

# hostmind.

food for people, by people

## PORTFOLIO

# Outline

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## **SECTION ONE**

# **About Hostmind**

[www.hostmindae.com](http://www.hostmindae.com)

Hostmind, an innovative cloud kitchen and central production kitchen, operates as a Limited Liability Company (LLC) in the United Arab Emirates. This legal structure provides the necessary flexibility and protection for Hostmind's unique dual-model business approach, which combines B2C cloud delivery food concepts with B2B white-label production services. The LLC status aligns perfectly with the company's operational needs, offering limited liability protection to its owners while allowing for streamlined management and potential future growth.

### MISSION

To revolutionize the food industry by combining technology, culinary excellence, and operational efficiency to deliver fresh, high-quality meals while transforming central kitchens into revenue-generating hubs.

### VISION

To be the leading cloud kitchen and B2B food solutions provider in the UAE, setting new standards in quality, innovation, and scalability across the F&B industry.

### COMPANY VALUES

#### Innovation

Driving creativity and tech-driven efficiency.

#### Quality

Delivering fresh, premium ingredients.

#### Collaboration

Building strong industry partnerships.

#### Customer Focus

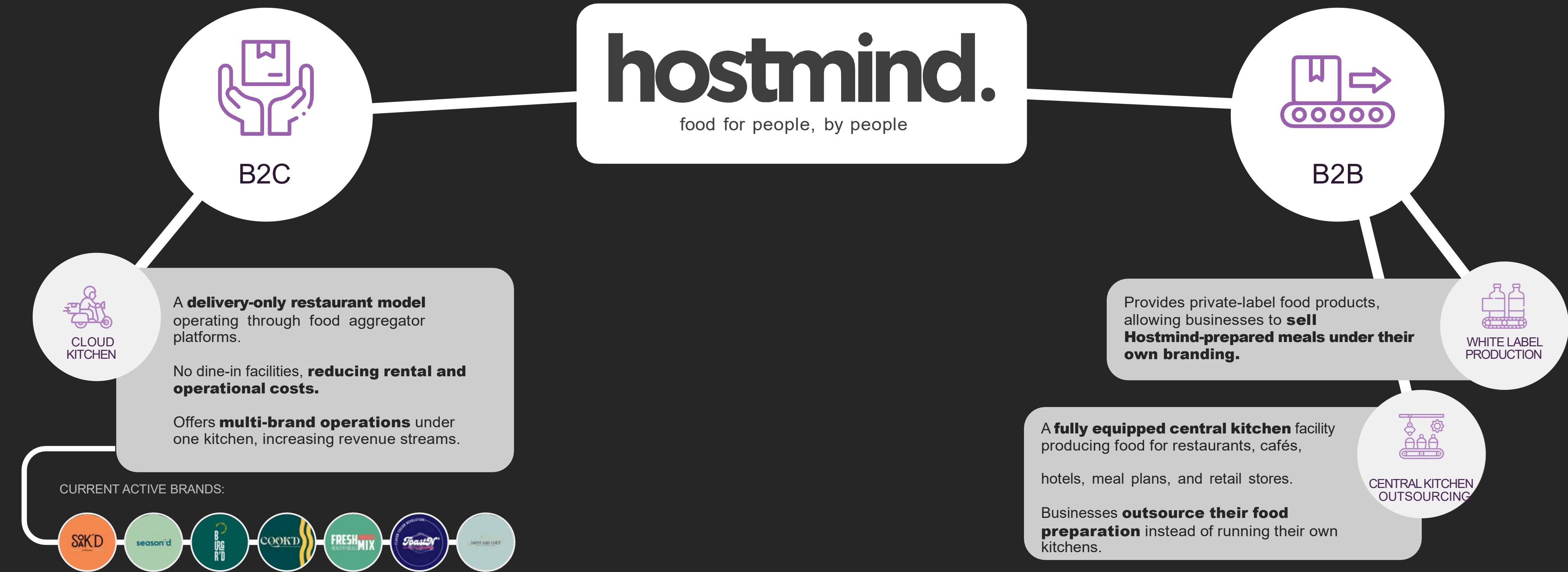
Enhancing convenience and satisfaction.

#### Sustainability

Reducing waste and responsible sourcing.

#### Integrity

Upholding transparency and excellence.



## WHY DOES IT WORK

**Lower Overheads** – No front-of-house expenses i.e. waitstaff or large dine-in spaces.  
**Multiple brands operating** under one centralized kitchen, maximizing efficiency.

## WHY DOES IT WORK

- ✓ **Cost-Effective Scaling** – Businesses expand without large kitchen investments.
- ✓ **Guaranteed Consistency & Quality** – Professional production with strict quality control.
- ✓ **Faster Market Entry** – New brands launch quicker with ready-to-go food solutions.

# hostmind

## OUTSOURCING

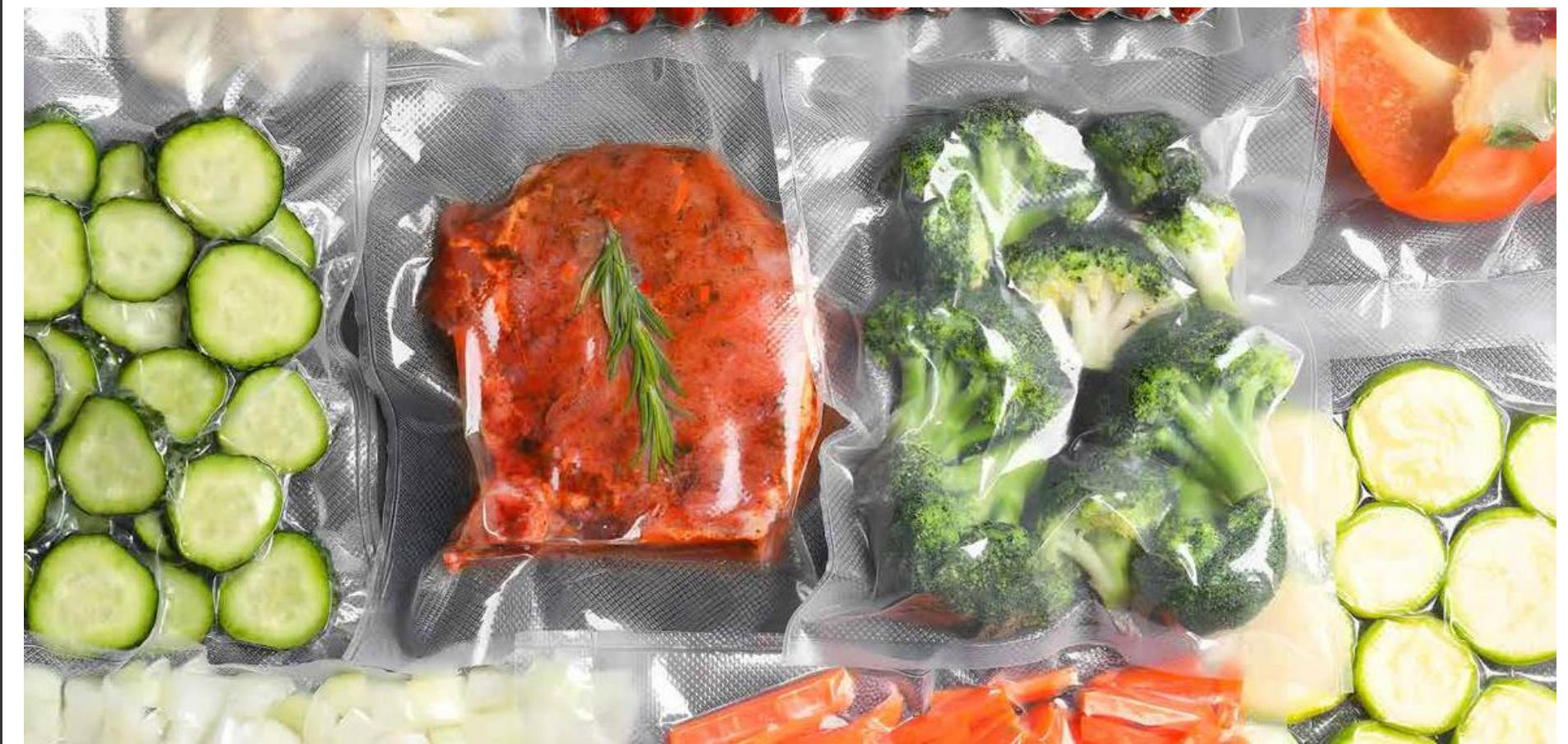
BUSINESS-TO-BUSINESS  
LINE OF SERVICES

### FRESH MIX WHITE LABELING



Offering a diverse array of freshly made, ready-to-sell food items, including an enticing selection of sandwiches, salads, and appetizers that seamlessly combine flavor and wellness. Perfectly tailored for businesses to brand as their own and offer to their customers, delivered directly by the Hostmind Team.

### CENTRAL KITCHEN OUTSOURCING



Hostmind provides central kitchen outsourcing services providing high-quality ingredients for businesses located in Dubai, based on customized recipes and ingredients.

# TARGET MARKET & CUSTOMERS

WHO WE SERVE

# hostmind.

WHY  
DOES IT  
WORK?

- ✓ **Diversified Revenue Streams** – not reliant on a single market.
- ✓ **Meets existing demand** for cost-effective, outsourced food.
- ✓ Allows F&B businesses to **expand faster while reducing costs**.

## BUSINESS TO CUSTOMER



## DIRECT-TO-CONSUMER

- Customers **ordering from popular delivery apps**, seeking high-quality, freshly made meals with fast delivery to address the **increasing demand for healthy and convenient food** options.

Popular demographics:



## RESTAURANTS & CLOUD KITCHENS

- Access to **prepped ingredients or fully cooked meals** to streamline operations.
- Helps new food brands **launch faster** without investing in their own kitchen.

## CAFÉS & COFFEE SHOPS

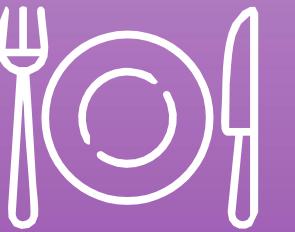
- Ready-to-sell sandwiches, salads, baked goods, and grab-and-go items.
- Ensures **consistent quality & supply** without additional kitchen space.

## BUSINESS TO BUSINESS



## LABOR CAMPS

- Affordable, nutritious, and freshly prepared meals tailored for high-volume needs.
- Ideal for labor accommodations seeking **reliable, hygienic, and cost-effective food solutions delivered daily** — without the hassle of in-house kitchen operations.



## MEAL PREP & CATERING COMPANIES

- Hostmind acts as a **production facility**, enabling meal prep brands to scale without operational bottlenecks.
- Helps caterers **fulfill bulk orders efficiently**.



## RETAIL & GROCERY

- Private-label packaged meals, salads, snacks, and fresh items **tailored to store branding**.
- Growing demand for **grab-and-go convenience food** in supermarkets and organic stores.

# MEAL PACKAGE TYPES

SPECIALIZED CUISINE OPTIONS

## ARABIC

PREMIUM MEAL PACKAGES - 500 G EACH



- 1 CHICKEN POTATO STEW
- 2 CHICKEN MLOUKHIYE
- 3 FATTEH MEAT WITH TOMATO SAUCE
- 4 CHICKEN KABARI
- 5 ROASTED CHICKEN
- 6 SAMAK HARRA
- 7 CHICKEN SUMAC WITH ONION
- 8 CHICKEN MASHWI
- 9 BAMIAH BIL LAHMEH

## ASIAN

PREMIUM MEAL PACKAGES - 500 G EACH



- 1 MALABAR CHICKEN CURRY
- 2 CHICKEN KADAI
- 3 CHICKEN TANDOORI
- 4 CHICKEN AMTI
- 5 DAL CHICKEN
- 6 BEEF GASSI
- 7 CHICKEN ANARKALI
- 8 CHICKEN MASHWI
- 9 MADRAS CHICKEN CURRY
- 10 FISH MAPPAS

## AFRICAN

PREMIUM MEAL PACKAGES - 500 G EACH



- 1 FRIED VEGETABLES
- 2 GITHERI MBOGA
- 3 BEEF LIVER
- 4 BEEF STEW
- 5 MAURITIUS FISH CURRY
- 6 CHICKEN GIZZARD
- 7 CHICKEN STEW
- 8 FISH STEW
- 9 GREEN GRAMS SPINACH CARROT
- 10 CHICKEN YASSA

## SECTION TWO

# Brand Portfolio

BUSINESS-TO-CONSUMER (B2C) LINE OF SERVICES

# HOSTMIND BRANDS - SOAK'D

ABOUT THE BRAND



in flavors



Inspired by the French dessert "Pain Perdu", SOAK'D is a unique western sandwich cloud concept which has changed the sandwich perspective in Dubai with its non-traditional recipes and brand new definition for sandwiches. Get ready for flavor combinations and topnotch ingredients that will leave your taste buds in awe and satisfy your palate. Get ready for a new breath-taking and twisted sandwich experience.



## COLOR PROFILE

#F09C5C	#866CAE	#C1DCA3	#77CFE2



soakd.uae ...

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SOAK'D | In flavorx  
Food & Drink

The Houxe Of French Toaxt

Available on @deliveroo\_ae | @noon\_uae | @careemuae |

@talabatuae | @getcari.uae

Order Now and get our welcome 15% discount

[order.radyes.co/soakd](http://order.radyes.co/soakd)



Communi... Community Delivery Sweet Savory



THE HOUSE OF FRENCH TOST



## FRANCHISING PILLARS

**Brand Identity & Differentiation**  
Wholesome, handmade brioche sandwiches focused on freshness and no preservatives.

**Profitability & Scalability**  
High profit margin due to premium pricing, achieves minimal food waste with standardized recipes.

**Operational Efficiency & Simplicity**  
No complex cooking, has a quick service model, ideal for busy times.

**Customer Experience & Engagement**  
Wholesome ingredients that appeal to health-conscious customers.

**Marketability & Customer Appeal**  
Established market of busy professionals, families, and corporate clients. Easy-to-share, visually appealing products

**Innovation & Potential for Growth**  
Opportunity to diversify with vegan, gluten-free, or seasonal options.

# season'd

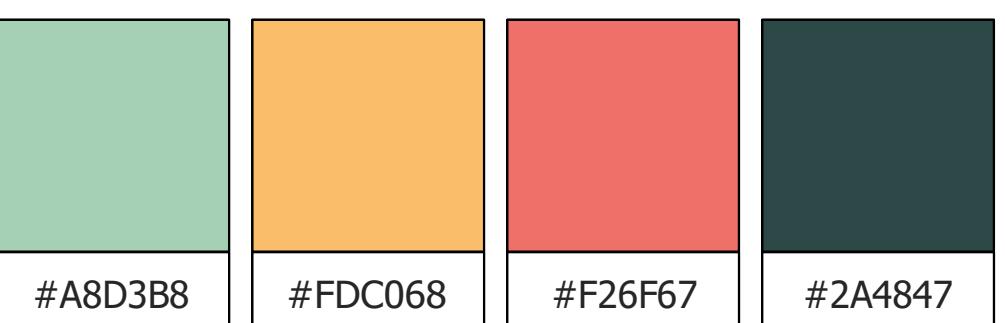


Season'd is an innovative cloud kitchen salad concept located in Dubai, offering a unique and original menu that evolves in sync with the four seasons of the year that provide a unique experience where you can explore the diverse flavors and ingredients that each season brings.

Each season holds its own allure, and our menu reflects this captivating diversity. Picture vibrant summer greens, crisp fall harvests, rejuvenating spring sensations, and the comforting flavors of winter. We reckon only the freshest, locally sourced ingredients to ensure that every bite tells a story, a story of nature.



### COLOR PROFILE



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Season'd

Salads always in season ☀️🍁🌿❄️

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@talabatuae | @getcari.uae  
order.radyes.co/seasond



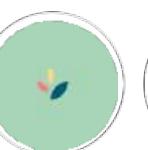
Community



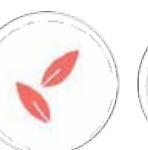
Spring



Winter



BuildurO...



FALL

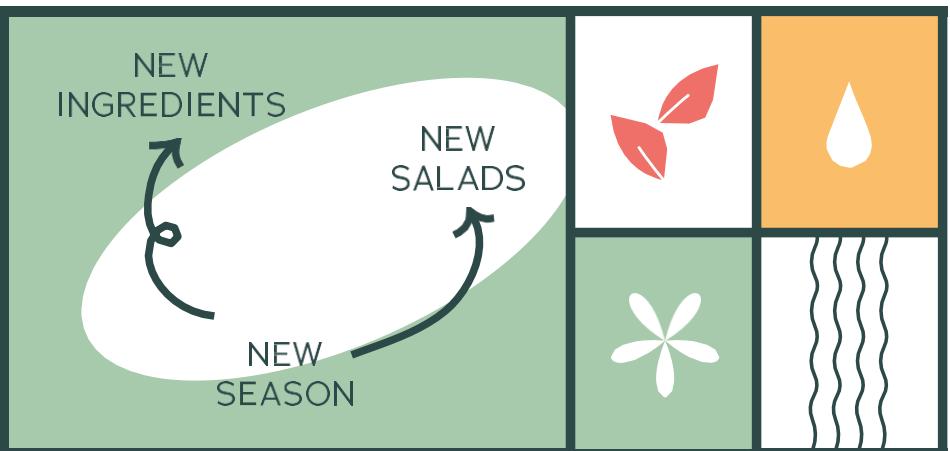


Summer

83 posts

1,154 followers

0 following



## FRANCHISING PILLARS



### Brand Identity & Differentiation

Fresh, gourmet healthy salad bowls – health-conscious brand appealing to modern consumers



### Profitability & Scalability

High profit margin due to premium pricing, achieves minimal food waste with standardized recipes.



### Operational Efficiency & Simplicity

Easy staff training with the use of simple standard processes and recipes.



### Customer Experience & Engagement

Fresh, nutritious ingredients that appeal to health-conscious customers – Customizable salad bowls to meet personal preferences



### Marketability & Customer Appeal

Established market of fitness enthusiasts, busy professionals, and families. Easy-to-share, visually appealing products



### Innovation & Potential for Growth

Opportunity to diversify with gluten-free, vegan, or diet-specific bowls.

# BURGR'D

with a twist from home



Burgr'd takes our customers' taste buds on a journey across the world, offering handcrafted burgers that combine the nostalgic flavors of ingredients from home with exciting twists inspired by international cuisines. Our brand slogan, "Burger with a twist from home," drives our vision to create a unique experience since we believe that food is not just about nourishment; it's a medium to connect with cultural roots and explore new horizons. At Burgr'd, we celebrate the diversity of global flavors, inviting our customers to savor the richness of different countries in every bite.

#### COLOR PROFILE



burgrd\_ae ...

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**BURGR'D**  
With a twist from home.  
[order.radyes.co/burger\\_d](http://order.radyes.co/burger_d)

Community

50 posts
1,545 followers
0 following



#### FRANCHISING PILLARS

**Brand Identity & Differentiation**  
Unique gourmet slider offerings with a focus on worldly flavors

**Profitability & Scalability**  
A high profit margin due to premium pricing. Open to flexible location options (delivery-only, kiosks, dining, pop-ups, food trucks)

**Operational Efficiency & Simplicity**  
Easy staff training with the use of simple standard processes and recipes. Has a quick service model, ideal for busy times

**Customer Experience & Engagement**  
Opportunities to offer sliders as part of corporate catering and group events

**Marketability & Customer Appeal**  
Established market of foodies, young professionals – global flavors that appeal to adventurous eaters

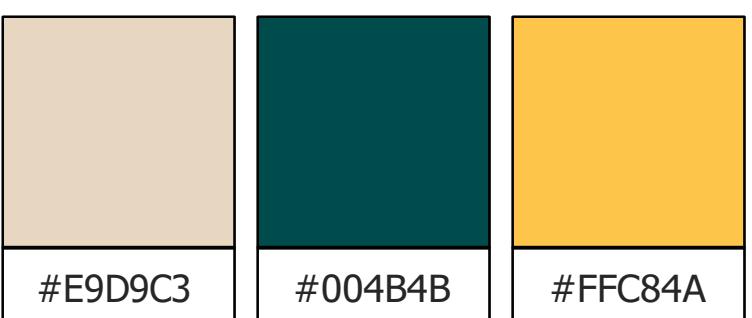
**Innovation & Potential for Growth**  
Opportunity to diversify with vegan, gluten-free, or seasonal options.



At Cook'd, we've reimagined the mediterranean and oriental cuisine experience by bringing a gastronomic journey like no other, all from the comfort of your home. It's a celebration of taste, quality, and the joy of savoring meticulously-crafted pasta and classic hot dishes.

In a world where convenience meets cravings, Cook'd stands out as a haven for mediterranean and oriental cuisine enthusiasts seeking an elevated experience. Our culinary artisans passionately curate a diverse menu, showcasing the artistry and finesse that goes into creating each dish. From classic favorites to innovative twists, every recipe is a testament to our commitment to delivering unparalleled taste and culinary delight.

### COLOR PROFILE



cookd.ae ...

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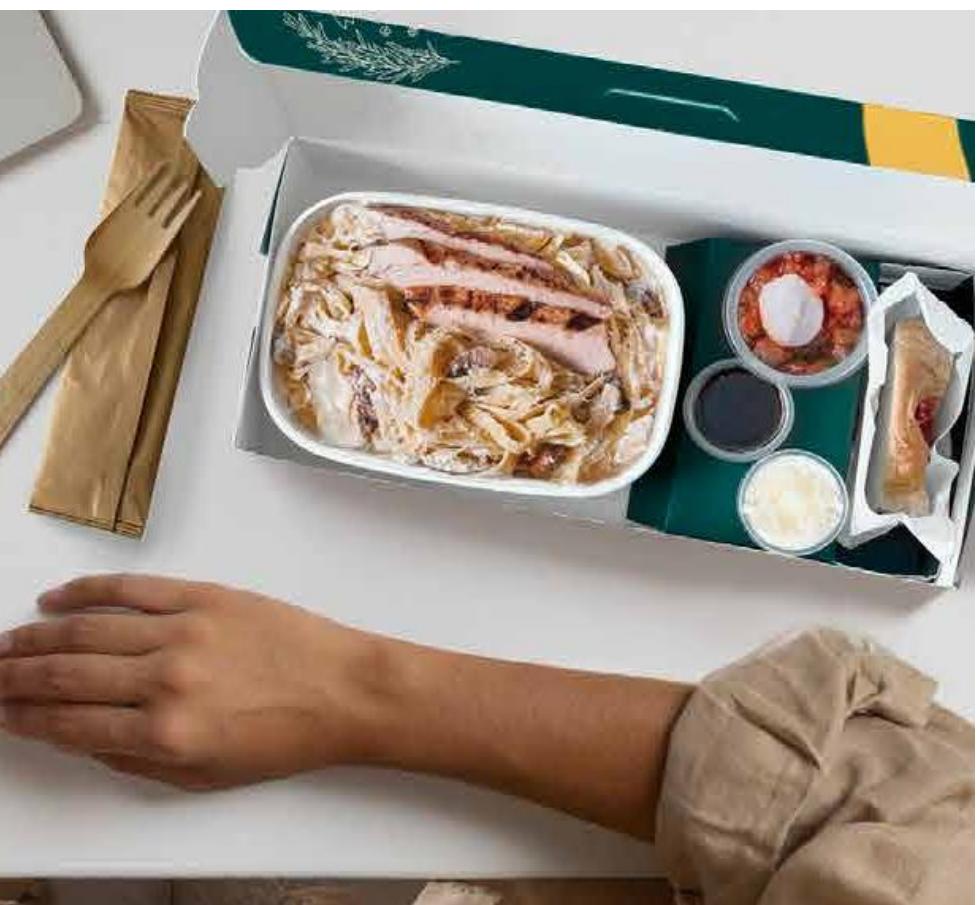


Community

20  
posts

64  
followers

0  
following



## FRANCHISING PILLARS

### Brand Identity & Differentiation

Premium, gourmet Italian pasta boxes that offer a modern twist on traditional Italian cuisine

### Profitability & Scalability

High demand for convenience and quality, especially in Dubai's fast-paced lifestyle. Pasta boxes are cost-effective and highly valued.

### Operational Efficiency & Simplicity

Easy staff training with the use of simple standard processes and recipes. Has a quick service model, ideal for busy times

### Customer Experience & Engagement

Customizable pasta boxes that allow customers to build their own pasta experience

### Marketability & Customer Appeal

Established market of foodies, young professionals – global flavors that appeal to adventurous eaters

### Innovation & Potential for Growth

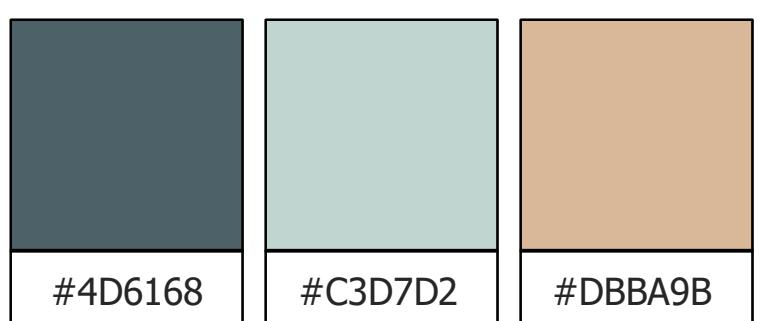
Potential for additional product lines like sides, desserts, or drinks



Born from the nostalgic aroma of home-cooked meals and the passion of a dedicated chef, Mom and Chef is more than just a culinary experience; it's a celebration of heritage and innovation. The tale begins with Chef Jean, whose culinary journey was shaped by the guidance of his own mother in their cozy kitchen.

Inspired by the warmth and authenticity of his mother's cooking, Chef Jean set out to pay homage to the heroes of the kitchen, our mothers. At "Mom and Chef," every dish narrates a story, of generations passing down recipes, of secret ingredients whispered from one kitchen to another, and of the unwavering dedication that only a mother's love can inspire.

#### COLOR PROFILE



[momandchef.ae](#) ...

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Mom and Chef  
Food & Drink  
From Mom's Kitchen to Chef's Craft  
Now Live   
🔍 Find us on @careemuae @deliveroo\_ae @noon\_uae @talabatuae



Community



#### FRANCHISING PILLARS

##### Brand Identity & Differentiation

Authentic, freshly made oriental tabkha dishes with a homemade touch. Unique positioning as a health-conscious and family-focused brand.

##### Profitability & Scalability

Strong demand for convenient home-style meals in urban markets. High potential for catering revenue during holidays and special occasions.

##### Operational Efficiency & Simplicity

Minimal food waste through pre-planned portion sizes. Efficient packaging and logistics for catering and group meals.

##### Customer Experience & Engagement

Warm, homey branding that fosters emotional connections. High retention through nostalgic flavors that evoke a sense of home.

##### Marketability & Customer Appeal

Established market of busy professionals, families, and corporate clients. Engages customers through storytelling of tradition and family values.

##### Innovation & Potential for Growth

High potential for global franchising in markets with Arabic communities. Potential for expanding into meal plans or corporate catering services.

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END OF PRESENTATION

**YOUR QUESTIONS ARE WELCOMED!**

Please don't hesitate to reach out us should you have any clarification requirements.

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