



INTRODUCTION



ANAND HEENA THAKKAR

& Company background

Food Kraft began its journey on 1st December 2004.

What began as a one man outfit has grown into an organisation of over 500 hand-picked professionals; with strong quality branding and mass appeal.

ANAND HEENA THAKKAR'S & Company's Background

A degree from the Asia Pacific Institute of Management, correspondence from University of Netherlands, and schooling from St. Xavier's Loyola Hall – Ahmedabad, Anand Heena Thakkar always paved his way for an exemplary career.

After taking training from the ITC group and working with leading chain of hotels (Holiday Inn, ITC Group, le Meridian, Sarovar Park Plaza) for almost 4 years, in 2004 Food Kraft came to be.

RESTAURANTS

03

ACROSS THE COUNTRY

P·E·P·P·E·R·A·Z·Z·I

PEPPERAZZI - THE DINER

AHMEDABAD | RAJKOT | BARODA | KOLKATA | JAIPUR | VIZAG

RATATOUILLE

By P·E·P·P·E·R·A·Z·Z·I

RATATOUILLE

AHMEDABAD



gourmet resto café

RAISIN - THE GOURMET EUROPEAN CAFÉ

AHMEDABAD | MUMBAI



LEGENDS OF PUNJAB

BARODA | JAIPUR

P·E·P·P·E·R·A·Z·Z·I

OUTDOOR CATERING

PEPPERAZZI OUTDOOR CATERING

CAPACITY OF 3000 PEOPLE CATERING AT A STRETCH



Legends of Punjab serves exclusive North Indian food in an ambience that gives an urban dhaba feel.

For the love of spices and all things masala, Legends of Punjab ensures an authentic and delicious experience.

AMBI ENCE

THE INSIDE LOOK

05









LEGENDS OF PUNJAB

*** BY PEPPERAZZI ***





WHAT WE SERVE



12



WHAT WE SERVE

MENU

13

ANAND HEENA THAKKAR'S SIGNATURE MENU

- **BHATTI KA PANEER**
Paneer marinated in tandoori spices with bell pepper, cooked in tandoor
- **TANDOORI BROCCOLI**
Broccoli marinated in spices and cooked in tandoor
- **BHARWAN KHUMDH**
Stuffed mushroom cooked in tandoor with tandoori spices
- **SHREDDED CHICKEN BHEL**
Murgh khurchan made in style of Mumbai chatpati bhel
- **AFGHANI TANGDI KEBAB**
Chicken drumstick infused with tandoori spices and cooked to perfection
- **TANDOORI KHAZANA**
Chicken tikka / Mutton seekh / Afghani tangdi kebab / Fish tikka / Tandoori Chicken
- **GALOUTI KEBAB**
A mouth melting pan seared galouti, garnished with silver varq

307/-

307/-

307/-

406/-

406/-

730/-

406/-

LEGENDS OF
PUNJAB
★ ★ ★ BY PEPPERAZZI ★ ★ ★

RS

pati bhel

oy...

ream and cheese

pices and cooked to perfection

ooked till it became Juicy

ith smoky flavoured masala and

ND HEENA THAKKAR'S NATURE MENU

IC MASALA

ashew nut gravy

406/-

406/-

406/-

406/-

406/-

406/-



325/-

14
325/-

433/-



- **TAMATAR DHANIYA SHORBA**
Tomato infused coriander soup served with namakpara
- **BADAM MAAKKAI KA SHORBA**
Mildy crunch of almonds served with corn kernels
- **DAL DHANIYA KA SHORBA**
Dal infused coriander soup
- **BADDAM MURG SHORBA**
Mildly crunch of almonds infused in murg ka shorba



- **ALOO PARATHA**
- **ALOO PYAAZ KE PARATHE**
- **GOBHI KE PARATHE**
- **MULI KE PARATHE** (Seasonal)
- **PANEER PARATHA**
- **MASALA CHEESE PARATHA**
- **MULI PARATHA**



181/-

181/-

208/-

217/-



154/-

154/-

154/-

154/-

172/-

208/-

226/-



- **PRO...**
Paneer marinated
- **LASOONI PANEER TIKKA**
Paneer marinated with garlic and cooked in tandoor
- **BHATTI KA PANEER**
Paneer marinated in tandoori spices with bell peppers, cooked in tandoor
- **MALAI PANEER**
Paneer marinated with cream and cheese and cooked slowly in tandoor
- **PANEER THREE WAYS**
Paneer marinated in tandoori spices, cream and ajwaini flavoured
- **TANDOORI ACHARI ALOO TIKKA**
Baby potatoes marinated with pickle



STARTERS

- **TANDOORI BROCCOLI**
Broccoli marinated in spices and cooked in tandoor
- **BHARWAN KHUMDH**
Stuffed mushroom cooked in tandoor with tandoori spices
- **MUSHROOM TIKKA**
Mushroom with red marination and cooked in tandoor
- **TANDOORI KHAZANA**
3 pcs of each paneer / aloo / baby corn / gobhi / mushroom
- **HARA BHARA KEBAB**
Minced mix vegetable infused with cloves flavoured



TERS



460/-

460/-

406/-

730/-

550/-

280/- 460/-
Half Full

ished with silver varq
i tangdi kebab / Fish tikka / Tandoori Chicken
pepper cooked in oven
ce and yogurt and aromatic spices

AIN COURSE

ARLIC MASALA

AR
onion tomato gravy

325/-

325/-

325/-

325/-

ROTI

NAAN

GARLIC NAAN

CHEESE NAAN

MASALA GARLIC NAAN

LACCHA PARATHA

MISSI ROTI

KULCHA

ONION KULCHA

HARIYALI NAAN

MAIN COURSE

▪ **MUTTON KADAI**
Mutton cooked with bell pepper and black pepper

▪ **RAILWAY MUTTON CURRY**
A traditional mutton curry, once served at the railway stations in India

▪ **METHI KEEMA MUTTER**
Meat and peas sauteed in a thick mixture of stimulating flavors

▪ **FISH CURRY**
Fish cooked in mustard sauce and tempered with mustard seeds and green chillies

▪ **SHAHI CHICKEN CURRY**
With mild spices and cooked in creamy almond, cashew paste

46/-

55/-

73/-

100/-

82/-

73/-

73/-

91/-

109/-

73/-



460/-

460/-

460/-

505/-

433/-

▪ **PINDI CHICKEN**
A punjabi delicacy

▪ **RAIMA MASALEDAR**
Red kidney beans cooked in onion tomato masala.

▪ **VEG LAHORI**
Thick creamy gravy made with vegetables and a blend of fl

▪ **KHUMBH MUTTER**
Mushroom cooked with green peas and cashew nut gravy

▪ **KADAI VEG**
A seasonal veg cooked in red tomatoes base sauce

▪ **ALOO GOBHI**
Ghar ka khana



MAIN COURSE

▪ **BUTTER CHICKEN**
Chicken on the bone cooked in a creamy sauce

▪ **MURGH KADAI**
Chicken cooked with bell pepper and chillies

▪ **ANDA KA FUNDA**
Egg cooked in onion tomato sauce

▪ **CHICKEN KALI MIRCH**
Chicken marinated with distinctive flavors

▪ **LOP'S SPECIAL CHICKEN CURRY**
Cream, cheese and yogurt patties deep fried

▪ **CHICKEN METHI GARLIC MASALA**
Chicken cooked in chef's special gravy



FRANCHISE DETAILS

AREA	3000 sq. ft
FRANCHISE FEES	20 lacs
INVESTMENT	80 lacs - 1 crore
ROYALTY	7%

FOCO MODEL

FRANCHISING

BRAND EXPANSION STRATEGY

Make things happen

- Delicious, competitively-priced Punjabi food available to eat in, take away or delivered.
- Catering for a variety of consumers groups across age, gender, status and lifestyle.



Flexibility and ROI

- Allowing full location flexibility.
- Strong intrinsic economics, from food cost to labour ratios, resulting in high ROI potential:



Our Next Step

- We already operate 2 franchise stores with 10+ in development
- Alongside owner or operators, our franchise is available also to passive investors via our managed franchise programme



FRANCHISOR SUPPORT

14+ YEARS EXPERIENCE



- Access to off-market location opportunities in the most competitive areas.
- Provision of a turn-key design and construction solution at competitive rates
- An operations director with 14+ year experience in the industry will assist with the project-managing of any new franchise opening
- Quality and operational audit on regular basis.
- Launch marketing plan tailored to the franchisee's trading area intensive ongoing auditing by experienced operations personnel to ensure your business is on track to deliver the return you expected.
- Continuous development of the menu offer to improve sales and marginality
- Existing national supply chain constantly reviewed by ongoing tendering



**we are
SOCIAL**

OPENING HOURS

12PM TO 3PM | 7PM TO 11PM

ADDRESS

1ST FLOOR, TIRUPATI HOUSE, PANJARAPOLE CROSS ROAD,
AMBAVADI, AHMEDABAD, GUJARAT 380015

CONTACT NO.

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