



Kebab Nation

Franchise Opportunity

QUALITY. YOU DESERVE IT.



Welcome To Kebab Nation

Kebab Nation

Get ready to join the Kebab Nation sensation taking Australia by storm!

Kebab Nation is home to the best kebabs and HSPs in Australia. Our kebab game is next level - think premium, juicy meats, fresh, top-quality ingredients, and game changing chips. Our customers can see and taste the difference and are hungry for more.

Kebab Nation is now seeking partners to join us as we lead a kebab revolution across the country, satisfying their call for only the absolute best kebabs and HSPs, and we are here to deliver.





Who Are We?

We are the people's preferred choice for kebabs. Kebab Nation is redefining the kebab shop experience- setting the bar high with only the best quality ingredients prepared with love. Think of the best kebab you've ever had; we guarantee it doesn't even come close.

Our friendly customer service, and welcoming, bright interior spaces are at the centre of our local communities as a place to refuel and reunite. Our love for Kebabs brings us together. We have something for all taste buds, appetites, and occasions- from the saucy delight that is our famous HSPs, to our hunger-busting, generously filled kebabs, and a delicious range of house made salads, plates and sides.

Our Mission

To build a world-class united team, which consistently serves delicious food and provides exceptional customer service, in our clean and vibrant kebab and grill houses.

Our Vision

To be the global brand of choice by all consumers, where quality is our focus



Our Story

Kebab Nation was formed by husband-and-wife power team Tony and Amy, after being made aware of the popularity of HSP'S by Cousin Fred. They opened their first store in Melbourne, Watsonia in 2017. Their goal was to fill the need in the market for a nationally recognised Kebab brand, famous for its high-quality standards in food, presentation, cleanliness and service. This environment needed to be totally different from the typical greasy, low-quality, and impersonal image that has come to be associated with Kebab shops over the years. And so, Kebab Nation was born to the delight of many Melbournians.

The people of Australia are now demanding quality kebabs and HSPs in their neighbourhoods. We have a civic duty to fulfil this need and are now looking to bring like-minded, ambitious partners into the Kebab Nation network to make it happen.



Our Incredible Brand

PREMIUM CUTS

Unlike most other kebab shops, we only use premium cuts of meat. This is the fundamental difference between an ordinary kebab and an extraordinary kebab- and ours are the latter.

NEVER COMPROMISE ON QUALITY

We buy the best produce in the market and will never compromise on our quality. We do not have busy stores by chance but because our top-quality produce shines through and our customers can see and taste the quality.

FRESHLY MADE IN-HOUSE

Most products including our traditional tabouli, golden fluffy falafels and a selection of dips and sauces are made in-house. Our recipes have been tried and tested with maximum flavour and operational efficiency in mind.

OUTSTANDING CUSTOMER SERVICE

Outstanding customer service is what sets Kebab Nation apart from any other Kebab shop. It all starts with a welcoming smile, and the way we greet and treat our guests. People return to us not only for the food but for the complete experience and how we make them feel.

BIODEGRADABLE PACKAGING

We use biodegradable packaging in our stores, meeting our sustainability commitments to benefit our communities and local environments.

Our Food

Our food is in a league of its own – packed with tender, juicy meats, fresh premium ingredients, and the crispiest chips around. Made with 100% real meat and our signature house-made sauces and dips, every bite hits different. No one does it like we do – we set the standard. With a flavor for everyone – whether you're flying solo, in a group, vegetarian, picky eater, young, or old – we've got you covered. Quality is non-negotiable, and you'll taste it in every single bite.



BBQ Chicken Shish Meal



Falafel Salad



Original Meal



Our Menu

• KEBABS •

ORIGINAL KEBAB

YOUR CHOICE OF MEAT OFF THE SPIT (LAMB/CHICKEN/MIXED) WITH LETTUCE, ONION, TOMATO, AND SAUCES OF YOUR CHOICE IN EITHER TURKISH OR PITA BREAD.

\$17

SHISH KEBAB

YOUR CHOICE OF BBQ SKEWERS (LAMB/CHICKEN) WITH LETTUCE, ONION, TOMATO, AND EITHER HUMMUS OR GARLIC DIP SERVED IN TURKISH OR PITA BREAD.

\$18

FALAFEL WRAP (V)

HOMEMADE FALAFELS WITH LETTUCE, TOMATO, RADISH, FRESH PARSLEY AND MINT, PICKLES AND PICKLED TURNIPS DRIZZLED WITH TAHINI SERVED IN PITA BREAD.

\$17

CHICKEN NATION KEBAB

CHICKEN OFF THE SPIT WITH HOT CHIPS, PICKLES AND HOMEMADE GARLIC DIP, ALL WRAPPED UP IN PITA BREAD.

\$17

KAFTA WRAP

SPICED BBQ LAMB MINCE SKEWERS WITH LETTUCE, ONION, TOMATO AND HUMMUS IN PITA BREAD

\$18

OPEN KEBAB

YOUR CHOICE OF MEAT OFF THE SPIT (LAMB/CHICKEN/MIXED) WITH LETTUCE, ONION AND TOMATO.

\$17

SAUCE OPTIONS: GARLIC, BBQ, HOT CHILLI, SWEET CHILLI, TOMATO

KEBAB EXTRAS

EXTRA MEAT	\$3	TABBOULI	\$1.5
CHEESE	\$1	SALAD/VEG	50c EACH
DIP	\$1	(Lettuce/Tomato/Onion)	

• HSP •

A MULTI LAYERED COMBINATION OF:

- 1 HOT CRISPY CHIPS
- 2 CHEESE MELTED TO PERFECTION
- 3 YOUR CHOICE OF MEAT OFF THE SPIT (OR FALAFELS FOR A VEGETARIAN OPTION)
- 4 DRIZZLED IN SAUCES OF YOUR CHOICE

SAUCE OPTIONS: GARLIC, BBQ, HOT CHILLI, SWEET CHILLI, TOMATO



• SALADS + SIDES •

GARDEN SALAD

A MIX OF GOURMET LETTUCE, FETA, TOMATO, CUCUMBER & SPANISH ONION DRIZZLED IN BALSAMIC DRESSING.

REG \$8 LRG \$10

CHICKEN SALAD

A MIX OF GOURMET LETTUCE, FETA, TOMATO, CUCUMBER & SPANISH ONION DRIZZLED IN BALSAMIC DRESSING TOPPED WITH CHICKEN OFF THE SPIT

REG \$15 LRG \$17

TABBOULI

A TRADITIONAL SALAD OF DICED PARSLEY, TOMATO AND ONION WITH CRACKED WHEAT, WITH A LEMON DRESSING.

REG \$11 LRG \$15

FALAFEL SALAD

TABBOULI, LETTUCE, DICED TOMATO, MINT & TAHINI SAUCE

\$15

CHIPS

REG \$5.5 LRG \$7.5 FAM \$9.5

RICE

INFUSED WITH HERBS AND SPICES (GF)

REG \$7.0 LRG \$9.0

FETA CHIPS

HOT CRISPY CHIPS WITH FETA AND PARSLEY MIXED THROUGH OUT.

\$12

FALAFELS (V)

\$2.5 EACH

NUGGETS

\$1 EACH

DIPS

DIPPING TUB \$2.5 REG \$7

TZATZIKI, HUMMUS, CAPSICUM, EGGPLANT, (CHILLI DIP \$9)

BBQ SKEWERS

	2X	4X	6X
CHICKEN.....	\$8	\$12	\$117
LAMB.....	\$9	\$16	\$23
KAFTA.....	\$8	\$14	\$20

ADD A COMBO CHIPS & DRINK

REG + \$8.5
LRG + \$10.5

REG \$14.50 MED \$21.00 LRG \$28.00

OUR RECOMMENDATION: THE HOLY TRINITY

THE ULTIMATE COMBINATION OF GARLIC, BBQ AND HOT CHILLI SAUCES

HSP EXTRAS

EXTRA MEAT	\$3	M \$4	L \$5	TABBOULI	\$1	M \$2	L \$3
CHEESE	\$0.50c	M \$1	L \$1.5	SALAD/VEG	\$0.50c	M \$0.50c	L \$1
DIP	\$0.50c	M \$1	L \$1.5	(Lettuce/Tomato/Onion)			

• MEALS •

ORIGINAL MEAL

(EXTRA MEAT \$3)
YOUR CHOICE OF MEAT OFF THE SPIT (LAMB / CHICKEN / MIXED)
1 SALAD OF CHOICE, 1 DIP OF CHOICE, RICE, TURKISH OR PITA BREAD.

\$23

BBQ SHISH MEAL

YOUR CHOICE OF BBQ SKEWERS (LAMB / CHICKEN / KAFTA)
1 SALAD OF CHOICE, 1 DIP OF CHOICE, RICE, TURKISH OR PITA BREAD.

\$25

FALAFEL MEAL (V)

HOMEMADE FALAFELS, 1 SALAD OF CHOICE, 1 DIP OF CHOICE, PICKLES AND PICKLED TURNIPS, RICE, PITA BREAD, TAHINI.

\$23

FAMILY MEAL

1 LARGE CONTAINER OF MEAT OFF THE SPIT (CHICKEN/ LAMB/ MIXED)
2 LARGE GARDEN SALADS, 1 LARGE CHIPS, 2 DIPS OF CHOICE, 1 LARGE RICE
4 TURKISH OR PITA BREADS, 4 CANS OF SOFT DRINK.

\$85

CHICKEN WITH RICE

RICE WITH SHAVED CHICKEN STRAIGHT OFF THE SPIT, WITH YOUR CHOICE OF SAUCE, add \$1.5 Lamb Mix

REG \$14.5 LRG \$16.5

KIDS MEAL

4X CHICKEN NUGGETS & CHIPS, TOMATO SAUCE.

\$8

MEAT OFF THE SPIT

REG \$16 MED \$25 LRG \$30

ADD A COMBO CHIPS & DRINK

REG + \$8.5
LRG + \$10.5

**OPEN
7 DAYS
A WEEK**



ALL MEAT & CHIPS ARE GLUTEN FRIENDLY
10% SURCHARGE APPLIES ON PUBLIC HOLIDAYS.

WHY

KEBAB

NATION?



The Facts



The fast casual food industry is worth 20 billion dollars in Australia



One of the top performing Kebab organisations in Victoria



Australians eat out on average 2-3 times a week



9 years of industry experience



The Kebab Nation business model has consistently proven to be resilient, even in challenging economic conditions, making it a recession-proof formula for success.

Our Core Values

At Kebab Nation our values are at the heart of everything we do. Our values guide us in our aspirations, behaviours and actions towards our fellow team members, customers, and the wider community.



- ★ **Partnership based on transparency, trust, and respect.**
- ★ **Commitment to excellence, innovation, and growth.**
- ★ **Having the mindset of working and winning together.**
- ★ **Culture based on inspiration, passion, and unity.**
- ★ **Believe in people and inspire to change lives.**



Why Kebab Nation?

Clever Operations

Our experience in the industry means you get access to a world-class system that covers every aspect of running a successful business. Our menu and operational set-up have been perfected to ensure an optimised food preparation workflow. Each station in the shop plays a crucial role in ensuring we produce a consistent, high-quality product every time. We have developed procedures and training guides to ensure team members learn and maintain these standards, from meat cutting to customer service.

Simple Recipes & Food Prep

All our recipes including salads, sauces and general food preparation have been tried and tested to guarantee consistently great-tasting final product and easy assembly. No need for an experienced chef to run the kitchen – all team members are cross-trained on all tasks, helping business owners keep costs down and simplify staff scheduling.

Delivery

Our customers can enjoy the Kebab Nation experience in our welcoming store environments, as well as in their homes or workplace, opting for delivery. We have our eyes firmly set on the delivery market and are investing heavily in ensuring we are the leaders in that segment through technology, speed, marketing, taste, and presentation.

Experience in the Industry

Our dedicated team knows a thing or two about running a successful kebab business, having built the Kebab Nation brand and system from the ground up. We want to share our knowledge and best practice with the network and work with you to grow your business.

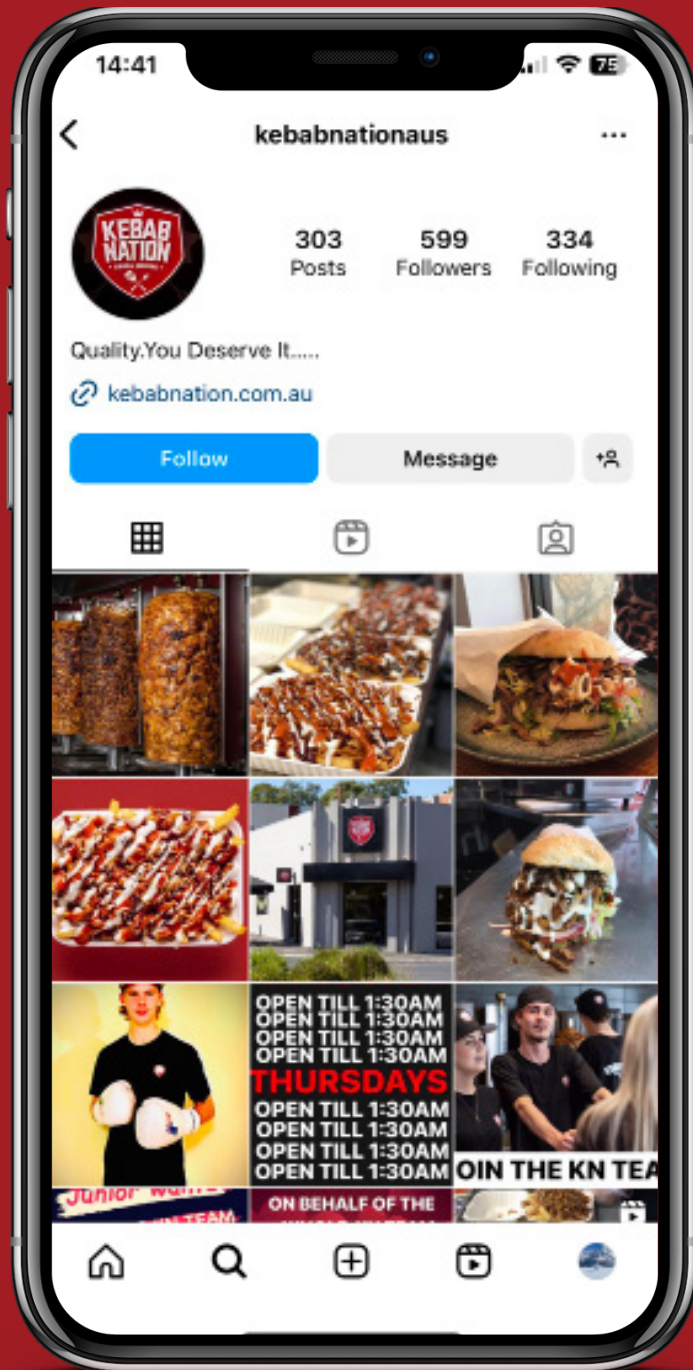
Unique offering

Simply put, there is no other Kebab brand that is offering the type of quality food, service, and experience that we do. We know that Aussies of all ages and backgrounds love kebabs and HSPs, and are in need of a nationally recognised brand they can trust for consistently tasty, fresh and clean food. Kebab Nation is here to fill that need, and you can be a part of the journey to help us deliver on our mission.



Our Stores





Support

Being part of the Kebab Nation team means you are in business for yourself but not by yourself, you are supported 100% of the way. Your dedicated Operations Manager will help you both remotely and on scheduled visits to your store. You will also have the opportunity to attend management training and network conferences.

We give you the tools and support to help you grow and operate your own business.

Marketing

Our marketing team are responsible for all major national campaigns, digital advertising, promotions, new product development and point-of-sale materials. All initiatives focus on bringing new customers to Kebab Nation stores and encouraging our regulars to return again and again.

We host the major social media pages for the brand and provide posting guidelines to all stores for their self-managed local pages. We encourage franchisees to engage with their local community through local marketing initiatives suited to your area.

Operations

Our operations team are there to help you, with a dedicated Operations Manager who will help work with you to get your business started and then will work with you to ensure the business is the best it can be.

Training

Our training system, resources and team will train you on the fundamentals of running a successful Kebab Nation business, building upon your prior experience and skill set.

Our training programme covers all aspects of running a Kebab Nation store, from how to build our mouth-watering kebabs and assemble HSPs, to safety and people management, marketing food prep and much more.

Training consists of hands-on practical training and guided assistance during your opening period. Our franchisees have access to comprehensive training materials to help you ensure all your team are across Kebab Nation procedures.

Training duration for a new store opening is a minimum of 3 months, this includes the franchisee and all new staff to the store.

- Pre-store opening (including training and preparation)
- Soft Opening (1 week)
- Additional Support Week (1 week)

The franchise owner and store manager is trained in every aspect of running the business. All additional staff are then trained per the responsibilities hired for.



GRILL HOUSE

Frequently Asked Questions

Q. Do I Need To Have Food Experience To Become An Kebab Nation Franchisee?

You don't need to come from a food background as our comprehensive training program will train you on every aspect of the business. We then provide two weeks of opening support after you open.

Q. How Much Does It Cost To Purchase A Kebab Nation Franchise?

There is an initial franchise fee of \$50,000, in addition to the cost of fitting out your Kebab Nation store. The total investment, including extensive training, will range from \$250,000 to \$450,000, depending on site and location.

Q. What Are The Ongoing Fees?

To be a part of the Kebab Nation network, have access to our incredible brand and operations, marketing and support teams each franchisee will pay a 8% royalty.

Q. Who Chooses The Site?

Kebab Nation will help you choose an appropriate location for your Kebab Nation store, however, the responsibility lies with the franchisee. You have the option of engaging a leasing consultant to help locate a suitable site and conduct negotiations on your behalf. It is advisable that you conduct your own research using our site criteria.

Q. Who will take responsibility for fitting out the premises? Are there specific requirements?

The franchisee is required to use Kebab Nation's preferred shop fitter, who will be responsible for fitting out the premises according to specific design guidelines provided by Kebab Nation. The total cost will vary depending on the location, size, and final design of the premises. By using Kebab Nation's trusted shop fitter, we ensure that the build is completed quickly, efficiently, and cost-effectively. Kebab Nation's will oversee the entire project from start to finish, ensuring a smooth, turnkey handover.

Q. How Long Will It Take To Open A Store?

There is no general rule of time for a store to open as it depends on several factors. Timing can be from 3 months - 12 months.



What's Next?

At Kebab Nation we have a 10 step franchise recruitment process to owning your own Kebab Nation. This is to allow you to understand fully what it will be like to be a Kebab shop owner, and to help us make sure you're the right fit!



1. **Apply online, Sign the confidentiality form and complete enquiry form.**
2. **A member of our recruitment team will call you to answer your questions**
3. **Receive disclosure documents, franchise agreement and financial modelling tools**
4. **Complete onsite OJE (on the job evaluation).**
5. **Mutual approval.**
6. **Receive and sign the Letter of Intent and pay an initial deposit.**
7. **Issue formal franchise documents.**
8. **Complete due diligence, consideration and cooling off period.**
9. **Commence training and business launch preparations.**
10. **Open your new Kebab Nation Store!**

What Are We Looking For In Our Franchise Partners?

Be Customer Focused

We want people who not only want to make money but are willing to dedicate themselves to ensuring every kebab and HSP is served with a friendly smile and made with care. You need to be a great communicator who can foster relationships within their communities.

Prioritise Quality

Our partners must be committed to using high-quality ingredients and ordering from preferred local suppliers that meet our standards. This sets us apart from other neighbourhood kebab shops that put cost-cutting before quality. Quality is the number one priority.

Team & People Orientated

We want to work with people who love what they do and are passionate about working as a team. Teamwork, respect, and loyalty define our team at Kebab Nation. Together we work as one, changing lives and growing our people is our formula for success.

Follow Systems

Kebab Nation Franchise Partners need to be able to follow our world-class systems to precision and train their teams on the correct procedures to ensure only top quality is achieved in





Contact Us To Register Your Interest!

Contact us at franchise@kebabnation.com.au or provide your details on our website franchise page. We will be in touch to get the process started and tell you more about this incredible business opportunity.