

# CHAI STREET

*"Brewing Connections, One Cup at a Time"*



PARTNER WITH US



KIOSK



SHOP



FOOD TRUCK



VENDING MACHINE



RETAIL PRODUCTS

# Brewing Connections, One Cup at a Time



## VISION

To become the leading franchise bringing authentic chai culture to communities across the UK, blending tradition with modern innovation.

## MISSION

To create an inviting space where people can enjoy high-quality chai and snacks while fostering connections and celebrating cultural richness.

## ABOUT US

Chai Street began with a passion for sharing the essence of traditional chai culture. Rooted In the vibrant streets of South Asia, our brand brings the warmth, flavors, and hospitality of authentic chai experiences to a modern audience. With a unique blend of heritage and contemporary design, Chai Street offers a memorable Journey in every cup.

## Meet the team

**Ahmed Patel**

Managing Director

**Humaira Patel**

Assistant Director

**Chowdhury Ali**

FCCA, Finance Director

**Salman Khan**

Senior Manager

**Afnan Abduljabbar**

Head of Marketing & Operations

**Naim Miah**

Head of Sales

**Avi Jumani**

Head of Asia Business Development

## Chai Street History

Chai Street started with two hardworking individuals who spent their days delivering food products to local quick-service restaurants. Despite their hectic schedules, they usually found time for a Chai break at least twice a day, sometimes more. These breaks of respite and companionship gave birth to an idea that would soon become something much bigger.

Seeing the increased demand for real chai, they started importing high-quality chai mixes for QSR companies. Soon, they found that there was a chance to do something more than just offer a product—a brand that best represented both Asian and British cultures.

Passionate about innovation, they experimented with rare chai recipes, flavors, and combinations, combining tradition and imagination. More than a drink, chai evolved into a connection between cultures, a common bond that united individuals.

And so, Chai Street was born—not merely as a restaurant, but as a cultural experience and a labor of love. Today, we are proud to provide an authentic but creative chai experience, where each sip has a story to tell and each visit feels like home.

## MARKET OPPORTUNITY

### Why the UK Market?

The UK has a strong affinity for tea, with over 100 million cups consumed daily.

Increasing interest in cultural beverages among millennials and Gen Z.

Rapid growth in the specialty tea market, projected to reach GBP 1.5 billion by 2028.



### Target Audience

Urban professionals seeking a fast, express, cozy, high-quality tea experience.

Millennials and Gen Z attracted to culturally immersive and Instagram-worthy spaces.

Families and groups looking for a welcoming and flavorful retreat.





# The Chai Experience

## Interesting Menu Offerings:

### Signature Chai Blends

Masala Chai, Cardamom Chai, Chocolate Chai and Chai Latte

### Fusion Snacks

Chai-inspired desserts, street food classics, and seasonal offerings.

### Customization

Options for vegan, vegetarian, and sugar-free.

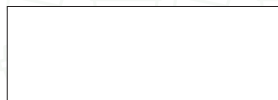


## Ambiance and Theme

» Vibrant, modern interiors inspired by South Asian Street culture followed by



Black  
(#000000)



White  
(#FFFFFF)



Light Green  
(#81a77c)



Dark Green  
(#3c5739)

» Cozy seating (if), warm lighting, and a blend of traditional and contemporary decor.

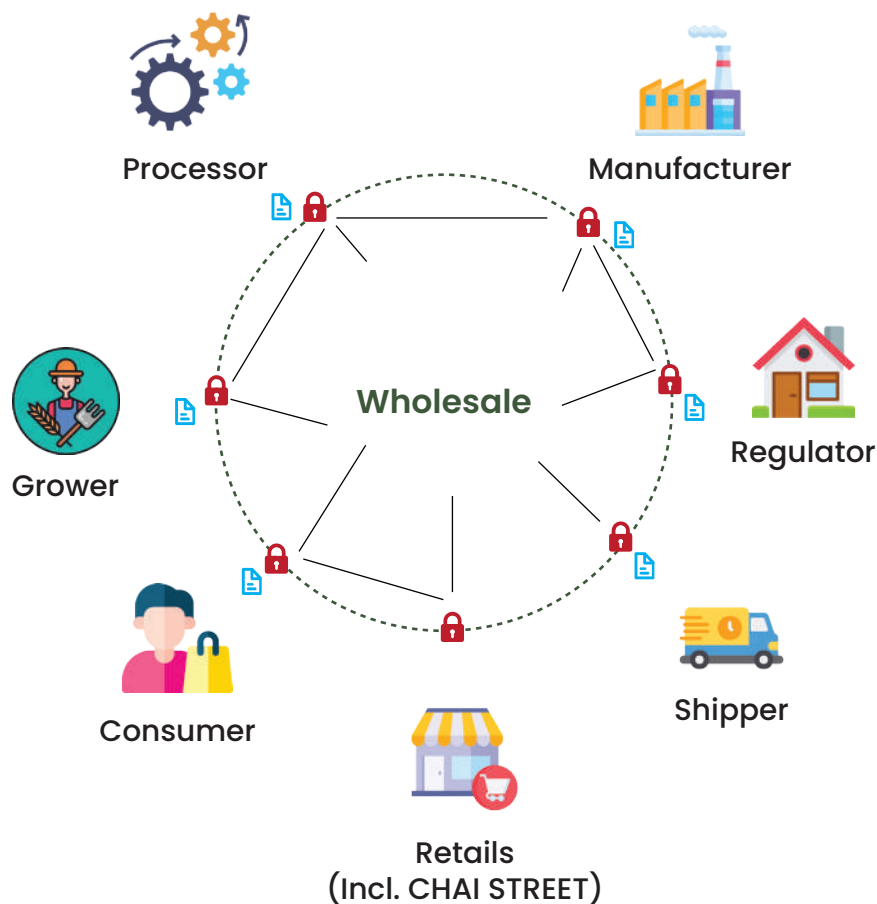
» Open spaces for events, community gatherings, and cultural showcases.

# Business Model

## Mode of Operation:

- » Standardized processes ensuring consistent quality and efficiency.
- » Centralized supply chain management for seamless inventory flow.
- » Scalable technology platforms for operations and customer engagement.

## The centralized supply chain



1

Ingredient Sourcing  
And Traceability

2

Standardized  
Processes and Recipes

3

Quality Control  
Checks at Every Stage

4

Employee Training  
and Buy- In

5

Feedback Loop  
with Consumers

6

Investment in Technology  
and Automation

## CHAI

## COFFEE

## ICED DRINKS

### Mystic Masala 2.50

A warm hug in a cup perfectly spiced, brewed, and irresistibly aromatic.

### Cardamom Classic 2.50

Bold, creamy, and infused with the magic of cardamom. A sip of tradition with every cup

### Signature Karak Chai 2.50

Where rich cocoa meets spiced tea magic. Sweet, creamy, and utterly irresistible

### Chai Latte 3.00

Smooth, creamy, and spiced to perfection. A cozy twist on a classic favorite.

### Espresso 3.00

Pure, bold, and intense. A shot of energy in its finest form.

### Cappuccino 3.00

A perfect blend of bold espresso, velvety milk, and a creamy foam crown. Classic and comforting.

### Caffe Latte 3.00

Smooth espresso meets silky steamed milk for a perfectly balanced, creamy delight.

### Black Coffee 3.00

Bold, robust, and unapologetically pure. For the true coffee lover!

### White Coffee 3.00

Smooth, Creamy, and effortlessly comforting. A classic sip of perfection.

### Ice Chai Strawberry 4.00

### Ice Chai Peach 4.00

### Ice Chai Lemon 4.00

### Pink Chai Frappe 4.50

### Coffee Frappe 4.50

### Cola Float 4.50

### Diet Cola 2.00

### Orange Juice 2.00

### Lemonade 2.00

### Water 2.00

## ADD TOPPING + 50P

• Whipped Cream Caramel • Hazelnut • Pistachio • Marshmallow • Vanilla.

## STREET FOOD

Roti Roll	1.50
Nutella Roti Roll	2.00
Cheese & Onion Pastry	3.50
Chicken Tikka Pastry	3.80
Bombay Toasty	3.80
Cheese & Tomato Toasty	3.00
Scrambled Egg Toasty	3.00
Breakfast Toasty	3.50
Pakorras	3.50
Samosas	3.50

## SWEET TREATS

Croissant	2.00
Muffin	2.00
Ginger Biscuit	2.00
Tea Biscuit	2.00
Hand Cut Crisps	2.00
Chocolate Bar	2.00
Health Bar	2.00
Oat porridge	2.00
Yoghurt pot	2.00
Chai cheesecake	3.50
Chocolate fill churros	3.50

## OPEN 7 AM TO 7 PM MON- SUN

Food prepared in our shop may contain the allergen ingredients. More info : [www.chaistreet.co.uk](http://www.chaistreet.co.uk)



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# Franchise Options

## Single –Unit Franchise

Designed for individual investors looking to own and operate a single chai street outlet. Ideal for first time franchisees aiming to start small and grow steadily.

## Multi–Unit Franchise

Suitable for seasoned franchisees managing multiple outlets. Provides the opportunity to expand into larger territories with multiple locations.

## Area Development Franchise

Grants exclusive rights to develop and operate multiple chai street outlets within a designed region. Perfect for franchisees aiming for regional dominance and larger\_ scale operations.





# Franchise Model and Investment

## Kiosk

Standard Size Of 2.5 By 2.5m.  
Offers Chai, Coffee, Pasty, Pastry,  
Street Foods & Sweet Treats.

£35k – £55k

Franchise Fee – £2000

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## Food Truck

Standard Sized Food Truck.  
Offers Same Category + Iced Tea &  
Cold Drinks. Menu May Differ Slightly

£50k – £75k

Franchise Fee – £3000



## Shop

Medium Shop: ( 300sq.ft – 500sq.ft)  
Same Category With Wide Menu Details.

£100k – £150k

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Large Shop: (500 – 1000sq.ft)

£150k – £300k (Prime location)

Franchise Fee – £5000

## Royalty Fees

Kiosk – 2% Of Gross Sales

Food Truck – 3% Of Gross Sales

Shops (Med & Large) – 5% Of Gross Sales

# Support for Franchisees

## Training and Development

- Comprehensive onboarding program covering operations, customer service, and brand ethos.
- Ongoing training modules to stay updated on market trends and operational excellence.

## Marketing Support

- Access to national advertising campaigns and social media strategies.
- Localized marketing plans tailored to specific franchise locations.

## Operational Support

- Dedicated franchise support team for day-to-day operations.
- Supplier networks for consistent and cost-effective inventory.
- Technology tools for sales tracking, customer engagement, and feedback.

## Understanding Franchise Support Services



# Brand Strength

## Prove Track Record

- Successful pilot locations demonstrating strong sales and customer loyalty. Positive customer reviews highlighting our unique flavors and atmosphere.

# Expansion Plan

## Target Locations

- Highly crowded areas, shopping centre, and university towns.
- Focus on entire United Kingdom.

## Growth Potential

- The model is designed for scalability with minimal operational complexities.
- Opportunities for international expansion in future phases.

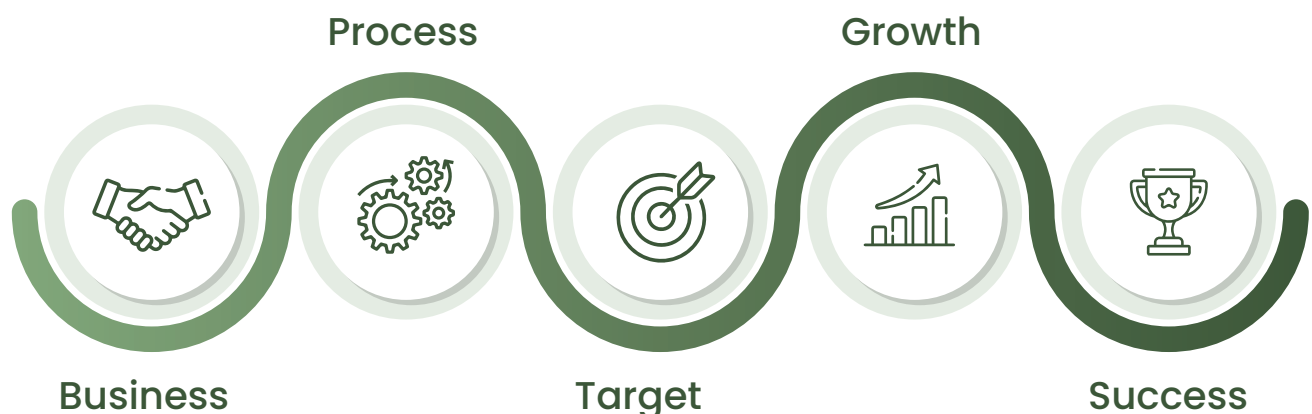
# Social Responsibility

## Sustainability Practices

- Use of biodegradable cups and eco- friendly packaging.
- Sourcing ethically grown tea leaves from sustainable farms.

## Community Engagement

- Hosting local cultural events and chai-tasting sessions.
- Collaborations with local artists and artisans for décor and merchandise.



# Call to Action

## Why Partner with Chai Street?

- A robust, scalable business model with a strong market demand.
- Comprehensive support to ensure franchise success.
- The opportunity to be part of a brand that celebrates culture and community.

## Next Steps

- Contact us to schedule an introductory meeting.
- Explore detailed financial projections and franchise agreements.
- Begin your journey as a Chai Street franchise owner.



### Contact information

#### **CHAI STREET FRANCHISE TEAM**

- ✉ [Franchise@chaistreet.co.uk](mailto:Franchise@chaistreet.co.uk)
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