



JAPANESE CHEESE CAKE



## Executive Summary

Light and fluffy, Japanese Cheesecake is a delicious gift for a real cheesecake lover. It's a melt-in-your-mouth combination of creamy cheesecake and airy soufflé.

JAPANESE CHEESECAKE, the awesome taste from Japan is prepared and baked fresh daily, premium and imported ingredient is selected on preparing the batter, and steam baked it to perfection.

Our aim is to ensure that our outlet, every dish we create and every interaction between ourselves and our customers fully reflects that philosophy.

We constantly seek out new dishes and flavours, adapting our menu while keeping true to our philosophy.





Welcome to

## JAPANESE CHEESECAKE

It comes with tantalizing aroma, cotton soft & fluffiness texture! Enjoy the cake fresh from the oven to experience best Japanese Cheesecake memories.

We cook our dishes with passion and love by the professionals trained from Japan and serve cake the very second it's ready.

We want customers to share in our enthusiasm, relax in good company and leave feeling happy, nourished and refreshed.





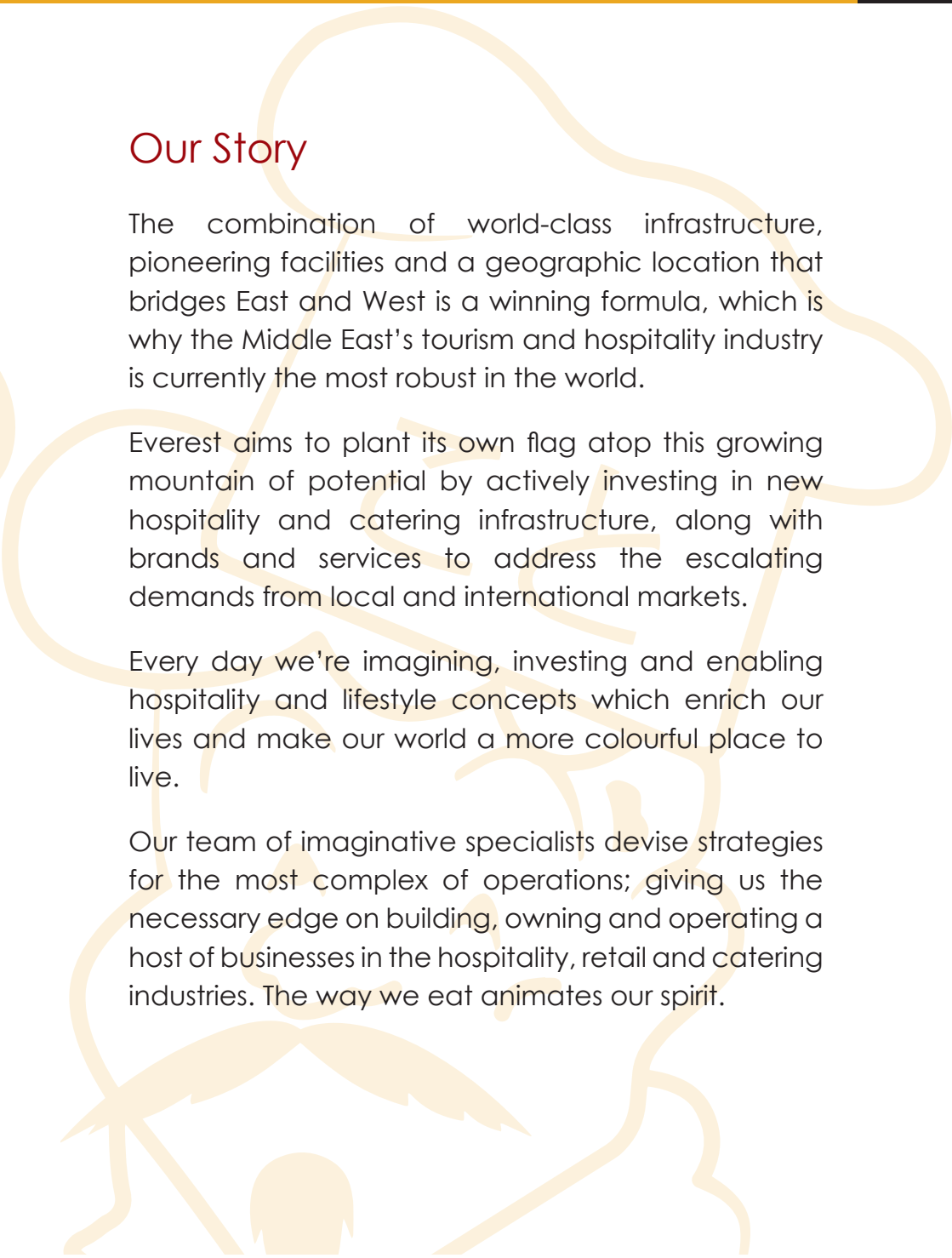
## Our Story

The combination of world-class infrastructure, pioneering facilities and a geographic location that bridges East and West is a winning formula, which is why the Middle East's tourism and hospitality industry is currently the most robust in the world.

Everest aims to plant its own flag atop this growing mountain of potential by actively investing in new hospitality and catering infrastructure, along with brands and services to address the escalating demands from local and international markets.

Every day we're imagining, investing and enabling hospitality and lifestyle concepts which enrich our lives and make our world a more colourful place to live.

Our team of imaginative specialists devise strategies for the most complex of operations; giving us the necessary edge on building, owning and operating a host of businesses in the hospitality, retail and catering industries. The way we eat animates our spirit.

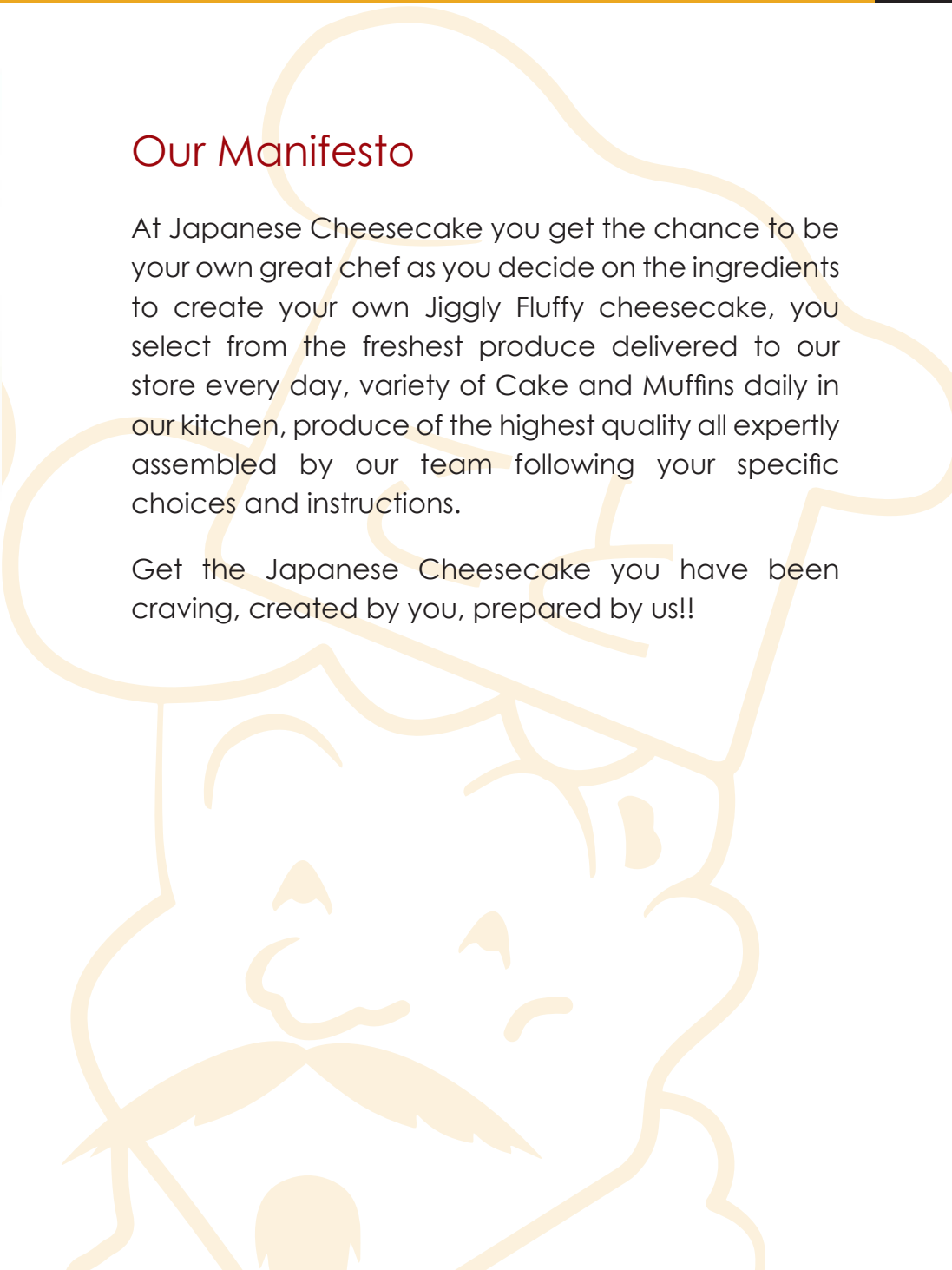




## Our Manifesto

At Japanese Cheesecake you get the chance to be your own great chef as you decide on the ingredients to create your own Jiggly Fluffy cheesecake, you select from the freshest produce delivered to our store every day, variety of Cake and Muffins daily in our kitchen, produce of the highest quality all expertly assembled by our team following your specific choices and instructions.

Get the Japanese Cheesecake you have been craving, created by you, prepared by us!!





## Our Guests

### **Make it simple but significant.**

Our guests are a community of professional, residents, social and mobile consumers who defy age, social hierarchies and demographics. We call them 'experience seekers'. They love to eat out; they are highly social and well-travelled. They look for brands that make a statement about who they are.

From adults, to teenagers, to kids, Japanese Cheesecake works for everyone. Parents are offered peace of mind, the hungry relish meals that are as beautiful as they are delicious and the time conscious grab and go knowing that the while the food is convenient the nutrition is retained.



## TAKE OUT & PACKAGING...



## Take-out

### A bespoke solution

The Japanese Cheesecake take-out experience is a dedicated area designed for a quick cook, quick serve & offering.

Customers can choose from a specially selected menu. This menu encompasses a range of our favourites that will be ready to eat in as little as five minutes, and can be eaten whilst seated or standing at our high tables or bought as take-out, ready to go.

This is a proposition designed around the quick service casual dining experience – great cakes, cooked to order for busy, time-conscious millennials.

### Our Packaging

All of our packaging products have a minimal carbon footprint. The materials are renewable or recycled and everything is ultimately compostable and biodegradable. This packaging is designed to be fully aligned with our brand and our philosophy.



## People and Service

We celebrate the things that make our team different and in return we ask of them three things; be brilliant, be honest, be you.

Great service means something different to everyone. At different times of the day Japanese Cheesecake can be quick and efficient if the customer requires it or provide a leisurely experience when guests have more time to unwind.

We train them to be positive, to show patience and provide communication with clarity.

Our management team have developed and opened a number of concepts in the region and are supported by a specialist recruitment team and marketing department.







## Mystery Shopper Great service

We believe that our concept is great, but to ensure continued consistency and quality we measure our success monthly.

The mystery shopper report is split into seven sections totalling over 60 questions which cover three categories: basics, hospitality and upselling.

After the report has been submitted the shopper even answers reflection questions to measure likelihood to recommend and goodwill shown. Failed reports result in a repeat visit in the same month.



## People and Uniforms

The way our staff look and feel is as important to us as the quality and freshness of our Cake.

We want our teams to feel comfortable and free to be themselves.

Our individuality, personality, self-expression and freedom of choice is the driving force behind the uniform concept.

We've created a range of varying men's and women's styles to choose from to create a playful and individual mix at each restaurant





## Staff training

Training is a great engine of personal development

Our people are the most important part of our business.

We encourage and celebrate our team's individuality and diversity, while through rigorous training, they learn and improve our offerings and service.

Our training is detailed and covers all positions and levels within the business including management development, career development, basic operational skills, technical training and supervisory skills.

We believe in investing in people who will ultimately shape our success.w



## Design Philosophy

When we design our units our aim is to consider everything. We believe the best eating experience is found by searching for harmony through every customer touchpoint. The design materials that we use are the backdrop and stage for our food. They are subtle in their own style with a sense of timelessness which transcends modernity. The environment is clean, vibrant, fresh and playful.





## Furniture and lighting

Flexible seating and considered zones allow for different customer needs. Every element of our design is considered in order to fully meet our guest needs. Our tables incorporate charge points, all units have free Wi-Fi. Careful lighting ensures balance.



