



A MORTAL'S GUIDE To Owning A ZEUS STREET GREEK



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WHERE WE'VE COME FROM

The **LEGENDARY ADVENTURES** of **ZEUS STREET GREEK** And The **ETERNAL QUEST FOR** Deliciousness[⚡]

FOUNDED IN

2014, Zeus Street Greek has been creating, sharing and redefining Greek street food for Australian appetites. Over time the brand and business has grown and devolved from a boutique, family-centric restaurant experience, to a quality, fast/casual service offering convenient, delicious and nourishing Greek food to ever more guests, in ever more places. Through our evolution, one thing has remained constant—our commitment to celebrating and sharing the very best Greek flavours, both traditional favourites and our modern spins. Our ambition is simple. To create welcoming environments, where we serve delicious Greek street food that makes people feel satisfied, nourished and ultimately... HAPPY!

ZEUS STREET GREEK EVOLVING

As ZSG has evolved we've taken on learnings from our years scaling from a local Sydney business to a national chain to ensure our recipe for success is well rounded and solid. The effect of the pandemic has brought new challenges but also new opportunity - adopting a new, stronger form of relationship with our delivery partners played a critical part of this evolution and ultimately in a very hard time for the hospitality industry, we were able to not just survive but thrive. Taking what we learned during this period, we crafted a new approach to growth and applied steps that would help us flourish.



ZEUS STREET GREEK TODAY

In June 2021 we decided to take our brand and our venues to the next level. The pandemic made us see there was even more potential to grow and evolve, more potential to define what ZSG is at its core and how we present that to our network and customers. We evolved the best parts of ZSG and looked at our operations to ensure we could live up to the real idea of "fresh, fast casual" not just in dining spaces but at home. We considered our new builds and what was essential to ensure everything was in sync from dine in, to delivery. We now have started to open successful, thriving venues for the first time in 3 years.



MEET *the* FOUNDERS

COSTA *Co-Founder*

With over 30 years of hospitality experience, Costa is a fantastic mentor for the Zeus Street Greek team and stakeholders. Having grown up in pubs and restaurants, he founded Crust gourmet pizza bar in 2001 with a vision to be the leader in quality pizza. With his team, they built 127 stores nationally and at the time were Australia's leading gourmet pizza franchise. Today, Costa is driven to inspire our partners and teams to help ZSG remain and grow as Australia's leading Greek inspired fresh casual chain.

PETER *Co-Founder*

Over 40 years of industry experience in food manufacturing, wholesale food distribution, property development, procurement management and multisite retail businesses Peter was heavily involved in the Operations, Supply Chain Management, Store development for Crust Pizza's 127 locations. At ZSG Peter works closely with the team and partners on various facets of the business from Supply Chain, Menu development, Equipment sourcing, store builds, liaising directly with stakeholders on strategy as well as running 3 stores in Melbourne.

TERRY *Co-Founder*

Terry has been immersed in the hospitality experience for over 20 years working with his families various businesses and also spending some time as a Corporate Business Analyst in financial services.

Once the head of the finance division for Crust Pizza, Terry understands what it takes to operate and scale a franchise business and today provides valuable support in the back end process improvements for growth in the Zeus Street Greek store network.



Our BRAND



OUR BRAND POSITIONING AND PERSONALITY

#ANCIENTinfluencers

To find the Midas gold in our brand we looked back to ancient Greece and our heritage for inspiration in our modern approach. #AncientInfluencers

Our ancient influencers are undeniably Greek and incredibly powerful. Like our recipes we take this thinking and these attitudes and put our own ZSG spin on them.

WE bring the LIGHTNING

THE GREEK GODS are the stuff of wonder and awe. And Zeus, in particular, inspires our zesty, powerful, unmatched attitude... We call this our lightning power, and it transforms every experience, from our food to our service, from the ordinary into the awesome!

Great MINDS EAT alike

ANCIENT GREEK PHILOSOPHERS, Socrates, Aristotle, Plato and the rest had some pretty contemporary ideas. These great thinkers inspire our progressive approach... Fuelling our commitment to welcoming all guests, being proudly diverse and inclusive, and delivering customer happiness with deliciousness.

YIA YIA knows BEST

YIA YIA, our universal grandma, is more of a concept than a real person. Yia Yia is a nod to our heritage, our recipes, our respect for food, our commitment to quality and of course, tastiness. Because when it comes to great Greek food, there's no point serving it up, if it isn't damn good.



Our CUSTOMERS



OUR CUSTOMERS

EVERYONE IS welcome at ZEUS STREET GREEK

But we have 2 key target demographics that we speak to and aim to inspire into our brand and experience.

Key AUDIENCE

GEN Z/LATE MILLENNIAL 18-30

- True digital natives and tech savvy.
- Politically charged and labelled the “woke generation”
- Cares about a brands ethics, valuing progressive attitudes.
- Health conscious.
- Work hard for financial security more than the generations before them.

Affluent
Tastemakers
Influential

Progressive
Ethically
minded

Financially
aware
Inclusive
Diverse

CONNECTORS

Living in affluent areas
Digital + tech savvy
Well educated
Progressive
Ethical
Values quality

Secondary AUDIENCE

MILLENNIALS 30-40

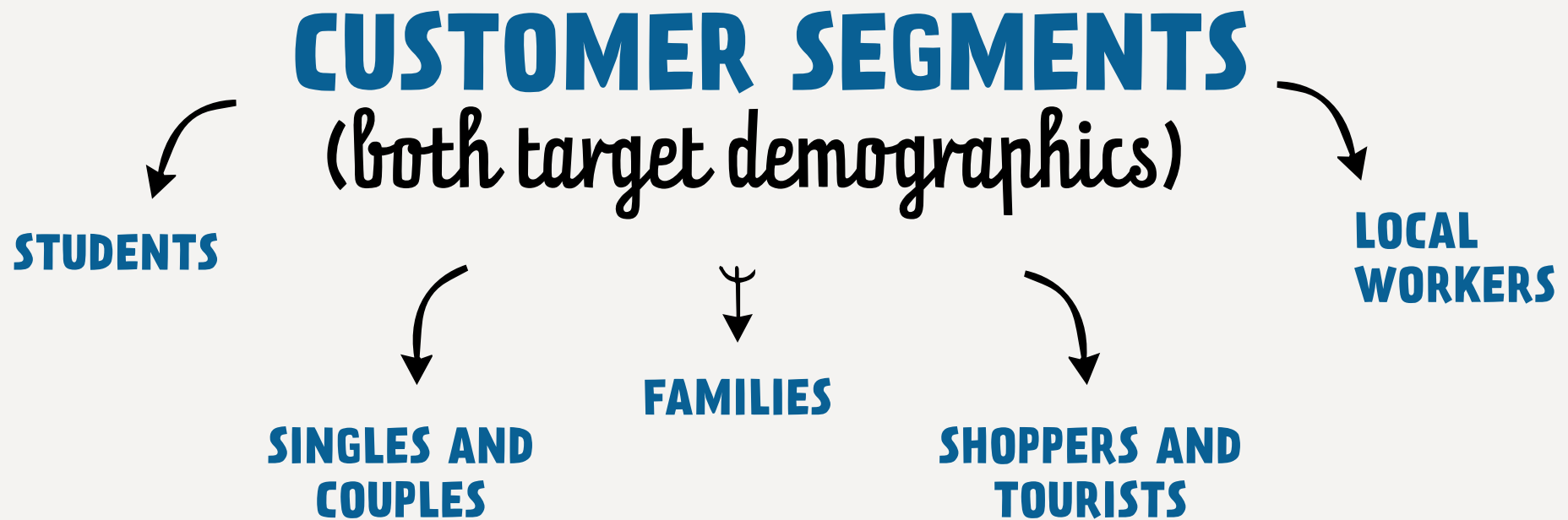
- Tend to eat out more than any other generation.
- Tech savvy.
- Experience lead diners and judge value on their experience holistically.
- Happy to spend more on quality and care about produce sourcing.
- Put a lot of emphasis on sustainability and view conscious produce as being of a higher value.

Ethically
minded
Inclusive

Affluent
Progressive
Diverse

Conscious
Experience
Lead





Our STORES



OUR STORES

The ZEUS STREET GREEK STORE AMBIANCE and AESTHETICS

By drawing inspiration from ancient elements and forms, a fresh concept comes to light.

Zeus Street Greek is an embodiment of greece in all aspects of it's experience, even to the smallest of details, its a fine balance between the old and the new and a visual representation of this intention. The concept behind the ZSG's design and brand evolution takes inspiration from greek landscape, design and architecture.



OUR STORES

The ZEUS STREET GREEK STORE EXPERIENCE

Zeus Street Greek positions itself as a leader in the “fresh, fast, casual” sector.

Pioneering the combination of quality, fresh produce, made with speed and without compromise - we like to look at our offer as “affordable indulgence”. Our combination of cool ambiance, desirable aesthetics and quality meals with the convenience of a quick service chain make our offer incredibly desirable for our modern audience.



Our FOOD



OUR FOOD

WE DO FOOD *honestly*

It all starts with our produce.

Aussie sourced and thoughtfully prepared, our food respects our longstanding cultural relationship with good food and quality ingredients. From our fresh veg, to our fluffy pitas, to the olive oil we use, we only source quality produce from people who care as much about good food as we do.



DRIVERS FOR success



DRIVING Success^{///}

The success of our partners is critical to the success of the brand and business overall, we're a network, a team, a family.

When you partner with Zeus Street Greek you're investing into a proven model and brand that comes with the support of a professional HQ team. Benefits of becoming a franchisor include:

SETTING UP SUCCESS

- End to end construction + styling of all new stores
- 6 Week training program for partners
- Recruitment portal for all staff plus full training program
- Dedicated support and management team
- Copywritten brand protection
- Fully integrated POS system for all sales and reporting.

CONTINUED SUPPORT

- In store and online operations manuals
- Strong national buying power ensuring we get the best quality produce at the best price.
- Dedicated senior operations team
- Dedicated national and local area marketing and brand team
- Data driven decision making (Gap maps, google analytics, Lightspeed/Kounta + more)
- Tech innovation sales drivers
- Delivery partner support + relationship management
- Ongoing professional advice and support



DRIVERS FOR SUCCESS

MARKETING *and* BRAND OVERVIEW

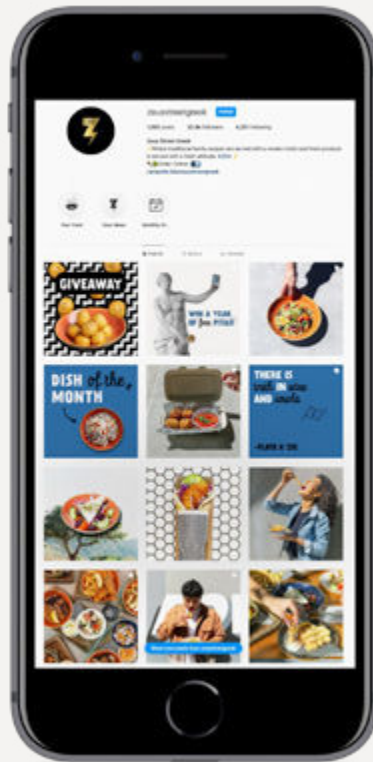


ZSG OWNED PLATFORMS FOR SUCCESS

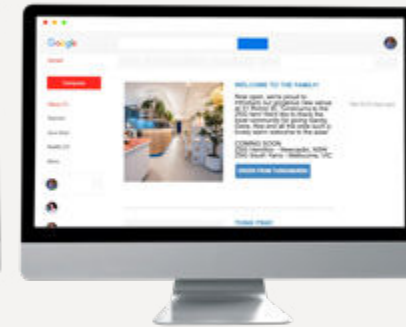
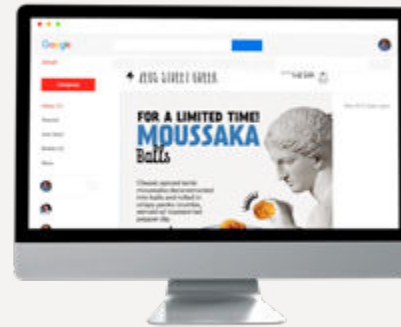


DRIVERS FOR SUCCESS

Social MEDIA



EDM



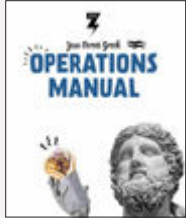
LTO in venue



DRIVERS FOR SUCCESS

OPERATIONAL SUPPORT

Operations Manual



Recruitment portal



Training program



SALES SUPPORT

Bopple



Lightspeed/Kounta



Marsello



ZSG OWNED PLATFORMS FOR SUCCESS



BOPPLE – Online, App + contactless ordering



OPA! NETWORK – Network communications and training hub



KOUNTA
lightspeed

Recruitment portal and support



Recruitment portal and support



Marsello – CRM + Customer rewards/loyalty



WHAT WE ARE *looking* *for* IN OUR PARTNERS

Just like our supply chain partners we look for franchisors that hold our same values, work ethic and drive for success. Can you Bring the Lightening to Zeus Street Greek?

CHECKLIST.. *Are you ready to:*

- ✓ Ready to invest significant time and money into the success of my business
- ✓ Ready to take complete ownership of my business and its future
- ✓ Ready to work hard, roll up my sleeves and get into the day-to-day operations of my business
- ✓ Ready to work within the policies and procedures of ZSG
- ✓ Ready to be a strong communicator, open and driven to inspire and be inspired by the ZSG teams.
- ✓ Ready to nail financial targets set for my business
- ✓ Ready to engage and immerse myself and my business in the strict operational standards expected by ZSG
- ✓ Ready to be a “roll up my sleeves” team player and work hard.
- ✓ Ready to bring a bolt of positivity to work with me everyday and pass on that energy and enthusiasm to my team/s.
- ✓ Ready to take charge of the overall wellbeing of my team/s by ensuring training standards are upheld to further the growth and development of my employees and business.
- ✓ Ready to engage with the general public upholding the ZSG brand ethos of welcoming every customer like family.
- ✓ Ready to be passionate about retail and hospitality
- ✓ Ready to love ZSG food and ensure that every dish that leaves the kitchen is made with the respect and love that it deserves.
- ✓ Ready to be inspired by Greek culture, food, history and the important part it plays in the ZSG brand.
- ✓ Ready to hold myself accountable. – The success of your business relies on you.
- ✓ Ready to commit to being part of the ZSG network, uphold and immerse myself in the brand ethos, values and success of the network as a whole.



THANK you 

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