

Döner Shack

From Berlin

# Döner Shack

oautomat

ONLINE PICKUP

DRINK REFILLS

KEBAPS

MILKSHAKES

Landlord Pack

2023

# Guten Tag Future Landlords

Find out why we're set to become the worlds  
number one kebab brand.

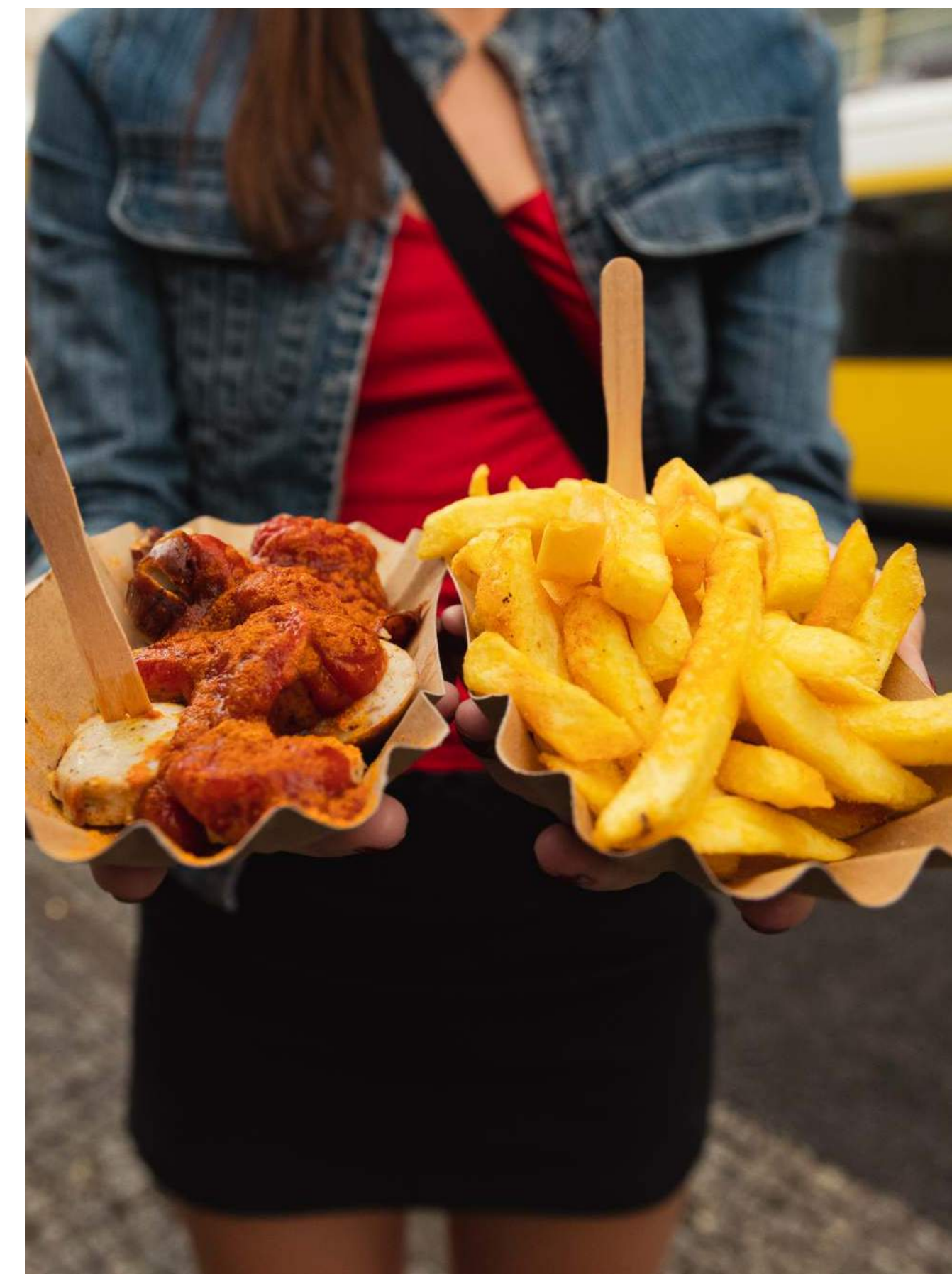


Döner Shack

# From Berlin With Love

The humble kebab, Berlin's most popular street food, outsells Germany's top five fast-food chains combined by 5-1. This sparked a desire to bring premium quality, lean, handcrafted kebabs to a wider audience in the UK.

Döner Shack is creating a culture in which kebabs are a part of people's everyday lives by delivering them in a quick and casual setting.



Döner Shack

# **More Than Just a Kebab!**

We are on a mission to change the perception of kebabs in the UK by providing unrivalled products that customers crave and can enjoy in a modern and trendy restaurant.

At Döner Shack, we serve Berlin's favourite street food and are on a mission to change the perception of the UK Kebab.

What makes us so different? Quality meats and breads that are ethically sourced. We don't compromise when it comes to kebabs - we are the real deal!

That's not all! We serve an abundance of street food, including tellers, currywurst, chicken schnitzel bites, ice cream, milkshakes, and much more. The meat and bread are assured to be delectable, fresh and full of flavour. Also available are amazing gluten-free, and our pioneering meat free menu options.



Döner Shack

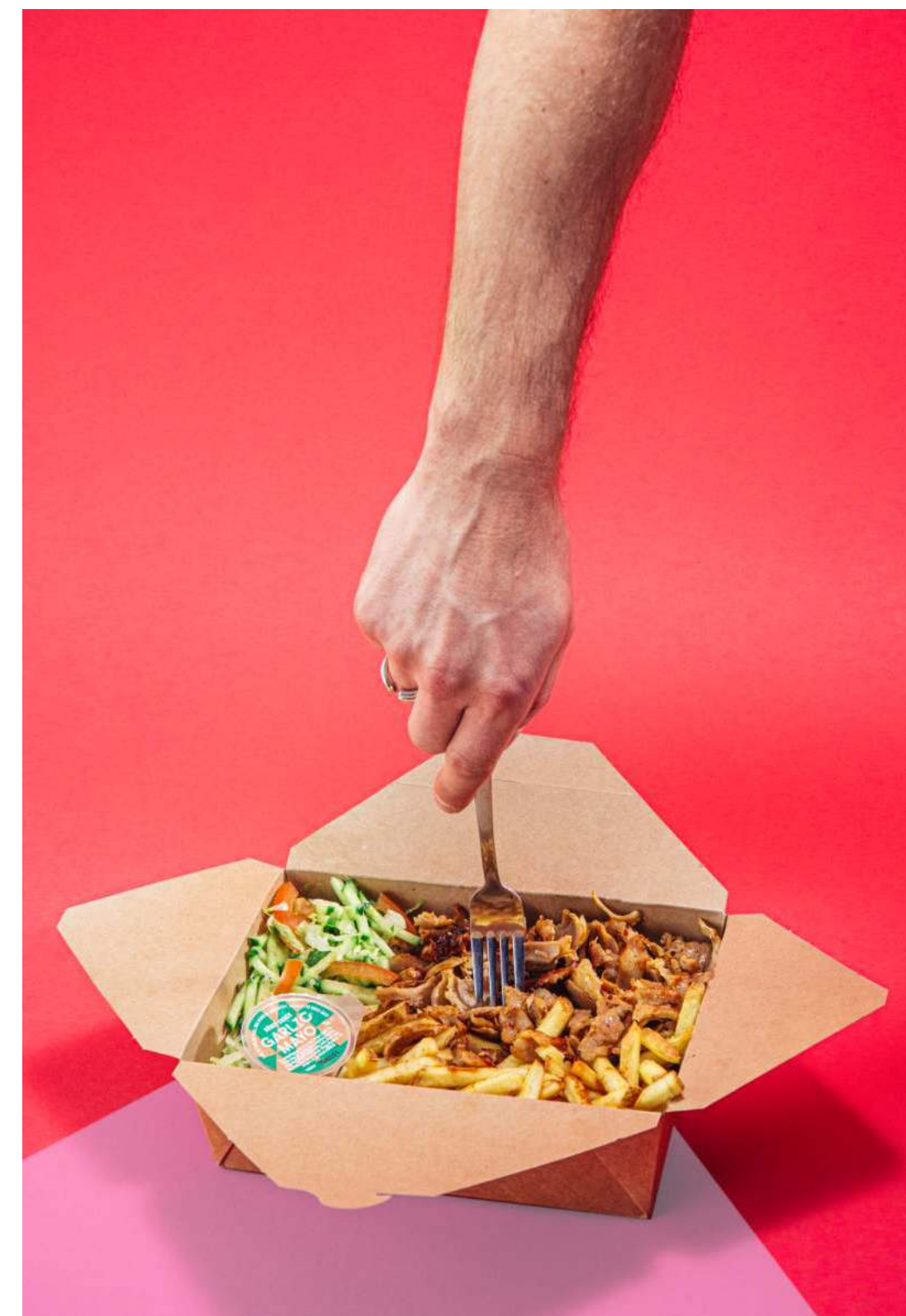
# Product Highlights

## Lean Meats

- 85% Lean Meat
- Thinly Sliced To Perfection
- Turkey & Beef Mix Döner
- Free Range Chicken Thigh
- Gluten Free Chicken Shawarma
- No Artificial Fillers Or Excessive Oils
- Meat You Can Trust

## Our Almighty Bread

- Traditional Turkish Pidas & Lavash Wraps
- We Wouldn't Put Our Meat In Anything Else
- Gluten Free Options



# Customer Demographics

## Quality Driven

Expect high quality food but do not need to look far to get it. When it comes to purchasing food, 80% of Millennials agree that quality is an important factor in their decision\*. \*Dilistan Shipman 2020

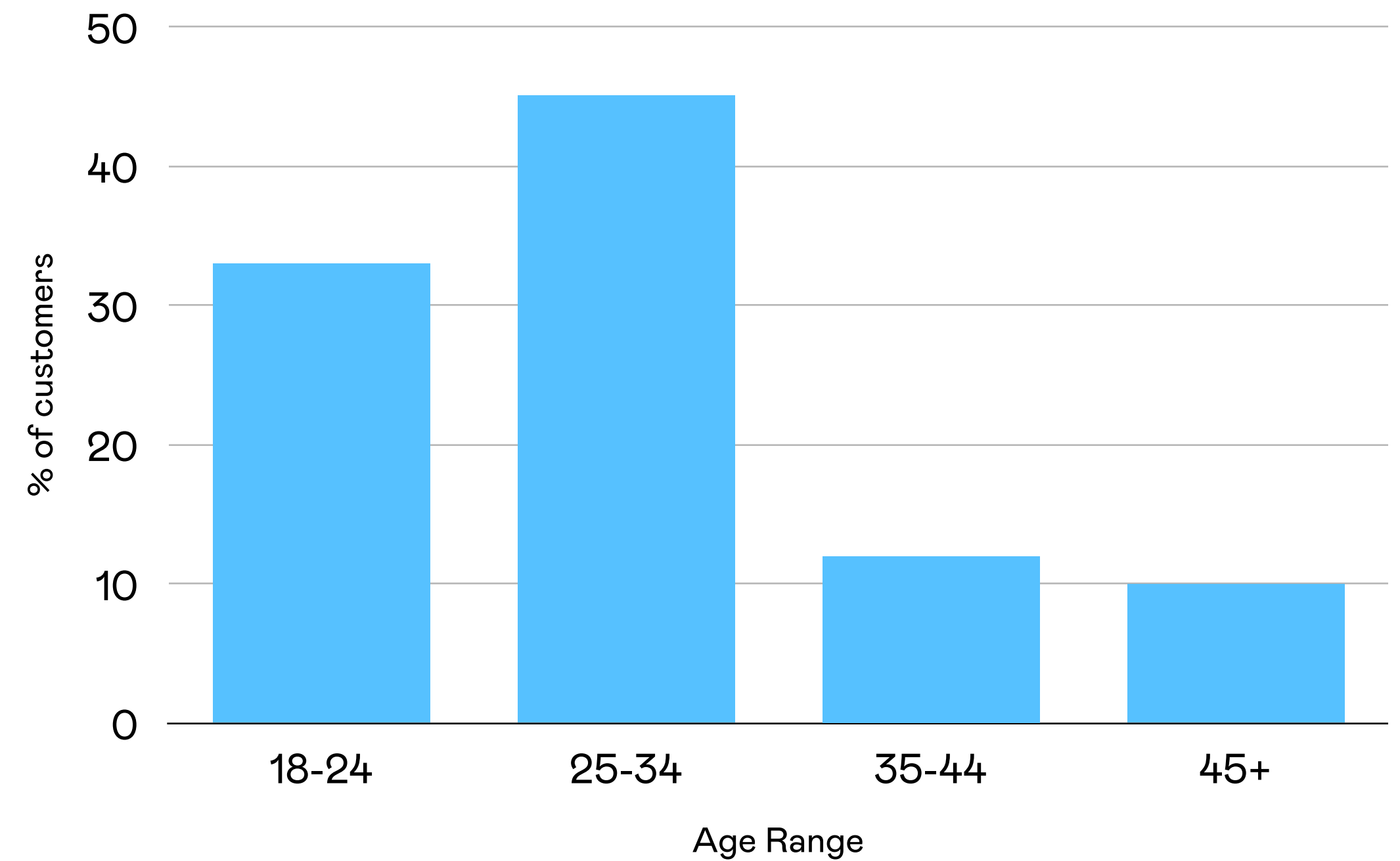
## Authenticity

Seek a relatable experience in a trendy and modern environment while obtaining excellent customer service and authentic Berlin street food.

## Changing Perceptions

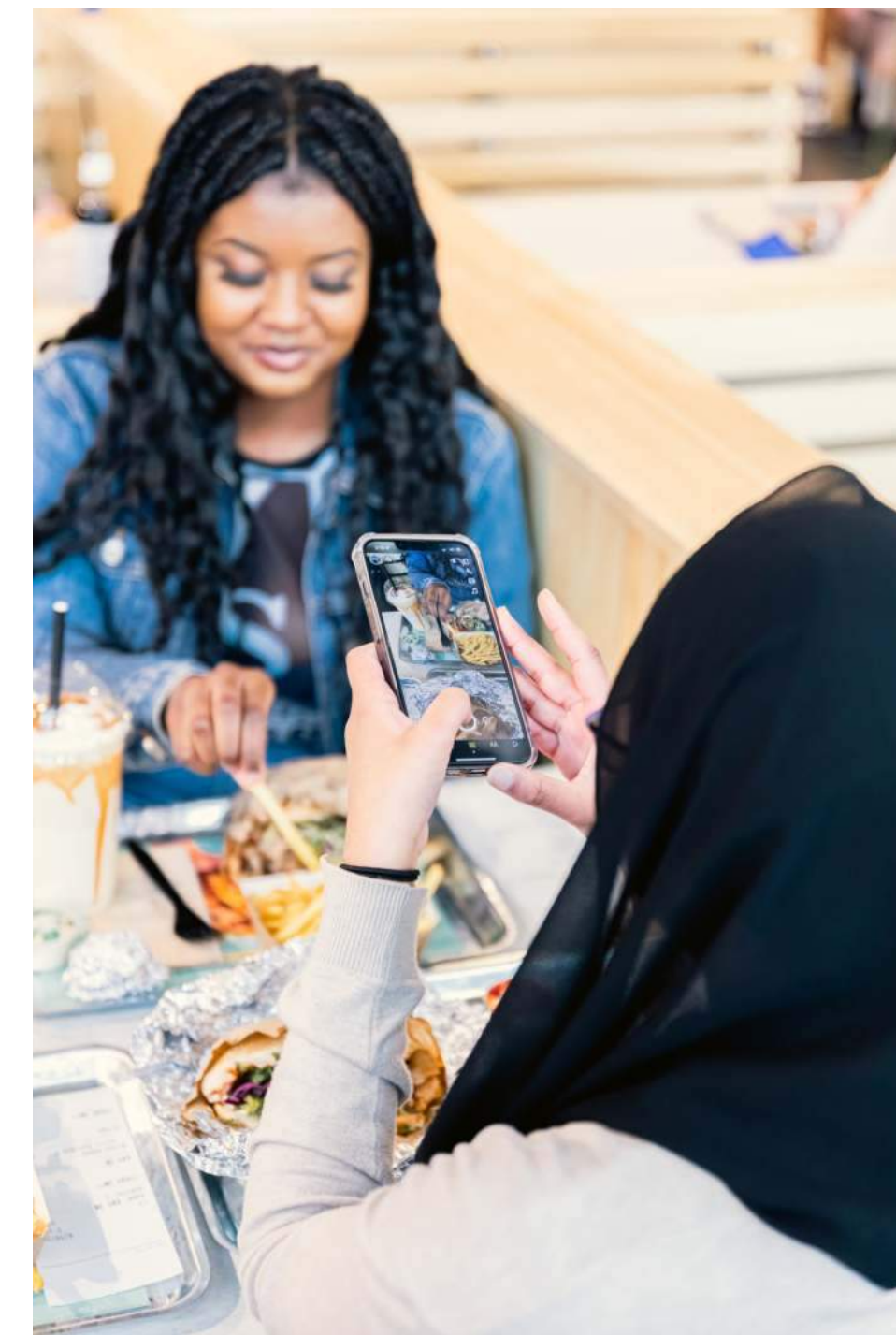
We have redefined the kebab sector and created a brand that attracts aspirational people from a diverse range of backgrounds.

Millennials | Gen Z | Young Professionals | Families | Students



# Socially Engaged

Our nationwide marketing campaigns have attracted some big social media influencers and celebrities including @bashtheentertainer who has over 12M Followers on TikTok and Instagram. Our latest advertising campaign had over 2.37m impressions (Google November 2022).



# Customer Feedback

★★★★★

Amazing food, aesthetic decor and lovely service.

★★★★★

I'm not a typical kebab guy, but the food here was superb. In a league of it's own.

★★★★★

Just had the best kebab in Glasgow. Meat is something you won't find anywhere else.

★★★★★

Amazing tasty kebabs. I won't go anywhere else now. So fresh and the quality is superb!

**Average Google Rating is 4.4/5**

Making it one of the highest average scores in the fast casual sector





# Where Do We Fit Into The Market

Döner Shack is a quality driven proposition with a higher price point than its direct competitors. We sit in a sub sector of Fast Casual dining that has seen significant growth in recent years.



# Our Operating Formats

From Kiosk to Drive Thru

## Primary Formats



Kiosk | Travel Hubs & Food Halls  
Approx 500\*-1200 Sq/Ft  
\*ancillary storage required



Prime High Street | Approx 1800-2500 Sq/Ft  
Minimum of 1500 sq/ft at ground floor



Shopping Centre | Approx 2-3000 Sq/Ft  
Minimum of 1500 sq/ft at ground floor. Larger space  
may be considered for major shopping centres

## Additional Formats



Drive Thru - Currently In Development



Halal Restaurants - Removal of Draft Beer



Vöner Shack - Vegan Döner Shack Spin Off.  
Central London only

# Interiors & Fit out



Interior Sample Board



# Kitchen & Robotics

Our state of the art kitchens use the most advanced operating systems ever used within the kebab industry worldwide. The robotic kebab cutters add an element of theatre to the operation.



# Kiosk

- Travel Hubs
- Food Courts
- 500\*-1200 sq/ft

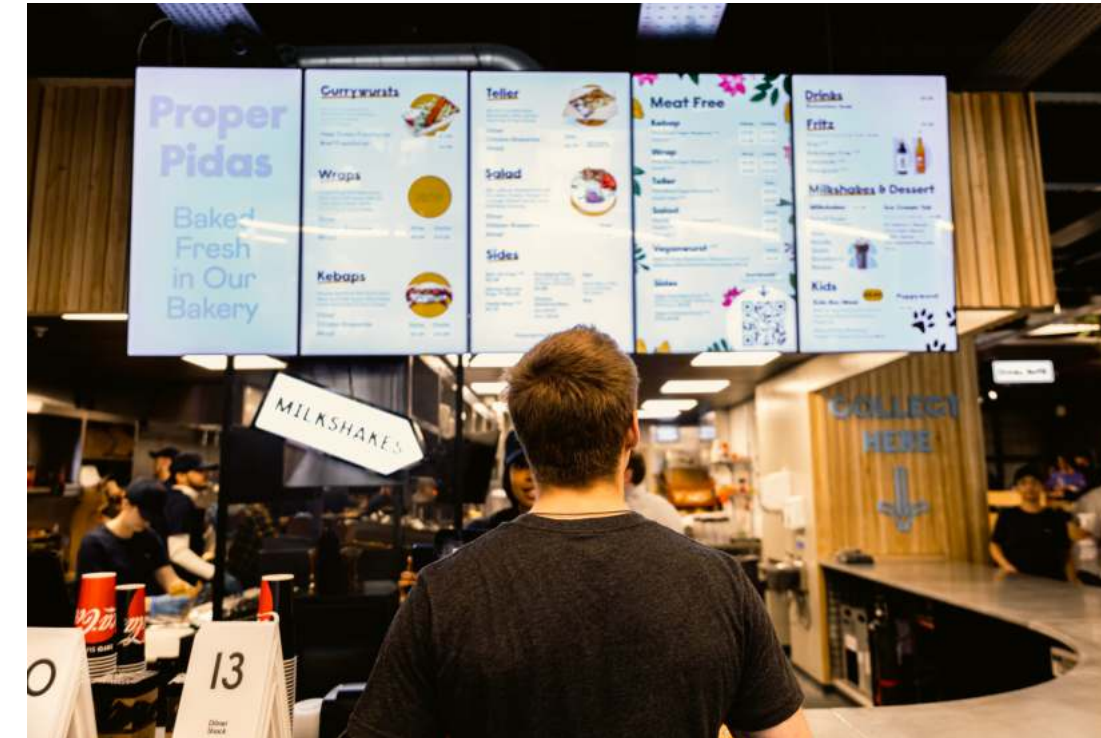
\*ancillary storage required



Trinity Kitchen  
Trinity Shopping Centre  
Leeds

# High Street

- Prime High Street
- Approx 1800-2500 Sq/Ft
- Minimum of 1500 sq/ft at ground floor

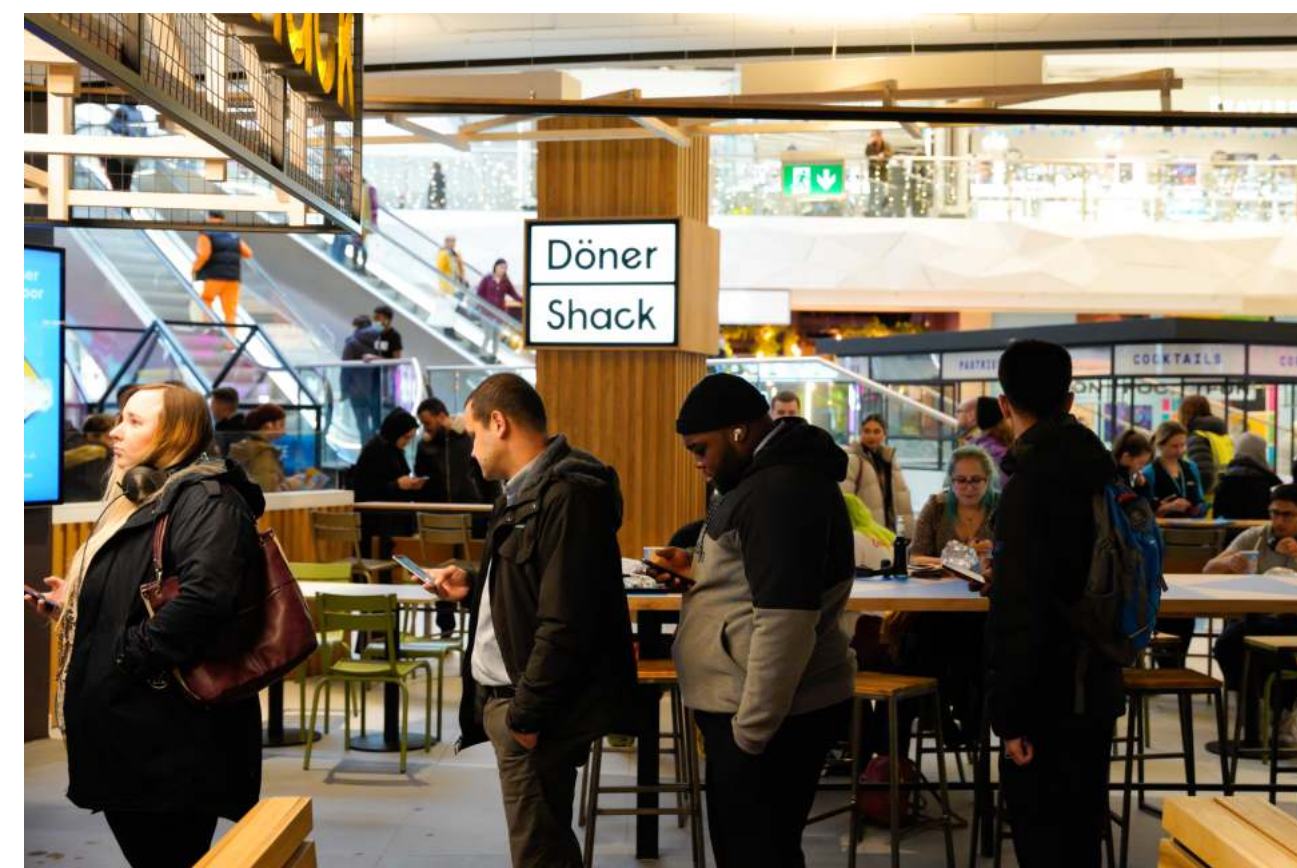


Hammerston

St Peters Square  
High Cross  
Leicester

# Shopping Centre

- Shopping Centre
- Approx 2-3000 Sq/Ft
- Minimum of 1500 sq/ft at ground floor.
- Larger space may be considered for major shopping centres



Silverburn Shopping Centre  
Glasgow

Döner Shack

# Drive Thru

- Retail Parks
- Leisure Parks
- Major Road Junctions

In Development

1500-3000 sq/ft





# Locations

## Immediate Requirements

### Scotland

**Glasgow Silverburn**  
Glasgow City Centre  
Glasgow Fort  
Glasgow West End  
Glasgow Braehead  
Edinburgh City Centre

### Ireland

Dublin City Centre  
Belfast City Centre

### England - West Midlands

Birmingham City Centre  
Wolverhampton  
Worcester  
Solihull  
Sutton Coldfield  
Wednesbury  
Dudley  
Walsall  
Tamworth  
Cannock  
Coventry City Centre

### England - East Midlands

**Leicester City Centre**  
Nottingham  
Derby

### England - North West

Manchester Trafford  
**Manchester Arndale**  
Manchester Oxford Road  
Liverpool City Centre

### England - North East

**Leeds Trinity**  
Leeds Whiterose  
York City Centre  
Sheffield

### England - London

Covent Garden  
Fulham  
Kings Road  
Portobello Road  
Uxbridge  
Clapham  
Kensington  
South Kensington  
**Baker Street**  
Tower Bridge  
Ealing  
Richmond  
Chiswick  
Tottenham Court Road  
King Cross  
Camden  
St Pauls  
Putney  
Wimbledon  
Oxford Circus  
Soho  
Victoria

Leicester Square  
Croydon  
Islington  
Charing Cross  
Enfield  
Wandsworth  
O2 Arena  
Kingston  
Piccadilly Circus  
Woodgreen  
Canary Wharf  
Notting Hill  
Westfield Stratford  
Westfield Shepherds Bush  
Harrow  
Epsom  
Watford  
Northolt  
Brent Cross  
Edgware  
Ilford  
Dagenham  
Mansion House  
Wembley



Döner Shack

# Contact

Döner Shack

Sanjeev Sanghera

Co-Founder & MD

[sanj@hausholdings.uk](mailto:sanj@hausholdings.uk)

07882-130681



Richard Shuttleworth

Pudney Shuttleworth

[rs@pudneyshuttleworth.co.uk](mailto:rs@pudneyshuttleworth.co.uk)

07747 008458

Will Hepplewhite

Pudney Shuttleworth

[wh@pudneyshuttleworth.co.uk](mailto:wh@pudneyshuttleworth.co.uk)

07846 006790



Roy Somerston

Robinson Somerston

[rsomerston@robinsonsomerston.co.uk](mailto:rsomerston@robinsonsomerston.co.uk)

07831-464969



Streetfood  
Entrepreneurs of  
the Year - Finalists



Fastest Growing  
Food Brands  
in the UK

