



PARADISE
STREET EATS & BIRYANI

BROCHURE

OWNING A
RESTAURANT HAS
NEVER BEEN SO EASY

YOU REALLY WANT TO READ THIS!

WHY?

BECAUSE THIS BROCHURE HAS EVERY
SINGLE DETAIL YOU NEED! AND BECAUSE
THE DESIGNER DRANK SO MUCH COFFEE
TO FINISH THIS

**IF YOU ARE HERE, THAT, MEANS YOU'VE SUBMITTED SOME
INFORMATION ABOUT YOURSELF THAT MAKES US KNOW YOU
NOW LET US TELL YOU A BIT ABOUT OUR
PARADISE STREET EATS & BIRYANI**

**PARADISE STREET EATS IS A FULLY OPERATIONAL, BRAND-
RECOGNIZABLE, PROVEN MOBILE RESTAURANT CONCEPT**

Why? PARADISE
A LEGEND SINCE 1953

**YOU KNOW WHEN YOU ASK SOMEONE " HOW ARE YOUR KIDS"
AND THEY NEVER STOP TALKING?
THIS IS WHAT WE GOT WHEN WE ASKED THE OWNER, BUT WE
SUMMARIZED THE INTERESTING PARTS FOR YOU THAT KEEPS
IT A NICE STORY!**



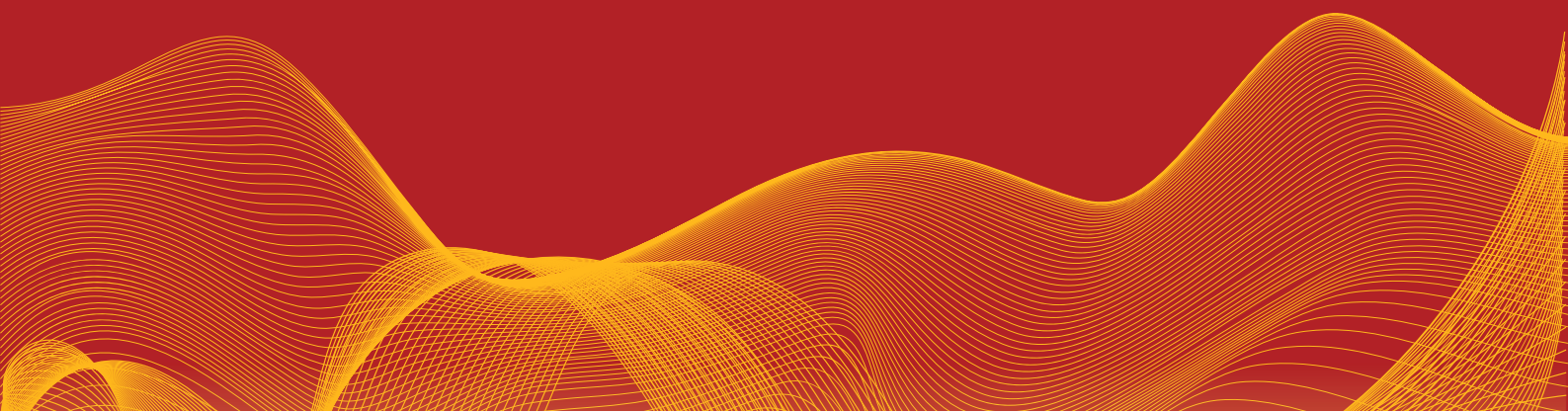
WHY PARADISE?

Paradise Biryani is known all over India, the U.S., and beyond as the world's favorite biryani. What originated as a small biryani Cafe in the streets of Hyderabad 70 years ago, has expanded into a full-service restaurant chain concept, serving traditionally everything from main course curries and masalas to the legendary Hyderabadi dum biryani. Paradise Biryani Pointe first made its way to the U.S. in 2007. With over 50 locations nationwide, the branch in Dearborn, Michigan was among the last few stores to open. The rest is history.

Paradise Street Eats truly elevated its fame through our one-of-a-kind, 100% made-from-scratch Butter Sauce. Our butter sauce is a proprietary, tried-and-tested recipe that takes over 8 hours to truly prepare. And alas the legendary Hyderabadi dum biryani meets the signature Paradise butter chicken.

We are the original, often duplicated but never imitated, bringers of Butter Chicken Loaded Fries.

But it didn't stop there. Butter chicken chaat, chapati tacos, brioche pav sliders, and even biryani rice bowls all contributed to Paradise Street Eats' growing popularity. We've taken butter chicken and redefined what it means to both Indians and non-Indians. We still serve authentic Hyderabadi dum biryani, authentic street snacks like samosa and pani puri, and not to mention our traditional and fusion dosa rolls, also 100% made from scratch & naturally gluten-free.





PARADISE
STREET EATS & BIRYANI

WHO WE ARE

The flagship location for Paradise Street Eats & Biryani was first incorporated in 2019 in Dearborn, Michigan. Since its opening, the Dearborn Paradise brick & mortar store has expanded to serving south Indian breakfast, modern & mediterranean fusion, and of course traditional & fusion street food. And with street food, food trucks, and mobile pop-up restaurants becoming the norm, once again, Paradise was in for a transformative experience. The Paradise Food Truck was born, not as a catering vehicle or special events attraction, but rather as a fully-equipped mobile restaurant.





THE TEAM

THAT MAKES IT HAPPEN

SRINATH KALMADI

The O.G, know as Ziggy
the original founder and
the one who brought
paradise to the U.S

ALI WAZNE

The modern Touch!
The reason Paradise
Street eats & Biryani
started expanding

AHMED BADR

The First External
Partner
and as you can see,
partners are family

The leaders of the new street-eats brick & mortar concept were also an unlikely trio. Meet Ziggy, Ali, and Ahmed. From the traditional south Indian heritage, the fusion with Mediterranean and Lebanese flavors, and the modernization of the Indian flavor palette, this was the team to make Paradise Street Eats an accessible dining concept no matter where you're from. All of the core recipes and spice mixtures (named masalas) remained untouched, and the Paradise authenticity maintained. But it is the combination of flavors, the integration of nontraditional ingredients, and the colorful nuanced plating that would later differentiate the new Paradise brand.

WHY INDIAN FUSION?

Of course, Paradise is all about Indian food. Our recipes come from the founding Hyderabadi biryani makers, and we take pride in promoting our food's culture and prevailing in its accessibility to non-Indians. But it's a lot more complicated than that. Indian food is extremely diverse and is inclusive of the cuisines found on the entire Indian subcontinent.

We've all heard of Asian Fusion, but what is Indian Fusion? Simply put, Indian fusion incorporates the core recipes, spice combinations, and traditional cooking techniques gifted to us by the Indian subcontinent with the modern "trends" of the generation & place. In the U.S., and particularly in our home base, Dearborn, this involved both, satisfying the needs of the ever-growing Indian demographic, and increasing the accessibility of the culture to non-Indians.

Indian food and street food do go hand-in-hand, and Indian cuisine comprises a niche market saturated with micro-niches on every spectrum. From spicy food lovers, and wholesome home cooking, to vegan, vegetarian, and gluten-free dining, Indian food is unique in the prevalence of its diversity. Indian cuisine provides an endless array of fusional possibilities that can be derived from its core recipes. Indian cooking is all about the right balance of complex ingredients, and oftentimes these ingredients each have their own distinct balance of flavors to account for.

Then it became all about the butter chicken. By continuing to use wholesome, traditional ingredients & recipes made-from-scratch, and respecting the flavor combinations at our disposal, our concept of Indian fusion is more involved than throwing butter chicken on fries. We aim to cherish and uphold the intricacies of true Indian cuisine for the fusion to be appreciated by both Indians & non-Indians alike.

SO WHY NOT INDIAN FUSION?

WHY FOOD TRUCK?



THE CONCEPT WAS ALMOST TOO SIMPLE TO BE ATTAINABLE: MAKE STREET-FOOD AND MOBILE VENDING AS CONVENIENT AND NORMALIZED AS POSSIBLE. FROM CITY-APPROVED PERMANENT FOOD TRUCK PARKS, TO MORE LAX CITY FOOD TRUCK ZONING LAWS, RUNNING A MOBILE RESTAURANT 12 MONTHS A YEAR HAS BEEN BECOMING MORE AND MORE LUCRATIVE. BELOW ARE SOME OF THE MOST COMPELLING REASONS THAT MOTIVATED US TO EXPAND USING A MOBILE RESTAURANT CONCEPT:

1 Direct and affordable ownership of your restaurant and all equipment right off the bat

2 Manageable, easy to scale operations, particularly for first-time restaurant owners

3 Less barriers to entry, fewer logistic constraints and bureaucracy delaying your opening

4 Food trucks have been experiencing an upward trend in popularity, and still increasing nationwide

5 Street food and Indian food go hand in hand, more than many other niche cuisines



AND WE'VE MADE IT EVEN EASIER FOR YOU

Our state-of-the art gourmet meal kits are as freshly prepared as can be by our traditionally-trained Indian chefs, and preserved and packaged for your convenience. Your mobile “restaurant in a box” comes complete, fully equipped and practically ready for use, from our distribution center to your door. We’ve done all the hard work for you, to make everything from training your staff and running your own Paradise Food Truck as effortless as possible. You don’t need building permits, massive amounts of cash and labor, or prior experience owning a restaurant. And now it’s time to multiply that experience to our partners nationwide .

WHY

EXPAND

Paradise Street Eats & Biryani is in the unique position to expand. Over the last three years, our mobile “restaurant in a box” concept has proven to be implementable and sustainable, and its first year in operation has already proved to be successful. By licensing the Paradise Food Truck concept, our vision is to see the Paradise brand multiply like it has never before. By leveraging the mobile restaurant portability, replicability, and convenience, our goal is to make it easy for anyone to open a fully operational Paradise Food Truck, serving the same Paradise classics, without being tied down to the high demands and commitment required to start a brick & mortar restaurant.

OUR EXPANSION MODEL IS SIMPLE.

Owning and operating a mobile restaurant has never been easier, thanks to our highly detailed operator's Manual, A→Z Process & Getting Started Guide, signature Gourmet Meal Kits, and most importantly our invaluable commitment to lifetime support.

YOU REALLY ONLY NEED TO MEET 3 CRITERIA

Do you want to open a Paradise Food Truck?

Are you ready to learn how to own and operate a business?

Do you have access to at least \$75,000?



BECOME YOUR OWN BOSS

If you've ever asked yourself if opening a business is right for you, consider how partnering with us may change your life forever.

- **We deliver a fully functional, practically ready-to-use “restaurant in a box” right to your door**
- **We'll personally guarantee your equipment for your first year**
- **We outline every step you need to get started, from the day you sign on to the day you open for business**
- **We provide the menu, already-prepared core meal kits, the basic recipes, line set-up instructions, shopping lists and resources, the point-of-sale operating system, staff training manuals, checklists, marketing resources, and lifetime follow-up support**
- **We'll physically come out to you to help you open, and we'll come visit once a year after that**
- **We'll always remain real people just an email or call away, committed to the growth of your business and excursions.**



PARADISE

STREET EATS
& BIRYANI

A PROVEN RECIPE FOR SUCCESS

The success of Paradise Street Eats is founded on 4 guiding benchmarks: the food, the guest experience, the quality of our team, and the fun we exude doing it.

Combined with the Paradise operator's Manual you'll receive when you partner with us, these guiding principles define what we call the 4 Royal Standards. The true recipe for success is no secret at all; rather, it is all about consistency. Without these standards, consistency is impossible. And without consistency, successful franchising is not possible.

WHY TRUST US?

Being intimately familiar with and upholding the Paradise Royal Standards IS how you successfully own and operate a Paradise Food Truck. We've done it once or twice before, and we're ready to share the process. We don't just hold ourselves to these standards, but crucially we hold all of our partners accountable to these benchmarks. We pride ourselves and our entire mission on upholding these standards. That's how we protect our brand from deterioration, and that's how we're able to offer the same assurance to you.

Think of these benchmarks as “umbrella” or blanket headlines that simply spell out what Paradise is all about. Constantly remind yourself to consider each criterion in your day-to-day operator's. Am I serving the best food I can be serving? Are my guests the most satisfied I can reasonably make them? Is my team prepared for success, and my procedural system as efficient as possible? And is there enough joy & love sprinkled throughout the day's interactions?





FOOD	GUESTS
<p>We take pride in every ingredient, every method, and all the love we can provide in the preparation of our food. From the hot plates we serve on our own front lines, to the gourmet meal kits we prepare from scratch for our franchisees, attention to detail is crucial every step of the way.</p>	<p>We take pride in knowing our patrons, notably not as our customers, but as our guests we have the privilege of hosting, guiding, and influencing their dining experience. It is our job, nay, duty, to ensure our guests are always heard, treated with respect, and appreciative of our service (within reason!)</p>
<p>→ consistency in food quality + (2) portion quantity ⇒ Success!</p>	<p>→ consistency in smiling politeness + (2) smiling guests ⇒ Success!</p>

PARADISE ROYAL STANDARDS

TEAM	FUN
<p>We take pride in every member of our staff. At Paradise, we are all about teamwork, and this starts up top with leadership. It is our responsibility to equip our staff (and partners) with the tools needed for success, to have a procedural system in place that is easily accessible, and safeguard that system by reinforcing cooperativity and productivity standards.</p>	<p>Finally we take pride in enjoying our work, enjoying our guests, enjoying our food service, and enjoying the time we spend building something great together. Paradise Street Eats is about incorporating modern and fusalional twists to traditional Indian street food. A fun, curious, and energizing environment reflects our vision.</p>
<p>→ consistency in team effectiveness + (2) system efficiency ⇒ Success!</p>	<p>→ consistency in work satisfaction + (2) memorable experiences ⇒ Success!</p>





PARADISE ROYAL STANDARDS

As you will see, the 4 Royal Standards are integrated throughout the full Paradise operator's Manual you will receive as our partner. In it, you'll find every detail you need to fully appreciate, uphold, and promote the Paradise Royal Standards, from working line set up, inventory shopping, and cooking procedures to staff training, operating & closing checklists, and proven marketing techniques for both guest engagement and team productivity.

We want you to trust us because we have done our due diligence. We hope to prove it to you.



TRULY ACCESSIBLE GROWTH

Just like we did, we developed our franchise model for you to grow! Sustainability, portability, and consistency is what makes partnering with us special. Just like opening a 2nd or 3rd brick & mortar location, opening a 2nd or 3rd Paradise Food Truck may seem daunting. But with the right staff, confidence in our operator's Manual & Paradise Royal Standards, and us behind your back every step of the way, expansion will be easier than you imagine. Interested in selling our products retail, or opening a brick & mortar location instead? Talk to us for even more opportunities!

NATIONAL PARTNERS & VENDORS

Sysco

Premier Food Supplies

Patel Brothers

Coca Cola



1. IS PRIOR RESTAURANT EXPERIENCE NECESSARY TO OWN AND OPERATE A PARADISE FOOD TRUCK?
2. DO I NEED TO INVEST IN ANY EXTRA EQUIPMENT TO START?
3. CAN I USE MY OWN POS SYSTEM INSTEAD OF THE ONE YOU PROVIDE?
4. DO I NEED TO SUPPLY MY OWN PACKAGING, NAPKINS, ETC?
5. DO I NEED TO HIRE AN INDIAN OR INDIAN-TRAINED CHEF TO RUN A PARADISE FOOD TRUCK?
6. HOW MANY EMPLOYEES, INCLUDING THE CHEF, SHOULD I AIM TO HIRE?
7. CAN YOU HELP ME PROMOTE AND MARKET THE OPENING OF MY NEW PARADISE FOOD TRUCK?
8. I'M HAVING TROUBLE GETTING A PERMIT FROM MY CITY OR FINDING A COMMISSARY KITCHEN. WHAT CAN I DO?
9. HOW DOES MY MOBILE RESTAURANT COME DELIVERED?
10. DO YOU OFFER ON-SITE TRAINING FOR GETTING STARTED?
11. CAN I ADD SOMETHING TO OR MODIFY THE PARADISE STREET EATS MENU?
12. WHAT HAPPENS IF I RUN OUT OF SOMETHING MID-DAY, OR MY PRODUCT WON'T ARRIVE FOR ANOTHER DAY OR TWO?
13. WHAT HAPPENS IF MY FRYER OR SOME OTHER EQUIPMENT STOPS WORKING MID-DAY?

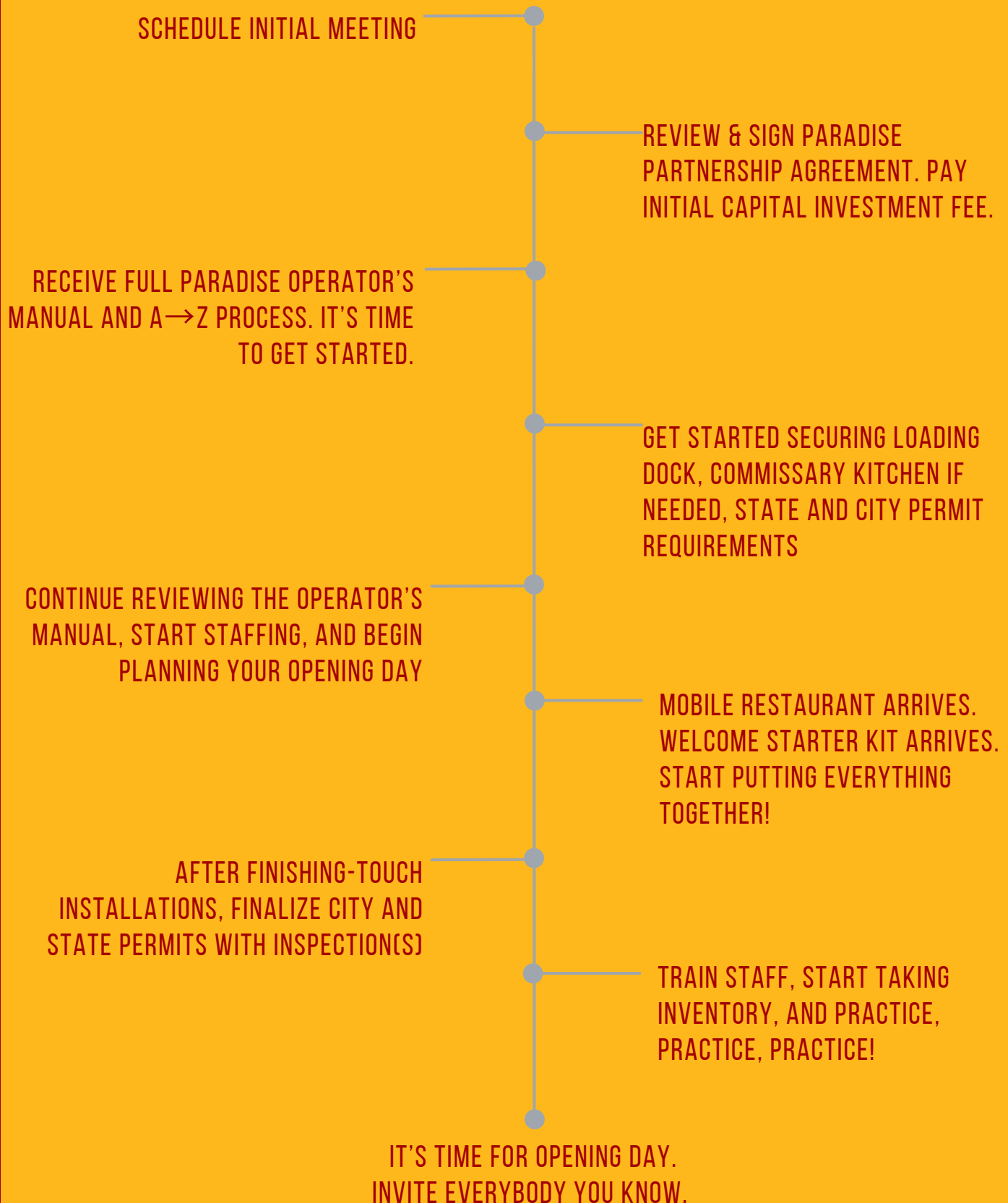


LET'S GO!

THE FIRST STEP TO GETTING STARTED IS LETTING US KNOW YOU'RE INTERESTED! FILL OUT THE "LET'S GET STARTED" FORM ONLINE, AND LOOK OUT FOR A MESSAGE IN YOUR INBOX. IN THAT MESSAGE, YOU'LL RECEIVE A WELCOME VIDEO, A PDF FRANCHISING GUIDE, AND A DIRECT LINK TO SCHEDULE A VIRTUAL OR PERSONAL MEETING WITH ONE OF OUR FOUNDING TEAM LEADERS. WE'LL ALSO GIVE YOU A CALL TO HELP ANSWER ANY QUESTIONS RIGHT OFF THE BAT. AFTER OUR INITIAL MEETING, WE'VE HOPEFULLY ALLEVIATED MOST OF YOUR CONCERNS EMBARKING ON THIS NEW JOURNEY! IT'S TIME TO COMMIT YOURSELF!

TIMELINE OVERVIEW

ARE YOU READY?





PARADISE
STREET EATS & BIRYANI

**READY TO BECOME A
PARTNER?**

WE ARE!