



FRANCHISE PROSPECTUS

eatphoria
Your kitchen. Our brands. The recipe for success.



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GET EATPHORIC WITH US



Welcome and thank you for your interest in joining **Eatphoria**, the multi-brand platform behind **Wraps & Wings**, a UK-born concept that started in 2014 and has become one of the country's fastest-growing casual dining success stories.

Our model combines the strength of **Wraps & Wings** with a portfolio of delivery-led concepts, all produced efficiently within a single, optimised kitchen. By sharing ingredients, staff, and equipment, our franchisees can serve multiple brands, capture every dining occasion, and run a more profitable, efficient operation.

With over **30 years of experience** in food and hospitality, we know what it takes to build customer loyalty and stay ahead of trends.

Our dedicated team in operations, finance, supply chain and marketing works closely with our franchise partners to ensure every restaurant thrives.

Our goal is simple: to grow the UK's most efficient, profitable, and future-ready restaurant network, with franchise partners who are ambitious, hands-on, and as excited as we are about the journey ahead. **Discover the euphoria of growing our business!**

**MOHAMMAD
SHAIKH**
CEO and Co-Founder,
Eatphoria

ABOUT US 🍗

Eatphoria is a **multi-brand** (QSR) **platform anchored by Wraps & Wings**, a proven brand established **in 2014**. Over the past decade, Wraps & Wings has grown into one of the **UK's fastest-rising casual dining brands**, known and loved for food that simply delivers on flavour, every single time.

Behind the scenes, **Eatphoria** hosts **delivery-only brands** with **menus** that have been carefully designed to share **ingredients, equipment, and skill sets** from a **centralised Wraps & Wings kitchen**.

Eatphoria brings together a **collection of all-day food brands** tailored to meet a **variety of customer preferences**.

Each concept is meticulously developed using **high-quality halal ingredients** sourced from trusted suppliers, ensuring exceptional flavour and consistency.

Our team blends creativity with **operational expertise** to deliver brands that **work seamlessly together**.

Our sophisticated tech stack is essential in **streamlining all aspects of our operations**. It efficiently manages order processing, enables smooth collaboration with **delivery aggregators**, and **ensures accurate inventory control**. Additionally, it offers analytics to support informed menu decisions, provides **sales participation data by brand or by product** and **allows us to push promotional activity to restaurants** at the click of a button.





NUMBERS THAT MATTER

ESTABLISHED BRAND
in UK & Middle East

50+ LOCATIONS
across the UK



1200 + LIVE ONLINE STORE
listings in the UK

1M CUSTOMERS
served yearly

£24 AVERAGE SPEND
per customer



OUR JOURNEY & EVOLUTION



2013
Founders
created concept

2014
1st Location opened
(Eastcote)

2017
• 1st Franchisee (Shoreditch)
• 1st Delivery only brand
was created (Eggsquisite)

2019
10th Franchisee
(Greenwich)

2020
20th Franchisee
(Brentford)

2021
30th Franchisee
(Uxbridge)

2024
40th Franchisee
(Watford)

2025
50th Franchisee
(Worcester)

Tan Food
invests in
Eatphoria



OUR BRANDS

eggsquisite
ritual of yolky bites

Dim 튀김 치킨 Dum
Korean Fried Chikin & Bao

W&W

Holy Bagel

MAD
about
döner

BR
BASKIN • ROBBINS™

Brand Partner

Eatphoria's unique approach guarantees a delicious meal to satisfy each part of the day. Our **technology-driven method** allows for meticulous attention to detail. We offer **variety without extra cost**, as all brands share ingredients, equipment, skills, and kitchen space, **resulting in high productivity and well-managed cost of goods**, ultimately delivering a **higher gross profit**.

Our flagship brand, **Wraps & Wings**, represents a strong proposition capable of **achieving high sales**, a respectable return on investment, and excellent customer satisfaction.

Moreover, our supporting brands **strengthen our sales position** and drive additional revenue without increasing operational costs.

Operating all day parts

Diverse culinary offerings

Operational excellence

Stronger partner returns



WRAPS & WINGS

Wraps & Wings is a **Halal premium fast-casual offering craveable and comfort food dishes** which are freshly made, generously portioned and designed to turn first bites into lifelong fans. From hand-crafted wraps and crispy wings to loaded burgers and grilled chicken, **every dish is prepared with premium ingredients and bursting with flavours.**



EGGSQUISITE

Eggsquisite **reinvents the humble egg sandwich** into a **unique breakfast experience.** Texas toasties, stacked pancakes, french toasts and creative all-day brunch dishes are served with **premium Halal ingredients and vibrant flavours,** one yolky bite at a time Eggsquisite is a **tribute to mornings done right,** for everyone who believes that breakfast should never be boring.



HOLY BAGEL

We called it Holy Bagel because one bite of the **perfectly toasted and generously filled bagel** feels almost sacred! Think warm, soft bagels loaded with **bold fillings** like maple bacon buttermilk chicken, full English stacks and **stringy cheese pulls,** all made fresh everyday. **Decadent,** generous and **seriously addictive,** it's the **all-day halal comfort food** deli brand customers can't get enough of from morning to night.



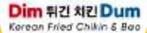
MAD ABOUT DONER

Mad About Doner started with one rule: **never settle for an average kebab.** **Premium and tasty Halal meat** cooked **low and slow,** shaved fresh and **loaded with mouth watering sauces.** **Classic wraps,** doner meals, loaded fries and **late-night bites** straight from the menu taste like the weekend, any day. Once you've had it, you will be **mad about it** too!



DIM DUM

Dim Dum is what happens when **proper Korean street food** lands in the UK and refuses to behave. Golden, **ultra-crisp Halal chicken** coated in **signature sauces,** stuffed into **fluffy bao** or piled over **kimchi fries** that hit the spot. From lunchtime wings to 3 am tenders, it's the **bold, saucy fix** that turns first orders into regulars. Crunch so loud you'll hear it through the delivery bag. It's **Seoul's best kept secret...** until now.



BASKIN ROBBINS

Straight from California since 1945, Baskin-Robbins is the ice-cream brand the world grew up with, famous for its **31 legendary flavours,** one for every day of the month. **Thick milkshakes, warm cookies,** fluffy pancakes and french toast **loaded with creamy scoops** of pure joy. From classic **Vanilla** to **Cookies 'N Cream** flavours, it's **dessert nostalgia** done right.



BECOME A FRANCHISEE



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	DINE-IN	TAKE-AWAY	BRAND LICENSING
Wraps & Wings powered by Eatphoria & a minimum of 4 additional delivery-only brands			
Franchise Fee	£25k	£15k	£4k
Store built from	£200k + VAT	£100k + VAT	Customer owned
Average store size from	800-1200 sq ft	600-800 sq ft	200- 2000sq ft
Average weekly turnover	£25k	£15k	£7k - £10k
Terms	10 years with a 5 years break clause		
Key financials			
AOV	£24	£24	£8-£12
COGS	25-28%	25-28%	25-28%
ROI	2-2.5 years	2-2.5 years	6-12 months
EBITDA	15-18%	15-18%	15-18%

ONGOING FEES:

- Royalty: **5% of monthly gross sales + VAT**
- Marketing: **2% of monthly gross sales + VAT**

BRAND LICENSING:

Channels: **Contract caterers, universities, pubs, stadiums, food halls, hotels.**

WHO WE ARE LOOKING FOR

Single-unit operators

Multi-location franchisees

Brand licensed partners

Master Franchise operators
Territory developers

OUR FRANCHISEES ARE:

- Adventurous & open minded
- Proven leadership skills and hands-on approach
- Commitment to maintaining brand standards
- Ability to build, lead and motivate a high- performing team
- Strong financial stability
- Experience in hospitality is preferred but not essential





**OUR FLAGSHIP
BRAND**



WRAPS & WINGS®

BOLD FLAVOURS, PROVEN SUCCESS

Since 2014, **Wraps & Wings** has been a fast-casual brand built for people who crave **bold, innovative flavours**. We specialise in **wraps, wings, burgers, and grilled chicken**, all made fresh in-house with premium ingredients and **inventive combinations** that keep customers coming back.

Our menu is **inclusive and generous**, offering **indulgent favourites**, lighter options, halal and veggie-friendly choices, perfect for **social dining, late-night hangouts**, or quick meals on the go. Portions are designed to share, creating memorable experiences every time.



OUR RESTAURANTS

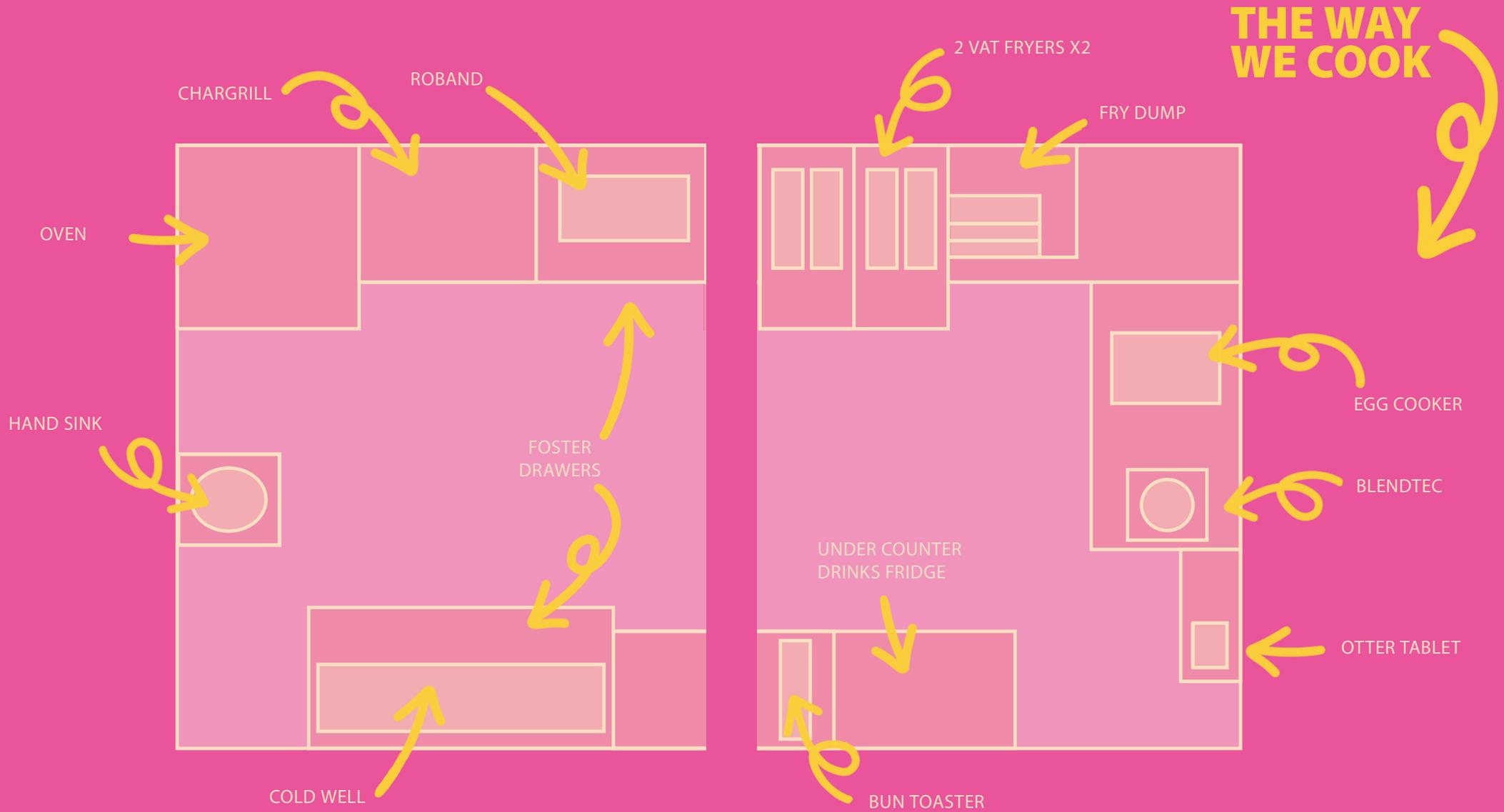


THE WAY
WE LOOK



**CLICK
HERE FOR
A VIDEO
TOUR**

FLOOR PLAN



WHY JOIN EATPHORIA?

**ESTABLISHED
MULTI-BRAND
PORTFOLIO**

**PROVEN
& SUCCESSFUL
BUSINESS MODEL**

**DATA-DRIVEN
DECISIONS**

**UNIQUE
BRAND
PARTNERSHIPS**

**CHEF LED
INNOVATIVE
MENUS**

**FULL SUPPORT,
TRAINING &
BUSINESS REVIEWS**

CULINARY INNOVATION

- Dedicated R&D chef team tracking trends and customer feedback
- Seasonal Limited Time Offers
- Full training videos, portion guides and launch kits

SUPPLY CHAIN

- National partnerships with tier-1 suppliers covering all UK mainland
- Fully traceable certified Halal ingredients
- Dedicated franchise supply-chain manager



WHY JOIN EATPHORIA?



OPERATIONS

- No qualified chefs required
- Full assembly-only system
- Regular store visits and audits

ONBOARDING AND TRAINING

- In-depth training covering operations, processes, and brand standards
- Dedicated launch team on-site from day one through your opening weeks
- Step-by-step tech tutorials for POS, tablets and all systems
- Instant digital library: posters, SOPs, allergen charts and daily docs

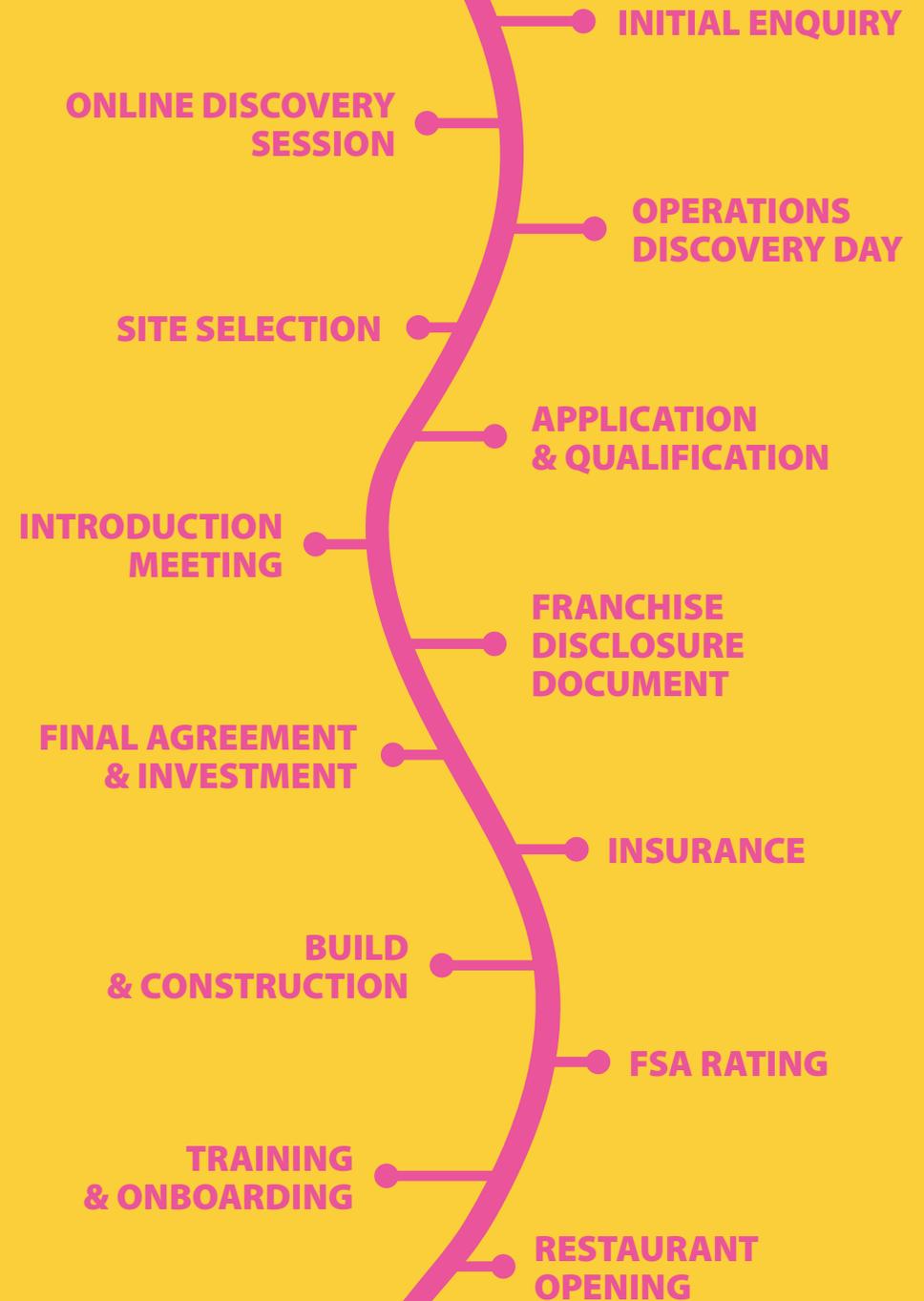
MARKETING

- Ready-to-use digital assets
- Locked aggregator promotions & ads strategy
- Monthly social media calendar





HOW IT WORKS



OUR TEAM





FEEDBACK FROM THE FRANCHISEES



"Eatphoria's approach is unique. We share ingredients, equipment, and staff across multiple brands. That efficiency means I can offer more variety without increasing costs."

**Vaqas,
Olympic Park**



"What sets Eatphoria apart is the operational support. From day one, they had a clear rollout plan for training, supply chain and marketing. That gave me confidence and reduced the usual risks of opening a new franchise."

**Shazad,
Greenwich**

"Since opening my first Wraps & Wings, I've grown sales by 11% year-on-year. Having the Eatphoria team guiding me on operations, supply chain and marketing has been crucial, it feels like I'm not alone in this business."

**Kamrul,
Eastcote**



"The multi-brand kitchen model means I can run 5 brands in one location with no extra staff and no duplicate costs. My operating costs dropped by 15%, and my margins improved by 8%. That's real profitability."

**Zahid,
Worcester**





**READY TO
START?**

CONTACT US

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 [eatphoria](https://www.linkedin.com/company/eatphoria)