

# Fast Casuals

## The Emerging Food Service Trend

### Catching Up in the KSA



#### Why Fast Casuals?

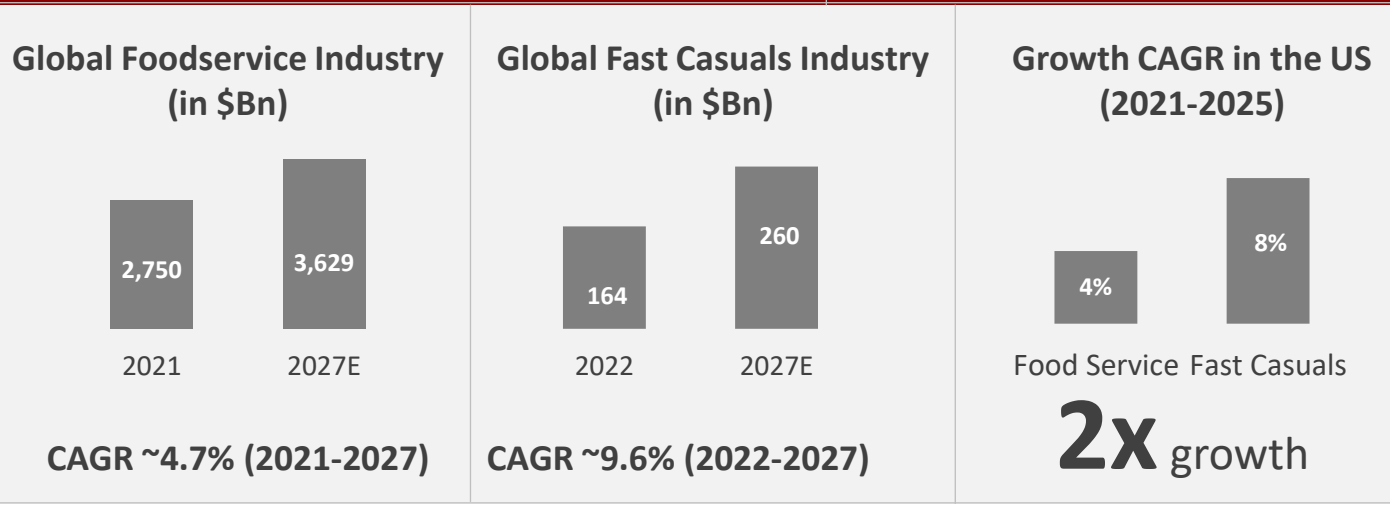
-  Lower prices compared to casual dining
-  Better menu options
-  Focus on ambience
-  Better food quality compared to fast food

#### Key food types offered:

Burger, Sandwich, Pizza, Pasta, Asian, Latin American, Chicken

Burger/Sandwich constitute the major share

Pizza/Pasta poised to grow at the highest CAGR



The Fast Casuals segment is merely ~6% of the foodservice market but its growth is expected to be more than double the total industry growth

#### US Top Fast Casuals Restaurants by Sales, 2021 (in \$Bn)

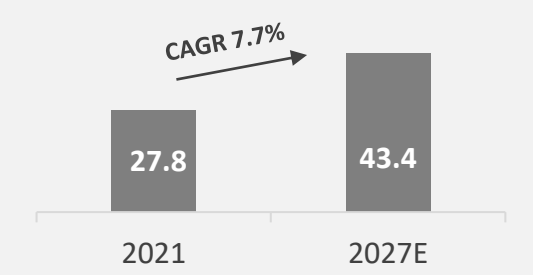
Chipotle Mexican Grill	7.56	
Panera Bread	5.65	
Panda Express	4.45	
Raising Cane's Chicken Fingers	2.38	
Jimmy John's	2.30	
Wingstop	2.28	
Zaxby's	2.23	
Jersey Mikes Subs	2.20	

**80%**  
Top 500 restaurants in the US are Fast Casuals

**550%**  
Sales growth for US Fast Casuals in 15 years

Due to higher rent and other operating costs, casual dining restaurants such as Friendly's, Flip'd, Hoots, Wings, Buffalo Wild Wings Go, P.F.Chang's To Go, Fridays on the Fly, and Bushi by JINYA have launched their Fast Casual counterparts

#### KSA Foodservice Industry (in \$Bn)



While Jeddah and Riyadh have already attained 8% and 5% market share of Fast Casuals respectively, Saudi Arabia is also expected to follow the global trend of growing Fast Casuals acceptance

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THE  
FOOD DISTRICT  
COMPANY  
HOSPITALITY & MORE

### Fast Casuals Market Drivers

 Increasing real estate costs	 Higher scalability
 Better quality/value for money	 Lower opex
 Tough competition	 Lower capex
 Ability to demand higher prices	 High labor costs
 Focus on vendor relationships	 Need for flexible menu
 No need for central kitchen	 Easier management

Restaurants - Fast Casuals	Locations in the KSA	Key Cuisine
<b>Al-Romansiah</b>	Riyadh, Buraydah, Jeddah, Dammam, Makkah, Medina, Al Kharj, Al Hofuf, Al Khobar, Taif, Unaizah	Saudi Arabian (Local)
<b>Al Kanafany</b>	Al Qatif, Al Jubail, Dhahran, Al Khobar, Jeddah, Medina, Riyadh, Tabuk	Arabic Dessert
<b>Masami Sushi</b>	Riyadh, Dammam, Al Khobar, Jeddah, Al Hofuf, Al Qatif	Japanese
<b>Firegrill*</b>	Riyadh, Jeddah, Al Khobar, King Abdullah Economic City	Mexican
<b>Raydan</b>	Makkah, Jeddah, Medina, Tabuk, Riyadh, Al Kharj	Saudi Arabian/Gulf
<b>Shrimp Shack</b>	Riyadh	Seafood
<b>Hashi Basha</b>	Riyadh	Saudi Arabian/Gulf
<b>Rub3 Shawaya</b>	Riyadh	Saudi Arabian/Gulf
<b>Shiro</b>	Riyadh, Al Hofuf, Jeddah	Japanese
<b>Piatto</b>	Riyadh, Jeddah, Dammam	Italian
<b>Panda Express</b>	Riyadh	Chinese
<b>Burger Eight</b>	Riyadh	American

**\* Firegrill launched its first location in August 2013 and now operates 20 restaurants in the KSA**