sparkling water

**STYLE**  
Fresh Mediterranean cooler.



**8. Rose & Lychee Fizz**  
Luxury Lounge Signature

- Rose syrup
- Lychee juice
- Lemon
- Soda

**STYLE**  
High-end modern mocktail.

### BEVERAGE PRICING STRATEGY (UK PREMIUM CASUAL)

CATEGORY	ESTIMATED PRICE
Mocktails	£7 – £12
Fresh Juices	£5 – £8
Coffees	£3 – £6
Herbal Teas	£3 – £6

### BEVERAGE MENU OBJECTIVES

The beverage concept is designed to:

- ✓ increase average customer spend
- ✓ improve dessert & lounge sales
- ✓ support evening atmosphere
- ✓ maximize non-alcoholic profitability
- ✓ and strengthen premium brand identity.



### FRESH JUICES (4)



- 1. Fresh Orange Juice**  
Classic Fresh Pressed
- 2. Watermelon Juice**  
Summer Mediterranean Favorite
- 3. Mango & Pineapple Juice**  
Tropical Blend
- 4. Detox Green Juice**  
Wellness Option
  - Apple
  - Cucumber
  - Celery
  - Mint
  - Lemon

### COFFEE MENU (6)



- 1. Espresso**  
Italian Classic
- 2. Cappuccino**  
Premium Lounge Coffee
- 3. Latte**  
Smooth Creamy Favorite
- 4. Turkish Coffee**  
Authentic Middle Eastern Experience
- 5. Spanish Latte**  
Sweet Modern Trend

### HERBAL TEAS (6)



- 1. Moroccan Mint Tea**  
Signature Hospitality Tea
- 2. Chamomile Tea**  
Relaxation Blend
- 3. Green Tea**  
Wellness Favorite
- 4. Hibiscus Tea**  
Mediterranean Herbal Tea
- 5. Ginger & Lemon Tea**  
Detox & Immunity Blend
- 6. Mixed Berry Tea**  
Fruity Lounge Tea

### OPERATIONAL ADVANTAGES BENEFITS

- ✓ High profit margins
- ✓ Fast service preparation
- ✓ Strong visual presentation
- ✓ Excellent social-media appeal
- ✓ Healthy lifestyle positioning
- ✓ Delivery-friendly beverage options



### BRAND POSITIONING

#### NILEVA BEVERAGE EXPERIENCE

The beverage menu reflects:

- modern Mediterranean hospitality
- premium lounge culture
- wellness-focused dining
- and elevated customer experience.

The concept is intentionally designed to:

*“transform beverages into part of the overall luxury dining experience.”*



HIGH PROFIT MARGINS



FAST SERVICE PREPARATION



STRONG VISUAL PRESENTATION



EXCELLENT SOCIAL-MEDIA APPEAL



HEALTHY LIFESTYLE POSITIONING



DELIVERY-FRIENDLY BEVERAGE OPTIONS

# SUNDAY ROAST

PREMIUM MEDITERRANEAN SUNDAY EXPERIENCE

PREMIUM MEDITERRANEAN GRILL & LOUNGE

TRADITIONAL BRITISH ROAST • MEDITERRANEAN LUXURY • FAMILY SHARING CULTURE

## 1. SIGNATURE ROAST CHICKEN

Mediterranean Herb Roasted Chicken



- Half roasted chicken
- Garlic & rosemary marinade
- Yorkshire pudding
- Roast potatoes
- Seasonal vegetables
- Rich house gravy

POSITIONING: Family-friendly Sunday classic.

## 2. SLOW-ROASTED LAMB SHOULDER

Premium Levantine Sunday Roast



- Slow-cooked lamb shoulder
- Rosemary potatoes
- Honey glazed carrots
- Buttered greens
- Mint jus

POSITIONING: Luxury sharing roast experience.

## 3. PREMIUM ROAST BEEF

Traditional British Favorite



- Slow-coasted beef
- Yorkshire pudding
- Roast potatoes
- Root vegetables
- Rich beef gravy

POSITIONING: Executive Sunday dining experience.

## 4. MIXED SUNDAY SHARING PLATTER

Signature Family Sharing Roast



- Includes:
- Roast chicken
  - Roast beef
  - Lamb shoulder
  - Roast potatoes
  - Yorkshire puddings
  - Seasonal vegetables
  - House gravy selection

PERFECT FOR: Families • Groups • Celebrations

## 5. MEDITERRANEAN VEGETARIAN ROAST

Modern Healthy Roast Option



- Stuffed aubergine
- Roasted cauliflower
- Chickpea & quinoa stuffing
- Tahini herb sauce
- Roast vegetables

POSITIONING: Premium vegetarian Sunday option.

## SUNDAY ROAST STRATEGY

The Sunday roast menu is designed to:

- ✓ attract family dining traffic
- ✓ maximize weekend revenue
- ✓ create strong community loyalty
- ✓ increase group bookings
- ✓ blend British tradition with Mediterranean hospitality

## SUNDAY ROAST PRICING STRATEGY

(UK PREMIUM CASUAL)

CATEGORY	ESTIMATED PRICE
Roast Chicken	£18 - £24
Roast Beef	£24 - £32
Lamb Shoulder	£28 - £38
Vegetarian Roast	£18 - £22
Sharing Platters	£65 - £120

## SIDE DISHES

### INCLUDED SIDES

- Roast potatoes
- Yorkshire pudding
- Seasonal vegetables
- House gravy



### PREMIUM ADD-ON SIDES

- Truffle cauliflower cheese
- Mediterranean rice
- Garlic butter greens
- Mac & cheese gratin



## DESSERT PAIRING OPTIONS

### RECOMMENDED SUNDAY DESSERTS



Sticky Date Pudding



Baklava Cheesecake



Pistachio Tiramisu



Warm Chocolate Fondant

## SUNDAY ROAST OBJECTIVES

The Sunday roast concept is designed to:

- ✓ increase weekend profitability
- ✓ encourage family/group dining
- ✓ improve reservation bookings
- ✓ strengthen community positioning
- ✓ create repeat weekly customers



## OPERATIONAL ADVANTAGES

### BENEFITS

- ✓ High weekend margins
- ✓ Strong group dining appeal
- ✓ Excellent upselling opportunities
- ✓ Premium family dining atmosphere
- ✓ Strong local community positioning
- ✓ Social-media-friendly presentation



## NILEVA SUNDAY EXPERIENCE

The Sunday roast reflects:



premium hospitality



warm Mediterranean service culture



modern British dining traditions



upscale family experiences

## BRAND POSITIONING

The concept is intentionally designed to:

*"transform the traditional Sunday roast into a premium Mediterranean-inspired social dining experience."*



## Our Promise



### FRESH INGREDIENTS

We source the finest fresh ingredients daily.



### CHARCOAL GRILLED

Authentic Mediterranean flavor in every bite.



### CRAFTED WITH CARE

Every dish is prepared by our expert chefs.



### HOSPITALITY

Your comfort and happiness are our top priority.



### EXPERIENCE

Creating unforgettable moments with every visit.



# NILEVA

— GRILL & KITCHEN —

*Premium Mediterranean Grill & Lounge*

TASTE • PASSION • EXCELLENCE

Thank you for dining with us.

Every dish is prepared with passion, the finest ingredients, and the warmth of Mediterranean hospitality.

*We look forward to welcoming you again!*

## Connect With Us



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OUR MENU ONLINE



GREAT FOOD



GREAT DRINKS



GREAT TIMES



GREAT MEMORIES

*See you soon!*

— NILEVA TEAM —