



TAVA
KITCHEN

Modern South Asian



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PARTNER  X TEAM
INTERNATIONAL



INTRODUCTION



Tava Kitchen: Real Flavors. Crafted by Hand.

Real flavors, crafted by hand. That's the essence of Tava Kitchen, a colorful, energetic venue celebrating South Asian cuisine. Launched in 2012 by three former business consultants, Tava has emerged as the Bay Area's leading fast casual restaurant featuring the clean, fragrant flavors of India, shrewdly adapted for contemporary lifestyles.

With a tightly focused menu, Tava's selection of "burrotis" (burritos), rice bowls, and salad bowls, are fast, fresh, and affordable. Tava is calibrated for personalization: each meal is prepared while guests watch, directing each tasty preparation to their specifications.

Based on a compelling vision to instill the freshest, most robust flavors of India into the mainstream, Tava Kitchen is an innovative concept that fuses the traditional flavors of Southern Asia with contemporary sensibilities. It's a destination designed to capture diners that prize unparalleled taste, convenience, and personalization. Think of it as a modern take on a classic cuisine cast in a fun, casual environment.

Tava aligns with Northern California's dynamic entrepreneurial culture. It lets diners **build their own hearty flavorful burroti**—a variation on the burrito that swaps tortillas with roti, flat unleavened bread made from stone-ground wholemeal flour and baked in a special press.

"The perception of Indian food is that it is mysterious, heavy, unhealthy, expensive and complicated. At Tava, we use grass-fed lamb, roast and grind all our spices in-house, and make our own dough. It's all about achieving complex layers of healthy flavors."

— Hasnain Zaidi, Co-Founder

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Tava Kitchen: Celebrating South Asian Cuisine

About Tava

Founded in 2011 in San Francisco, California

Fast Casual Lifestyle Brand

3 Restaurants Across SF Bay Area

Working in 2 Distinct Trade Area Types: Heavy Urban, Suburban Shopping Center

Menu

Indian-inspired flavors

Wraps, rice bowls and salads that appeals to a broad audience

Fresh, premium ingredients

Service Model

Counter-service, built as you order

Knowledgeable staff guides you through the line

Fast moving line (2 minute ticket times)

Restaurant Asset

Small footprint: 1,000 - 1,600 square feet

Flexible seating (30-60 seats)

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[Visit Tava's website](#)

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3 Restaurants In
SF Bay Area
Generating Consistent
4-Star Reviews

San Francisco

SOMA

163 2nd St.

San Francisco, CA 94105

Palo Alto

Town and Country Village

855 El Camino Real

Palo Alto, CA 94301

Santa Clara

Westfield Valley Fair Mall

(Food Court on 2nd Floor)

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Proposed Facade

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Proposed Interior

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A Personalized Dining Experience

Tava offers three base dining options: burroti, rice bowl served atop white or basmati rice, or salad bowl on a bed of fresh romaine lettuce. To this guests can add their protein selection, choosing from chicken, seared lamb, paneer with crumbled cheese and mixed veggies, or chickpeas sautéed with ginger in coconut milk. They can then add vegetables to suit their tastes, such as cucumbers, tomato, onions, and jalapenos.

For an extra spike of flavor, diners can lace their personalized creations with housemade warm sauces: tomato-based tikka masala sauce, or lentils in tadka sauce. Or they can select from a variety of cool chutneys with varying levels of intensity including yogurt raita (cool), mint (spicy), and the fierce tava lava with ghost peppers (insane). Guests can pair their meals with garlic naan fresh, pressed to order, and refresh their palates with housemade mango lassis or housemade iced chai.

Tava Kitchen serves only all natural, hormonefree chicken and all-natural grass-fed lamb and all ingredients are locally sourced, whenever possible. Plus, to suit specific dietary needs, guests have the choice of vegetarian, gluten-free, dairyfree, and vegan options for rice and salad bowls upon request.



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Create Your Own

Step 1: Pick Your Base & Protein

\$8.49

Rice Bowl

V GF

Roti Wrap

VT GF

+

Chicken (+\$0.59) GF

All-natural and hormone free.

Lamb (+\$1.59) GF

All-natural and grass-fed.

Garbanzo V GF

Sautéed in coconut milk and spices.

Step 2: Find Your Flavors

Warm Sauces

Tikka Sauce VT

Light tomato cream sauce
simmered with south Asian spices.

Daal Sauce V

Lentils finished with a zesty blend
of garlic, ginger and cumin.

Cool Chutneys

Cool Yogurt VT

Medium Cilantro V

Insane TAVA Lava V

Fresh Veggies

Tomato

Onion

Cucumbers

Cilantro

Lettuce

Peppers

Our meats come from halal-certified suppliers. All of our sauces and chutneys are gluten-free.

VT - Vegetarian

V - Vegan

GF - Gluten Free

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Marketplace

Indian Braises

5.59

Chicken Tikka Masala

GF

Roasted Beef Short Rib

GF

Braised Lamb Kebab

GF

Curried Farmer's Cheese

VT GF

Seasonal Sides

<u>1 portion</u>	<u>2 portions</u>	<u>3 portions</u>
3.29	5.99	8.79

Cold Sides VT GF

Kale, Quinoa & Mint

+ Charred Brussel Sprouts & Grapes

Green Apple, Sunchoke, Tumeric & Cilantro

Entrée Salads V GF

9.29

Add Chicken 3.29

Greens and Grains Salad

Kale, sprouts, black quinoa, puffed rice, crispy mung beans, melon seeds and naan croutons

Little Gem Salad

Little gem lettuce, grapefruit and fresh avocado topped with fine chickpea dust

Hot Sides VT

Indian Spiced Carrots

Cumin New Potatoes

Curried Roasted Beats

Stone-Baked Garlic Naan

Kids, Treats & Drinks

Kids Meals

7.99

Oven Baked Chicken  Roasted Garbanzo  

Served with a side rice, fresh fruit and choice of drink
(Kids fountain, Organic juice, Organic milk)

Treats

3.99 - 6.59

Assorted South Asian Cookies
And Bars From San Francisco's
Favorite Bakery



Drinks

Stubborn Craft Fountain 2.79
Samovar Hot Chai Tea 3.29
Samovar Iced Chai Tea 3.29
Sightglass Indian Coffee 3.29

Housemade Favorites

Classic Lemonade 3.99
Ginger Lemonade 3.99
Mango Lassi Smoothie 4.39

**Consumers Love Tava For Its Great Food,
Comfortable Atmosphere And Convenient Service Model**



Learn more about
Tava Kitchen on Chow
chow.com



Check out
Tava Kitchen on Facebook
www.facebook.com/tavaindian

NATION'S RESTAURANT NEWS



Tava Kitchen Named
Breakout Brand for 2016
nrn.com



Recent Five Star Reviews

"This place is out of a dream!
Specifically, my curry-loving,
healthy-eating, picky-food-
customizing dream!"

- Mel W

"The food was literally
incredible!

Super delicious, very affordable,
and full of flavor.

Also super generous portions!"

- Layla S

"Burroti was awesome!
Very simple menu but it was
delicious. Staff is friendly.

Its like an Indian Chipotle!

Recommend this to anyone."

- Nic B



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PRESS RELEASE

TAVA INDIAN KITCHEN CLOSES \$4.5 MM SERIES A1 ROUND TO FUEL EXPANSION, FORMER SMASHBURGER CEO DAVE PROKUPEK TO JOIN BOARD OF DIRECTORS

San Francisco, CA – June 18, 2015 - Tava Indian Kitchen, the Bay Area's leading fast casual Indian restaurant concept, today announced that it has closed \$4.5MM of new equity financing, providing capital to expand the management team and accelerate new unit growth in the Bay Area and other new markets in 2016 and beyond.

Tava, founded in 2011 by 3 college friends with a vision to bring the freshest flavors of Indian cuisine to the mainstream, has three successful locations across the San Francisco Bay Area, serving a modern approach on Indian food, in a fun fast casual environment for \$8-\$10.

All of Tava's dishes are made-to-order with all-natural ingredients, offering guests the ability to create-their-own Indian cuisine experience. Tava has multiple options including a Roti Wrap, Rice Bowl, and Salad Bowl that are served with a choice of all-natural chicken, grass-fed lamb, and vegetarian or vegan proteins. These are then topped with Tava's signature Tikka or Daal sauces, garnished with fresh veggies, and one of five flavorful housemade chutneys.

Tava CEO Jeremy Morgan said, "Tava is off to a great start here in the Bay Area with consumers really enjoying our fresh approach to Indian food. With this new capital fusion and expansion of our board, we have a real opportunity to take a leadership role in growing the fast casual Indian food category. Morgan added, "We are excited to expand our footprint across the Bay Area this year, and look forward to entering new markets beginning in 2016."

Tava's Series A1 round was led by the CircleUp Growth Fund, Kensington Capital, Agilic Capital and former Smashburger CEO David Prokupek, through his investment fund HiGrowth Advisors. Prokupek was named Fast Casual's #1 Mover and Shaker in 2012 and has joined Tava's Board of Directors as part of the transaction.

Tava co-founder and Board Chairman Vijay Brihmadേശ said, "We are thrilled to have Dave joining our Board of Directors. His experience building one of fast casual's most respected brands will be immensely valuable as we look towards future growth."

Prokupek noted that "Tava has all of the elements for great success story—a talented team of founders, amazing food, and the capital needed to grow. I am privileged to be part of this emerging concept and look forward to helping Tava become a leading brand in the fast casual industry".

About Tava Indian Kitchen

Tava Indian Kitchen serves delicious Indian food in fast casual environment. The company began in 2011 with the vision of Vijay Brihmadേശ, Jason Pate and Hasnain Zaidi, with the goal of modernizing the way people think about Indian cuisine. With 3 restaurants across the Bay Area in San Francisco, Palo Alto and San Jose, Tava offers a signature menu of Roti Wraps (known as "Burrotis"), Rice Bowls and Salad Bowls that are prepared quickly and made to order. Tava uses only the highest quality ingredients, including all-natural chicken, grass-fed lamb and five flavorful house-made chutneys. Tava is open for lunch and dinner, providing guests a quick, convenient meal for less than \$10. To learn more, visit www.tavaindian.com.

Media Contact

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Co-Founders

Jason Pate
Hasnain Zaidi
Vijay Brihmadebam

Jason, Hasnain and Vijay left comfortable jobs in consulting and private equity in order to pursue their dream of creating something different. Starting a restaurant was the perfect fit: they loved entertaining, feasting, and just being around good people - and they each adored South Asian food. Hasnain and Vijay grew up with it, and Jason fell in love with it as a teenager in D.C.

Jason, Vijay, and Hasnain are all graduates of Duke University. Before co-founding Tava Indian Kitchen, Jason, Vijay, and Hasnain worked as consultants for Bain & Company.

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CEO

Jeremy Morgan,
Former SVP of Marketing For Smashburger

Launched 235 Restaurants While Marketing Head At Smashburger

Jeremy recently joined Tava as the CEO, effective July 2014. He has served on Tava's Board of Directors since 2013.

Jeremy was previously the SVP of Marketing & Consumer Insights for Smashburger. He joined the company in 2010 as VP of Strategy and was promoted in 2011 to lead the marketing team. As the head of marketing, Jeremy was a member of the 5-person executive team responsible for Smashburger's growth and profitability.

During Jeremy's tenure, Smashburger grew from a small regional concept with 40 locations to an international brand with 275 locations in 32 states and 6 countries, and Smashburger is now one of the most respected brands in the fast casual restaurant sector. Smashburger has received numerous awards, including ranking #2 on Franchise Times "2014 Fast & Serious" list of smartest-growing brands, being named "America's Most Promising Company" by Forbes Magazine in 2012 and to the Top 10 in 2014, topping Fast Casual's "Top Mover & Shakers" list for 2014 and 2012, and being featured on the Inc. 500 List of "America's Fastest Growing Companies." Prior to joining Smashburger, Jeremy was a Case Team Leader with Bain & Company in Chicago. While at Bain, he worked with retail and other consumer-oriented companies on strategy consulting engagements including

pricing/promotions optimization, customer/ market research and M&A due diligence. Before joining Bain, Jeremy was an associate in the corporate strategy group at JPMorganChase. He earned his MBA from the Kellogg School of Management at Northwestern University and holds a B.S. in Economics and a B.A. in Computer Science from Duke University.

CEO

Jeremy Morgan
Former SVP of Marketing For Smashburger

CFO/Co-Founder

Jason Pate
Former Bain Consultant

COO/Co-Founder

Hasnain Zaidi
Former Bain Consultant

Co-Founder

Vijay Brihmadessam
Former Bain Consultant and
Former Associate At Huntsman Gay
Global Capital (HGGC)

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Tava Uses Only Premium Ingredients Capitalizing On “Better For You” Consumer Trends

Wraps

Fresh roti dough made-from-scratch throughout the day with no preservatives
Cooked-to-order wraps made fresh in front of you

Proteins

All-natural, hormone-free chicken
Grass fed, pasture raised lamb
Fresh paneer farmer’s cheese, made with hormone-free whole milk
Fresh, never frozen proteins
Vegetarian and vegan friendly options
Gluten-free options
All proteins from Halal certified suppliers

Produce

Locally sourced whenever possible
Chopped fresh in-house every morning

Sauces / Chutneys

House made sauces from fresh lentils, vine-ripened tomatoes and flavored with all-natural spices
Fresh-squeezed limes every day to create chutneys



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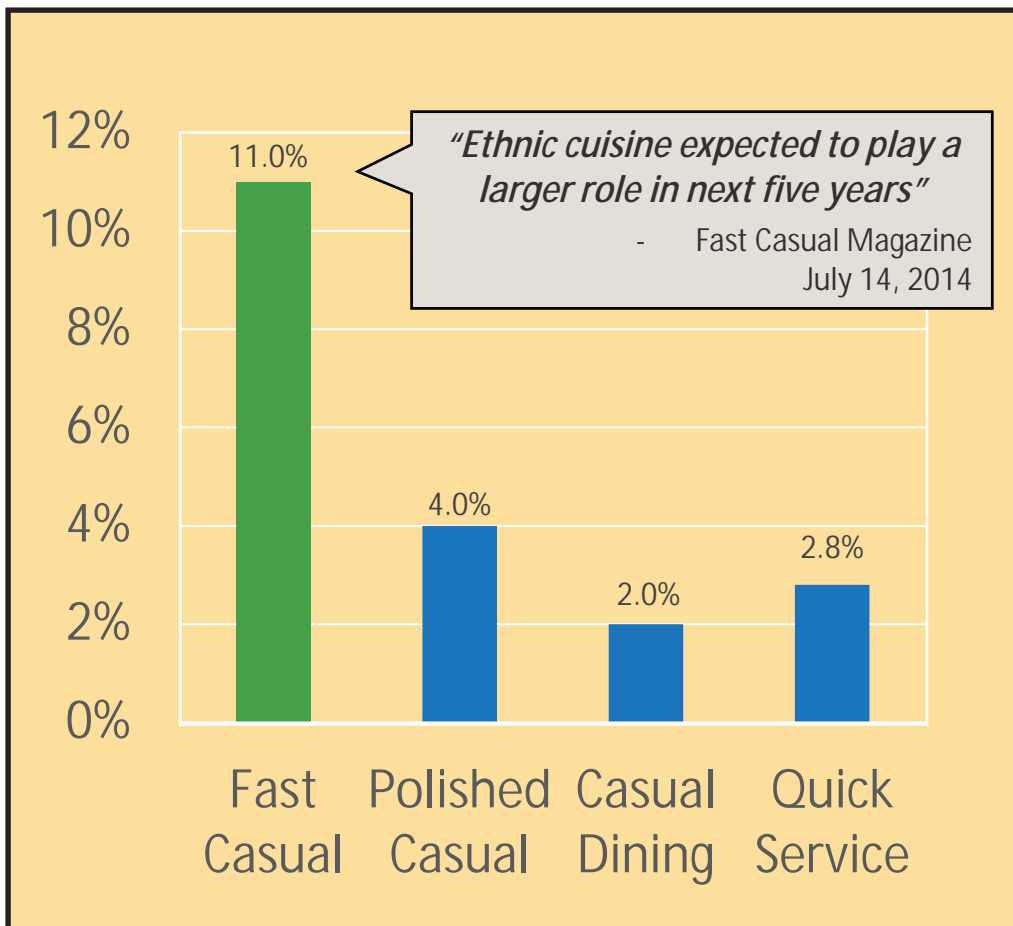
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Fast Casual Is The Fastest Growing Restaurant Segment, And Ethnic Cuisine Is In The Sweet Spot



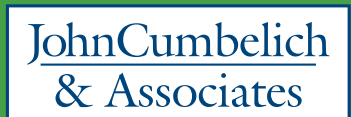
Source: Technomic 2014 Industry Report

Several Success Stories in Ethnic Fast Casual, But No Major Player With Indian Cuisine

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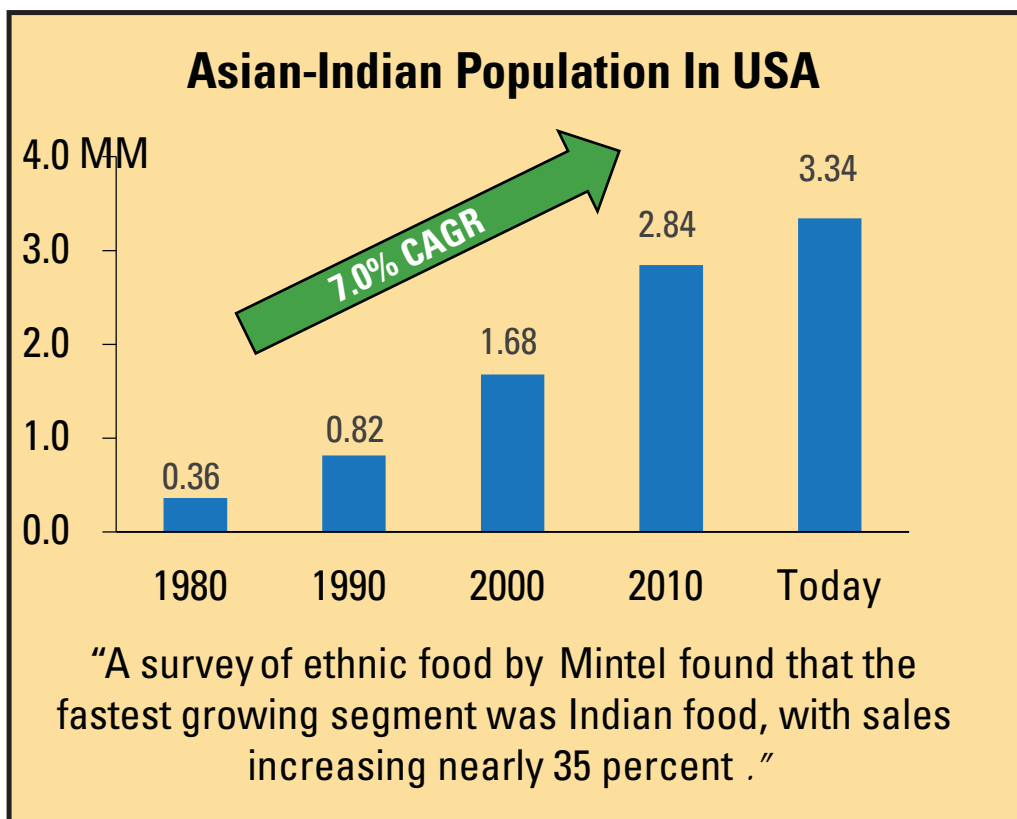
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As The Population Of Indian Americans Grow, Popularity Of Indian Food Will Follow



A survey of ethnic food by Mintel found that the fastest growing segment was Indian food, with sales increasing nearly 35%.

Source: US Census, Center For American Progress, OnlineAthens.com

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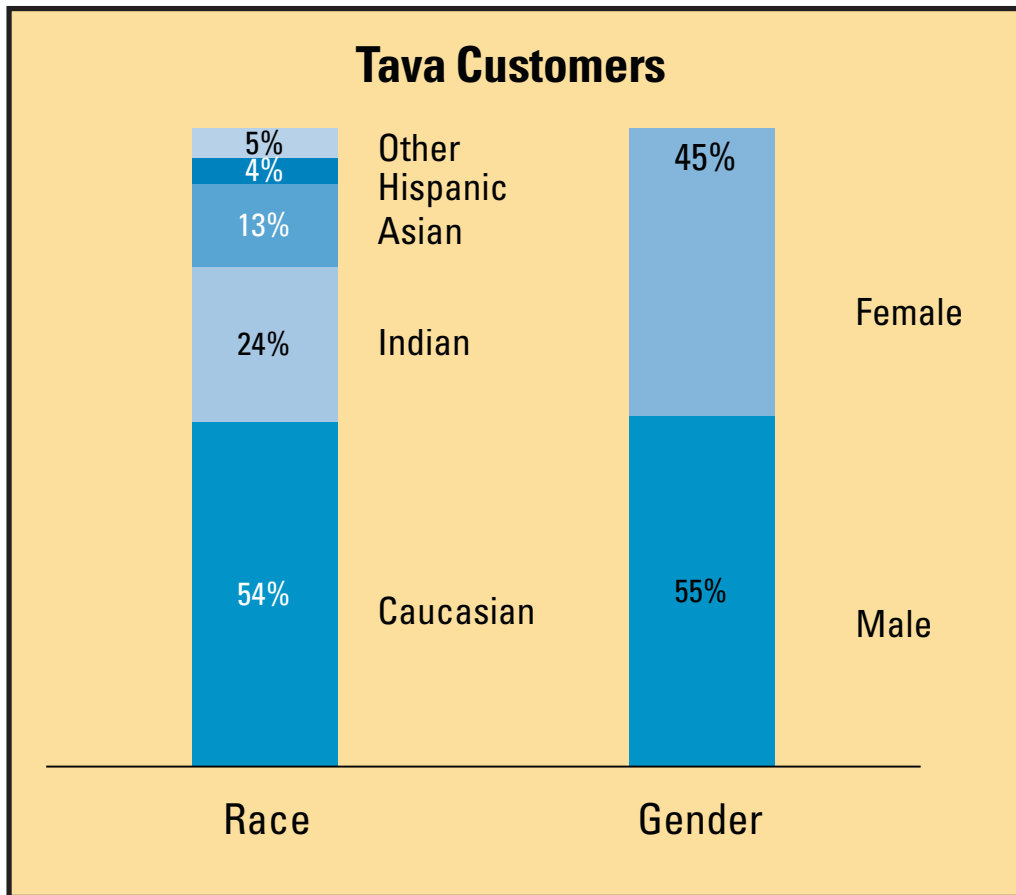
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Tava's Customer Demographics Reflect The Trade Areas Where They Are Located

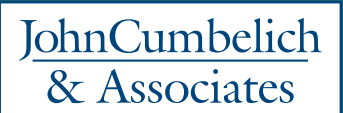


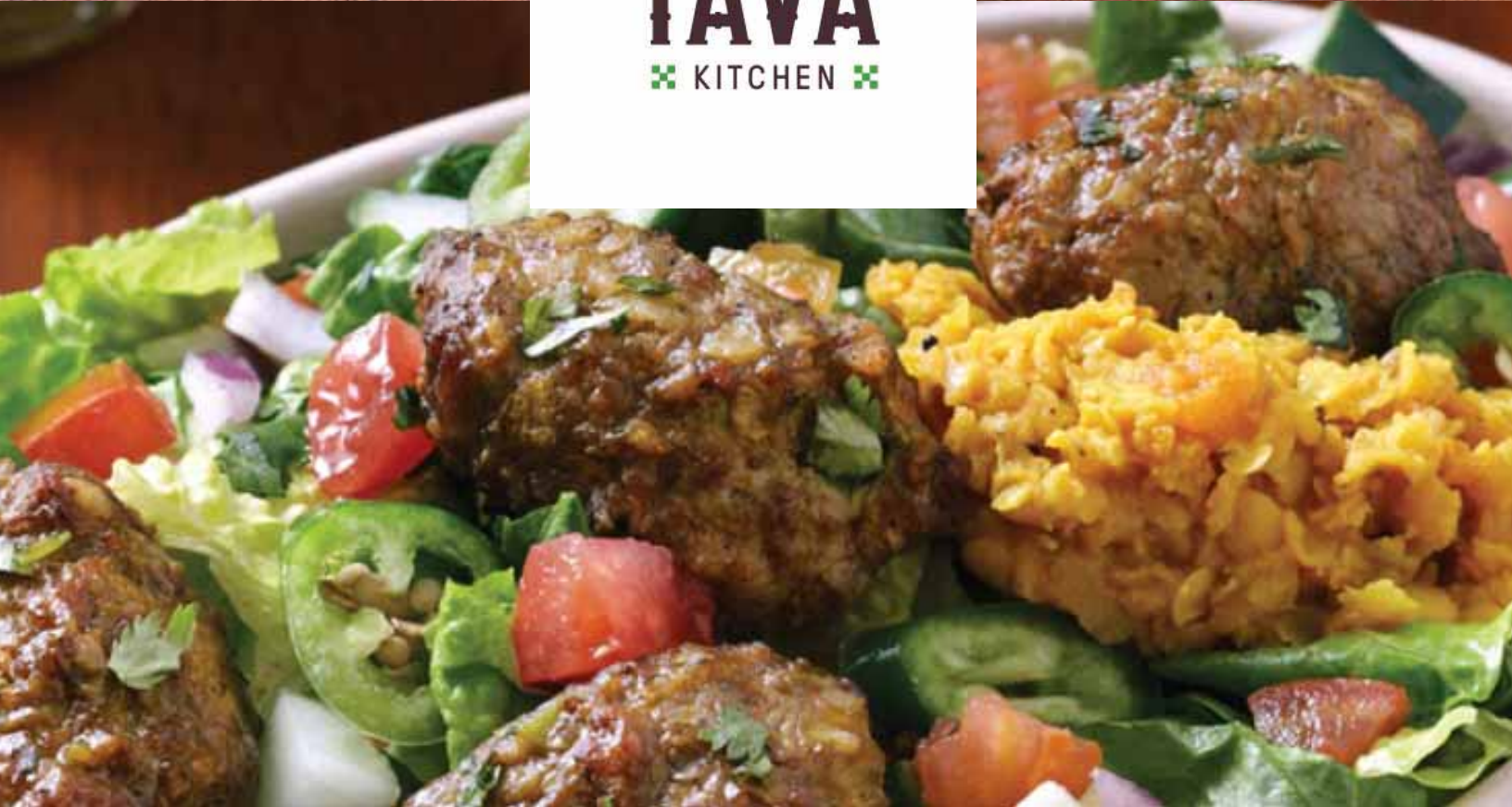
Source: US Census, Center For American Progress, OnlineAthens.com

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