

AUTHENTIC GREEK FOOD

REAL FLAME. REAL PASSION.

A fast-growing Greek QSR brand
built on flavour, fire, and family

Website:

www.tonyspita.co.uk



The Opportunity

The UK Is Ripe for a Greek Food Revolution

*British diners love Mediterranean food but there's **no**
clear market leader*



UK foodies are shifting
to **authentic, healthy,
ethnic** street food



Greek cuisine remains
underrepresented on
high streets



Fast-casual brands
(e.g., Nandos
Franco, Dishoom)
show **strong ROI**



Tony's Pita is
positioned to **lead the
Greek QSR category**

The Problem

There's No Greek Nando's Yet!

Diners want Greek food that's fast, consistent, and delicious. They can't find it.

- **Fragmented** Greek offerings: small takeaways or dated tavernas
- No high-street brand with **consistency, speed,** or **standout** experience
- Lack of **modern Greek brand** identity in the UK
- Customers crave **flame-grilled**, affordable Greek Food without the wait.



Our Solution

Fast-Casual Greek, Done Right

Tony's Pita brings the heart of Athens to British high streets.

- **Flame-grilled** gyros, pita wraps, mezze bowls made fresh to order
- **Open kitchen** theatre + modern store design
- **Loyal, growing customer** base with word-of-mouth buzz
- **Proven concept** with 3 thriving locations



Why We Win?

What Makes Tony's Pita Different?

A founder-led food brand with operational depth and authentic soul.

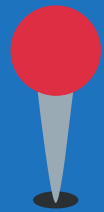
- **25 years** of Greek hospitality experience
- Fully operational model: **3 locations, £3M+ turnover**
- Strong unit economics and happy **repeat customers**
- Brand built on **quality, speed, and cultural** pride



Traction

3 Stores. £3M+ Revenue. Zero Paid Ads.

We've built this by hand and it's only the beginning.



Swiss Cottage
Ealing Broadway
Palmers Green



30+ staff, 1600+
operational hours/month
across sites

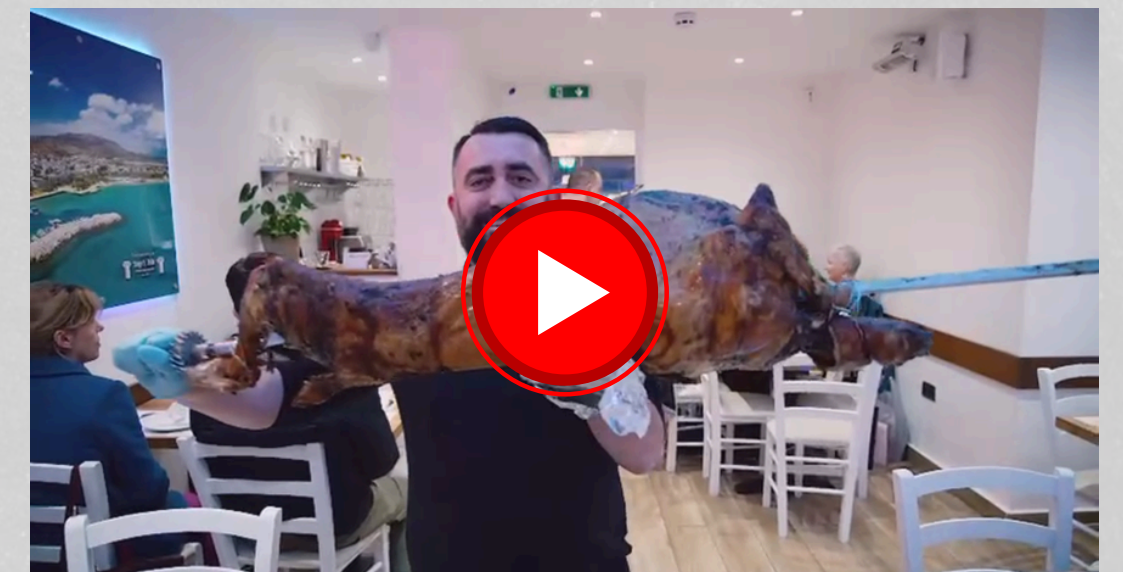


4.7+ avg. review ratings,
hundreds of returning
customers daily



Kitchen systems, training
manuals, and brand
toolkit ready

Awards and behind the scenes



The Market

Greek Cuisine Is Growing Fast But Still Underserved

The UK casual dining market is booming, and Greek food is poised to be the next breakout segment



£21.3B+ UK casual dining market



Greek food searches up 52% YoY (Google Trends)



Mediterranean diets = healthy + trendy



US brands like Cava are scaling fast but no UK leader yet

Why Now?

Why Now Is the Perfect Time to Scale Tony's Pita

The market is hot. Our systems are proven. The brand is ready.

- **Rising demand** for fresh, ethnic fast-casual food
- **Proven** operations and training systems
- £3M revenue with **no external marketing**
- **Prime high-street** real estate opportunities post-pandemic



Meet the Team



Elton “Tony” Shyti

Founder & Executive Chef



Esmeralda Luzi

Owner & Strategy Lead
(Top Gyros Ltd)

The Franchise Model

Built to Scale One Franchise at a Time

Low setup cost, proven margins, and full training everything a franchisee needs to succeed.

- Setup support, training, and brand systems included
- Targeting major UK cities with 10 franchises over 3–5 years
- £800K–£1.1M average revenue per store
- Net margins of 10–15% post-maturity

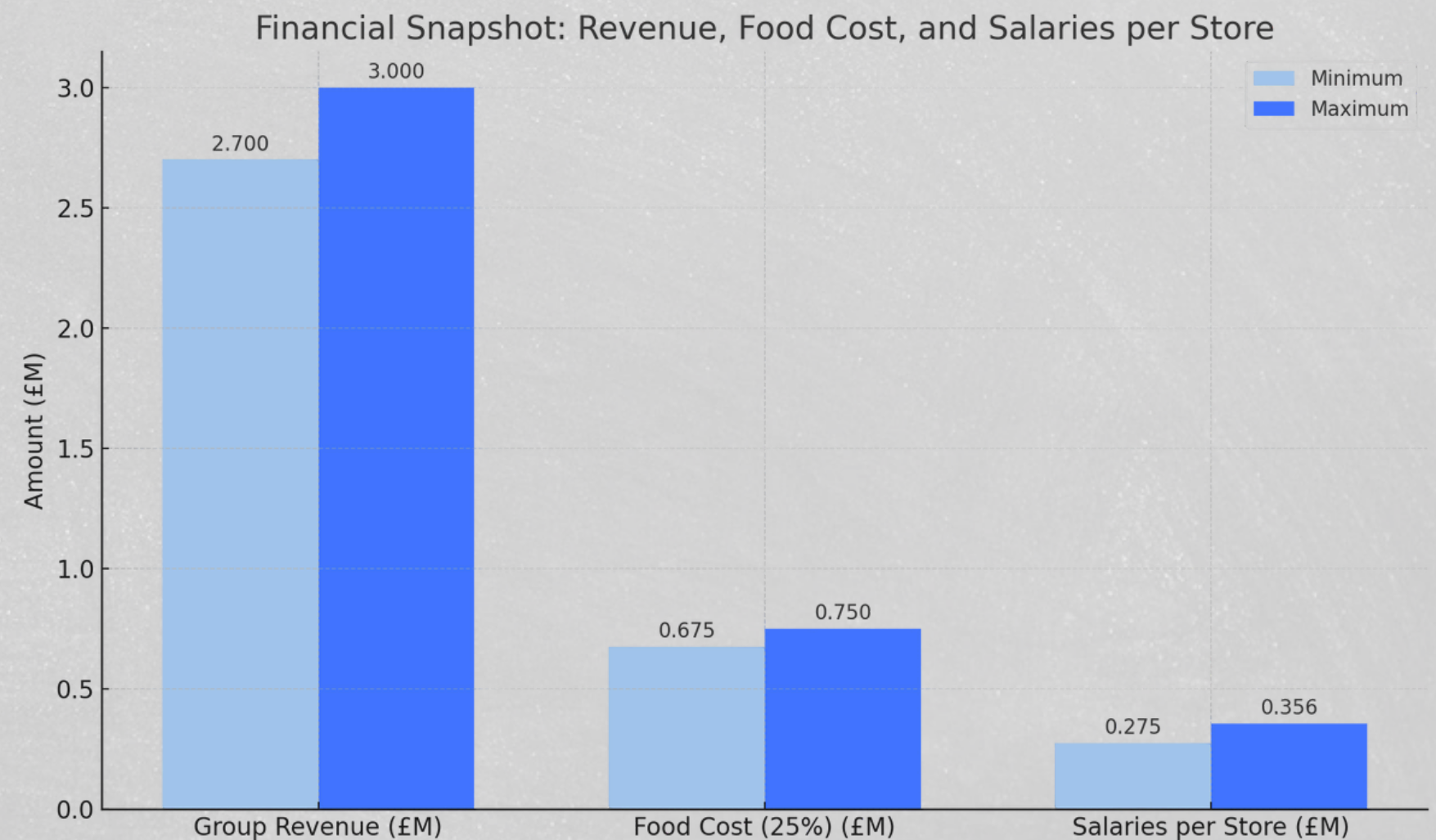


Financial Summary

Financial Overview

Solid unit economics, growing revenue, and a scalable franchise model.

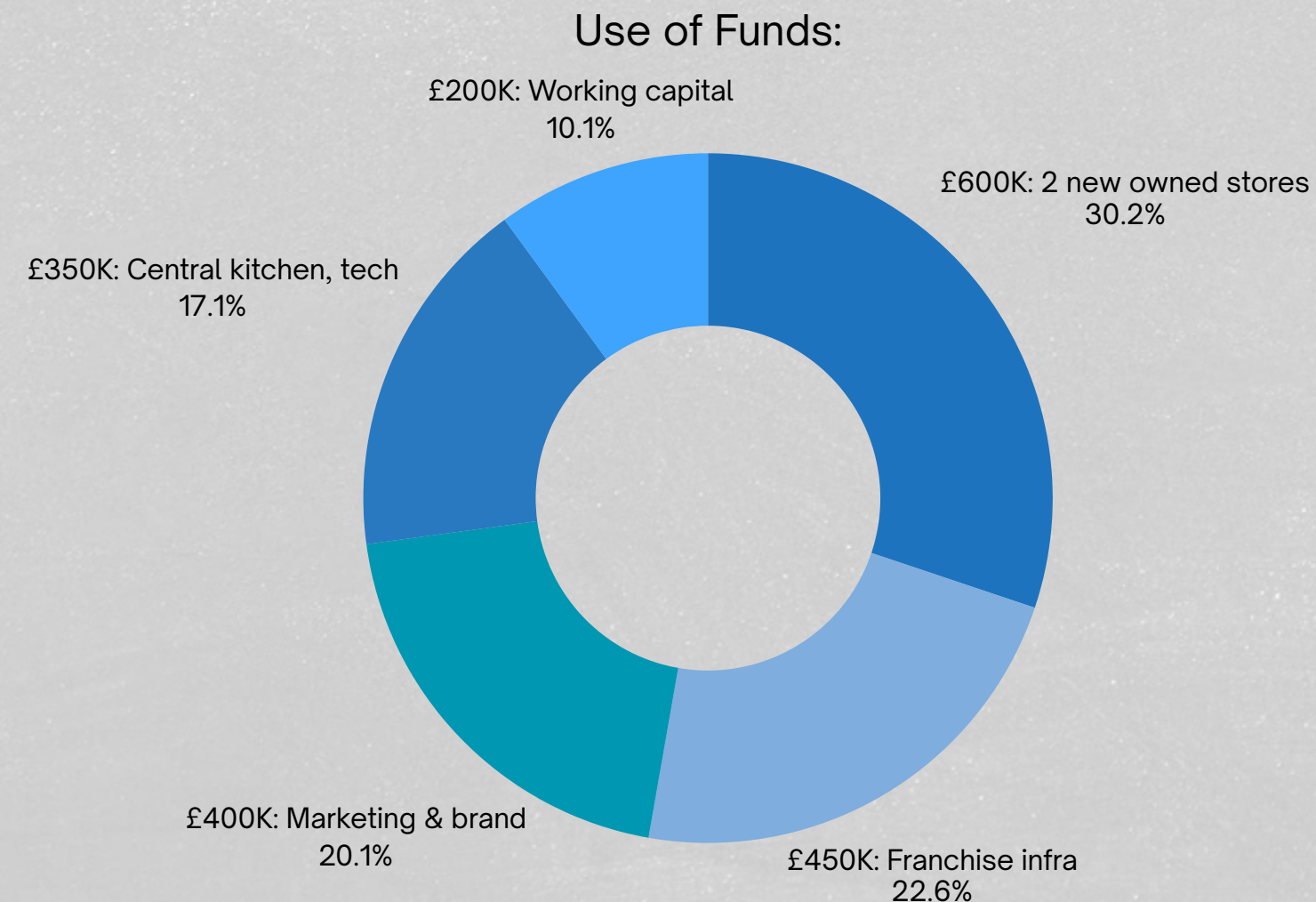
- Current group revenue: £2.7M–£3M
- Food cost ~25%, salaries ~£275K–£356K per store
- Franchise model ROI in focus
- Full model available post-NDA



The Raise

We're Raising £3 Million to Scale Tony's Pita

The brand is built. The systems are ready. Now it's time to go national.



18-Month Plan:

- £5M+ revenue target
- 3 franchises launched
- National awareness campaign

Investment Options

Choose Your Return Profile

Option 1 *Balloon Loan*

- **Raise:** £3M
- **Monthly:** £17.5k
- **Final Balloon:** £3.42M (Year 10)
- **Total Repaid:** £5.52M
- **Profit:** £2.52M

Investor Benefits: Low pressure, early exit flexibility, strong ROI

Option 2 *Higher Monthly Loan*

- **Raise:** £3M
- **Monthly:** £34.5k
- **Total Repaid:** £4.14M
- **Profit:** £1.14M

Investor Benefits: Faster repayment, lower risk, consistent yield

Option 3 *Interest-Only Loan*

- **Raise:** £3M
- **Monthly Interest:** £17.5k (7%)
- **Total Interest:** £2.1M
- **Principal Repaid:** £3M at Year 10

Investor Benefits: Strong income, minimal monthly burden, secure exit

Option 4 *Hybrid (Equity + Debt)*

- **Raise:** £3M
- £1.5M Equity for 30% stake + £1.5M Loan

Investor Benefits: Equity upside + fixed income, balanced risk-return

Let's Talk

Ready to Build the UK's Leading Greek Street Food Brand?

Join us as we bring real Greek food to every high street in Britain.

Website:

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