



Just Badela

— FOOD & WINE —

ESTB. 2012



Drinking good wine
with good food in good
company is one of life's
most civilised pleasures.

Michael Broadbent

OUR STORY

Just Badela, as a concept was conceived in June 2012 by Mr Dumile Badela, through the establishment of a boutique butchery in Emndeni, Soweto.

However due to demand throughout the years, it has evolved into a recognisable and iconic brand in Soweto and has attracted a clientele in surrounding areas as well as being a popular Gauteng tourist destination.

The concept was developed after an intense market research exercise was carried out, which pointed to a vacuum between the traditional Shisanyama set up and that of a formal and conventional restaurants. The identified market gap between these 2 commonly known business models gave rise to a need to create a hybrid of these 2 models that has managed to fuse world class technology and standards with African indigenous cuisine to bring about the formation of the Just Badela concept.

In line with it's vision, Badela have established an unequalivable reputation that is underpinned by probity, quality, hygiene, freshness and guest orrientated expiernece satisfaction at all times.



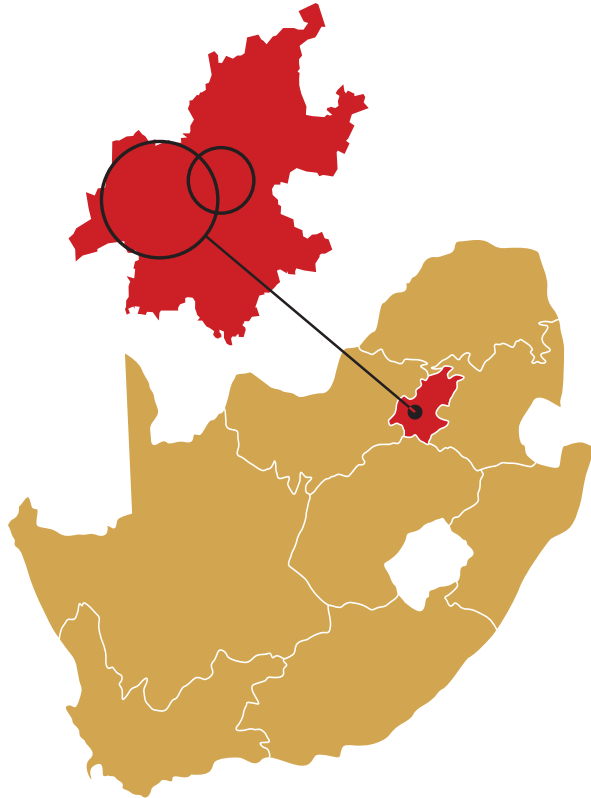
MEET THE VISIONARY

Mr. Dumile Badela was educated in South Africa where he graduated with a Bachelor of Commerce degree. He went on to further his studies and graduated Advanced Diploma in Logistics (Pretoria School of Business) and Master of Business Leadership (Unisa SBL) in 1998 and 2007 respectively. He is currently busy with BA Law (LLB). He worked for South African Breweries and Mmidi Management Services between 2003 and 2012.

He started Bellium Trading (Pty) Ltd in 2012, with the vision of providing an authentic South African experience resonating with local heritage, embracing change and accomplishing his desire to fuse tradition and fine dining. This resulted into a unique South African experience that satisfies both the local palate as well as alluring international travelers to experience South African hospitality, food and wine and culture.

Dumile serves in the capacity of owner and General Manager of the restaurant, responsible for the overall management of Just Badela Food & Wine Orlando West. In this capacity he is exclusively responsible to Bellium, the holding company.

OUR IDEAL LOCATION



GEOGRAPHICAL AREAS

Will include North and West Johannesburg



TARGET MARKET

The restaurant's target customers are on-the-go adults and their children who enjoy delicious, healthy foods and beverages and live or work in the neighbourhood as well as in and around the greater Johannesburg South vicinity. Many of them will stop by to pick up something to go and others will want to meet friends at a friendly place and hang out. Many of these customers will choose both options from time to time. Just Badela Food & Wine will be the kind of place that attracts repeat customers.



PREMISES REQUIREMENTS

Convenience Centre's, accomodating outside seating, & adequate parking with signage opportunities.



IDEAL STORE SIZE

Standard Restaurant 150 – 250m². Express Restaurant 100m² – 150m²



JUST BADELA PRESENTATION

OUR MENU

The menu offered at Just Badela Food & Wine is comprehensive as it includes a large variety of food options, wines and cigars. Just Badela Food & Wine products fall into the following menu categories:

Sides

Sides offered at the establishment include pap, samp, dumplings, rice, chips, spinach, veggies, green salad, coleslaw and full garlic bread. The price range for these menu items is from R10 to R50.

Beef

Beef menu items offered by the restaurant includes grilled ox tongue, beef liver, short rib, brisket, t-bone, sirloin, rump, ribeye, fillet and boerewors, which is prepared using our Josper oven and grill which adds an incredible flavour to all food items prepared by the establishment. The price range per portion is R50.00 to R160.00. In addition, the company is also considering the introduction of wagyu meat products in order to increase its offering and to appeal to the most discerning meat lovers.

Chicken

Chicken includes chicken wings, drumsticks, quarter chicken, traditional half chicken (mleqwa) and traditional full chicken (mleqwa). The price range is from R50.00 to R200.00.

Lamb

This menu includes lamb chops cutlets, lamb chops leg, lamb chops shoulder, lamb stew, mogodu / tripe. The price range is from R50 to R200.

Pork

Pork consists of pork chops, pork ribs, pork belly, pork neck, and eisben. The price ranges from R20 to R120.

Mixed Grills for Sharing

Mixed grills for sharing consists of mix grill beef for 2, mix grill beef and chicken for 2, mix grill beef/chicken/lamb, mix grill for 10 and grand meat platter (consisting of chips, veggies, garlic bread). The price ranges from R350 to R2 500.

Fish

Fish consists fried/grilled kinglip, hake and yellowtail fish. The minimum price charged for these menu items is R50.

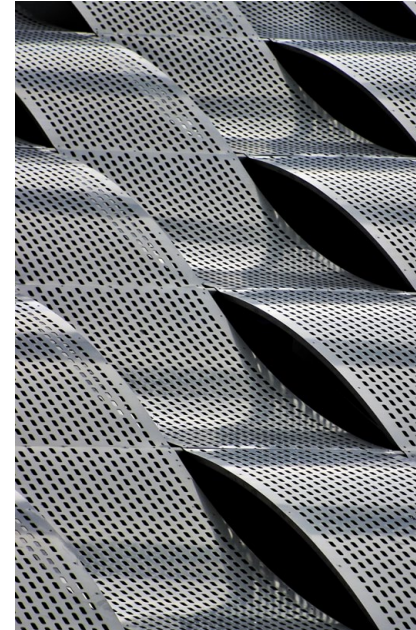
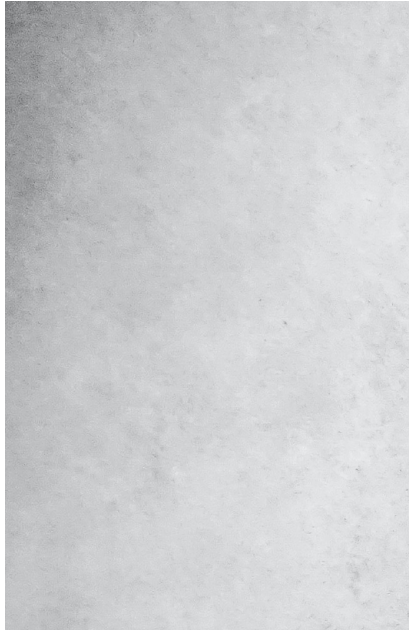
Desserts

The restaurant offers a variety of desserts, including cheese cake, ice cream, vanilla custard, strawberries and fruit cocktail. These are on offer with pricing starting at R45.

Beverages

Just Badela Food & Wine has an extensive wine library, which is mainly (about 80% to 90%) made up of locally produced wines. In addition to the wines offered by the restaurant, a variety of soft drinks, hot beverages, beers, champagne, sparkling wines, Methode Cap Classiques, cocktails and spirits, which are either sold as a tot or a bottle, are on offer as well. The cost of beverages on offer range from R20 for certain soft drinks, hot beverages and beers up to R4000 for certain premium brands of spirits.

CONCEPT - LOOK AND FEEL





**Our new sit down
restaurant concept**

envisions a contemporary look and feel combining open plan seating, with customers in full view of all preparations. The finishes will be organic textures: screed floors, wooden tables, aluminum racks and fridges as well as bright lighting.

Final renderings will be done based on the available space to ensure a harmonious fit.





JUST_BADELA PRESENTATION

Our new express concept

This model will be phase two of our expansion plan and is focused on convenience of great food being prepared on site and delivered.

Limited seating available for those who still enjoy the convenience of our sit down concept.

Final renderings will be done based on the available space to ensure a harmonious fit.







thank you

Thank you for taking the time to go through this presentation. Should you require any further information or clarity on any issue, please do not hesitate to contact us.

Mr. Dumile Badela

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