



# BANGKOK buri

A Thai Food Shop

[BANGKOKBURI.COM](http://BANGKOKBURI.COM)





# TABLE OF CONTENTS

THE INSPIRATION ... 3

THE CONCEPT ... 4

THE MENU ... 6

THE PEOPLE ... 7

FRANCHISE INFORMATION ... 9



## THE INSPIRATION

Thailand has a majestic past and those that resolve to visit Thailand understand the past sits very happily with the present. Thai cooking is at odds with the modern world, where speed and simplicity are paramount. Thai cuisine is not an instant cuisine, prepared with a flick of a knife and finished with the toss of a pan. Thai food needs the cook's attention, it requires time and effort and honed skills, but it rewards with sensational tastes. Thai food creates a locus of flavours within each dish, producing a complexity and depth of flavour that can be dazzling.



## THE CONCEPT

With the streets of Bangkok as its inspiration Bangkok Buri is the culmination of everything that is magnificent about Thailand. The word “Buri” means “City” and Bangkok Buri was inspired by the very streets of Bangkok City in Thailand, one of the world’s best cities for food. Bangkok is known for serving an amazing range of street food out of open fronted shop houses. Piping hot noodles, stir fried dishes over rice and fresh Thai curries served with grilled meats all serve as the back drop to our menu creation.



# THE MENU

Our menu is crafted with traditional elements and pairs the streets of Thailand with our modern urban cities. Bangkok Buri provides any food goer with a truly unique and flavourful dining experience at an affordable price. The unique flavor profile and focused menu allows for a variety of flavours to be enjoyed.

The Bangkok Buri menu is inherently healthy! Each individual ingredient from the simplest vegetable to our curries are prepared by our chef then presented right in front of the guest's eyes for all to see. Our signature dishes combine fresh vegetables and marinated proteins all of which are placed on display and fired on our WOK's in an open kitchen to bring the unique flavours together before being plated. We allow for customization and all of our sauces and curries are vegan and gluten free.





**MONTE WAN**  
**OWNER + CHEF**  
**KHAO SAN ROAD & NANA**

## **THE PEOPLE**

The Pedigree behind the brand runs deep with success in the Canadian restaurant scene. This brand is a collaboration by restaurateur Monte Wan and the Crave it Restaurant Group. Monte opened Toronto's Khao San Road in 2011, which has been consistently voted Toronto's number one Thai restaurant. In 2014 Monte opened his second restaurant called Nana described as a street food sister to Khao San Road.

In winter of 2017, Khao San Road's new two-story location opened on Charlotte Street adding a cocktail and snack bar, Bang Sue, to the family. Through all his success to date, Monte remains most passionate about the food itself and will continue to make his mark on Toronto's restaurant community. One projects Monte is very passionate about includes his partnership with The Crave it Restaurant Group. Together they are bringing Monte's craft of Thai inspired dishes to the masses in a simple and open fast casual format.



The Founders of Crave it Restaurants are no strangers to the restaurant world. They have built and developed international brands, such as Mucho Burrito and Extreme Pita which were acquired in 2013 after opening over 300 restaurants worldwide. In 2014 they launched Via Cibo an Italian Fast Casual concept currently with 7 locations, and they helped grow The Burger's Priest brand from 2 locations to 19 corporately run restaurants. With a strong track record for growing brands the Crave it Restaurant Group has always sought opportunities to partner with successful restauranteurs who have mastered their craft in a particular food genre. After eating an unforgettable meal at Khao San Road this led to an introduction to Monte Wan and there began the dialogue of making his food more available to the masses. Collectively they worked to create Bangkok Buri which opened its first location at Cross Iron Mills in Calgary, Alberta in the summer of 2017. Two more locations opened 2018. One in Kanata, Ontario and the one at the new Union Station in Toronto, Ontario.

Combining popular great tasting Thai dishes with a simple operational model that truly puts the food first will be the backbone of this brands success. Franchise partners can feel confident every thought has gone into making this restaurant concept simple in the day to day, yet the food remains both daring and approachable as well as colourful, but consistent.



**ALEX RECHICHI**  
**CEO, PRESIDENT**  
 **CRAVE IT RESTAURANTS**





# FRANCHISING INFORMATION

FRANCHISE FEE	\$25,000
ROYALTIES	5% OF GROSS SALES
MARKETING CONTRIBUTION FEES	3% OF GROSS SALES
CONSTRUCTION COSTS	\$293,000 - \$587,500

The estimated range is based on the cost to build out a “vanilla shell” street front restaurant [approx. 1400 - 1800 square feet]. Costs may vary greatly if the size or nature of the premises differs from this assumption. This estimate does not include other pre-opening costs, such as utility deposits, insurance, travel, business and liquor licenses, inventory, working capital, etc.

\* A Marketing Fund has not been established at this time. You will not be obligated to pay this fee until such time as a Marketing Fund is established.

**CONTACT US**  
**416.449.2211 EXT. 114**

**BANGKOKBURI.COM**