





# Histoire d'Origine

La nourriture est la culture et la langue unifiées du monde. Le restaurant Lebanese Um Khalil™ a été créé en 1977 dans la ville historique de Jerash, Jordanie. Il a été fondé par une femme libanaise, Antoinette Rami, également connue sous le nom de « Um Khalil » par le peuple jordanien.

Jerash est internationalement reconnue comme l'une des villes les mieux préservées de l'Empire Romain. Les touristes viennent du monde entier pour voir ses monuments. Lebanese Um Khalil™, l'un des plus anciens restaurants de Jordanie, est situé à proximité de ces monuments. Son emplacement a attiré l'attention de familles locales et internationales, il est même devenu une tradition de se rendre régulièrement au restaurant, en particulier pendant les vacances et les week-ends.

Notre restaurant est spécialisé dans la cuisine libanaise. Il propose une large gamme de mezze raffinés accompagnés d'un service libanais exceptionnel et de l'hospitalité arabe. Le restaurant a attiré des personnalités éminentes, célèbres et historiques du monde entier. Nous sommes très fiers d'avoir accueilli plus de 4.000.000 de visiteurs du monde entier. Nous sommes honorés que notre marque soit enregistrée dans de nombreux pays pour le moment et nous nous engageons à développer encore davantage dans un proche avenir.

“La nourriture est notre culture et nous la rendons inoubliable”

**-Antoinette Rami**



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# Origin Story

Food is the world's unified culture and language. The Lebanese Um Khalil™ Restaurant was established in 1977 in the historical city, Jerash, Jordan. It was founded by a Lebanese woman, Antoinette Rami who was also known as "Um Khalil" to the Jordanian people.

Jerash is internationally acknowledged as one of the best-preserved province cities of the Roman Empire, tourists come from all over the world to see its monuments.

The Lebanese Um Khalil™, one of the oldest restaurants in Jordan is located near these monuments. Its location has grabbed the attention of local and international families, it even became a tradition to regularly visit the restaurant especially during holidays and weekends.

Our restaurant is specialized in Lebanese cuisine. It offers a wide range of delicacies accompanied with exceptional Lebanese service and Arab hospitality.

The restaurant has attracted eminent, famous and historical figures from all over the world. We are very proud to have hosted over 4.000.000 visitors from all over the world. We are honored that our trademark is registered in multiple countries for now and we are committed to expand even more in the near future.

“Food is our culture, and we make it memorable”  
-Antoinette Rami

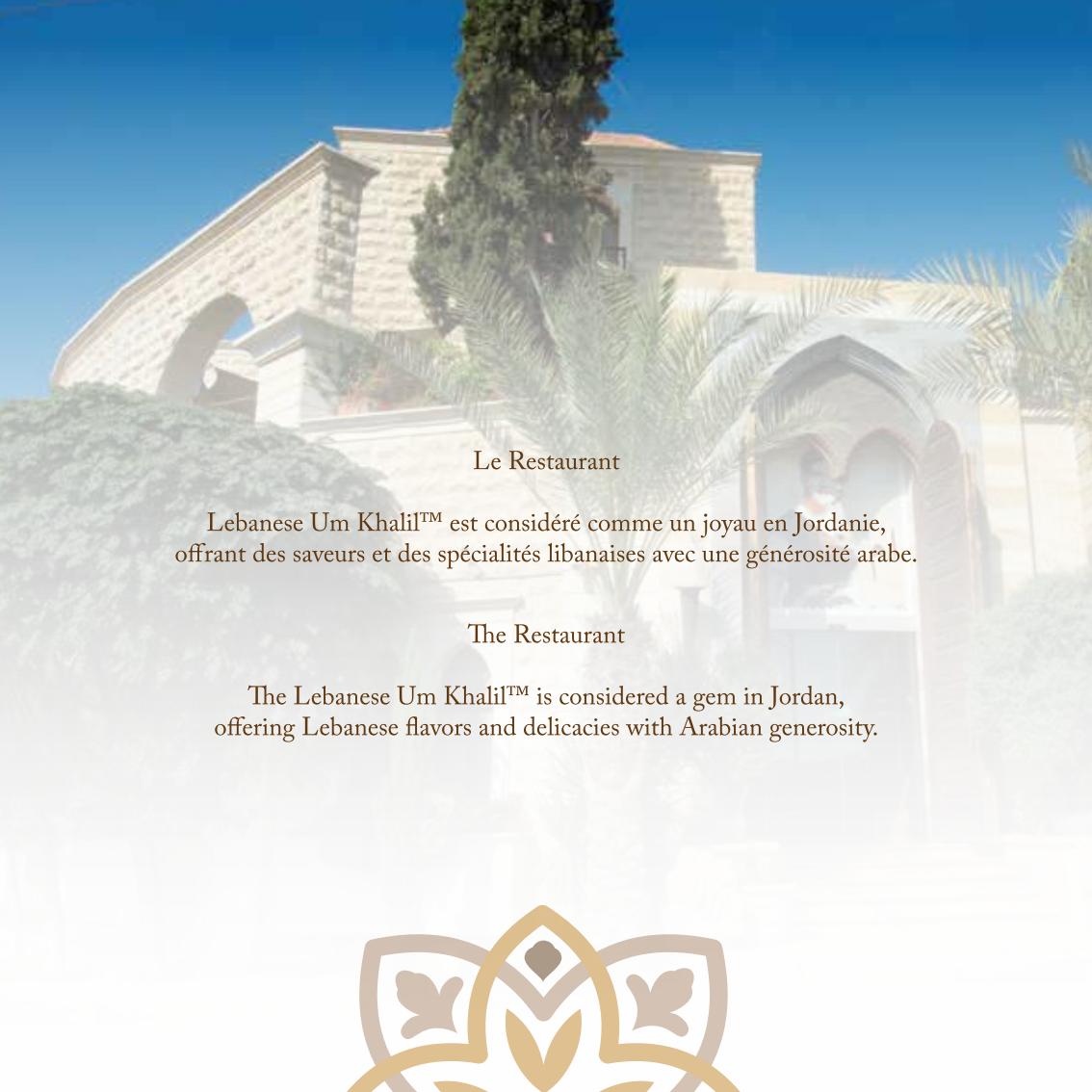


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## Le Restaurant

Lebanese Um Khalil™ est considéré comme un joyau en Jordanie, offrant des saveurs et des spécialités libanaises avec une générosité arabe.

## The Restaurant

The Lebanese Um Khalil™ is considered a gem in Jordan, offering Lebanese flavors and delicacies with Arabian generosity.

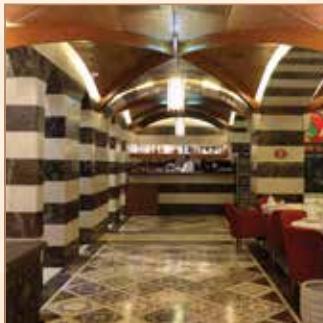


# Nos Restaurants Our Restaurants

**Jerash - Jordan**



**Amman - Jordan**



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## **Les Aliments**

Des entrées aux plats principaux, en passant par les charcuteries et les plats compliqués, mais surtout la mezze libanaise, Lebanese Um Khalil™ reflète la cuisine libanaise en excellence.

## **The Food**

From appetizers to main courses, and from cold cuts to complicated dishes, but most importantly the signature Lebanese mezze. The Lebanese Um Khalil™ reflects Lebanese Cuisine at its finest.



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## **Événements et Restauration**

Notre restaurant a l'habitude de faire partie d'occasions et d'événements spéciaux. Notre objectif est de toujours laisser une marque dans ces occasions et de donner à vos événements une sensation spéciale à notre manière libanaise.

### **Events & Catering**

Our restaurant is used to being part of special occasions & events, our goal is to always leave a mark in these occasions and make your events feel special in our own Lebanese ways.



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# FRANCHISE

## A. NOUS FOURNISONS

- L'enquête préliminaire de localisation
- Les directives de décoration intérieure et les exigences d'aménagement
- Des visites du site durant la construction et un suivi continu du travail (2 jours à chaque 2 semaines)
- Le transfert du savoir-faire, le manuel de la franchise, les fiches techniques, etc.
- L'embauche des principaux employés (Chef, sous-chef et manager) et leur formation pendant 2 mois dans nos restaurants à Amman et Jerash en Jordanie
- La sélection des fournisseurs et de la qualité requise des ingrédients
- La préparation et l'assistance pour l'inauguration officielle du restaurant libanaise Um Khalil
- Des visites mensuelles pour l'assistance et la surveillance de la qualité des produits et services (2 jours/mois)

## B. CE QUE VOUS ALLEZ FOURNIR

- Un emplacement de choix pour le restaurant dans la ville proposée et dans un territoire désirable et facilement accessible
- Les bâtiment, fournitures et équipements en accord avec nos exigences de décoration et d'aménagement
- L'embauche des personnels qualifiés en accord avec nos exigences
- Le salaire des principaux employés lors de leur formation à Amman et Jerash
- Les billets d'avion et l'hébergement de nos représentants lors de leurs visites

## C. CONDITIONS POUR LA FRANCHISE

- Frais d'entrée de la franchise pour le restaurant libanais Um Khalil pour le premier point de vente sera déterminé après négociation entre le franchiseur et le franchisé.
- 7% sur les ventes brutes sur une base mensuelle incluant le frais de publicité locale

La franchise est pour 10 ans renouvelable, convergeant sur tous les territoires, pour chaque pointe de vente.

## D. LES FRAIS DE FRANCHISE SONT PAYÉS COMME SUIT

- 50% lors de la signature du contrat
- 20% après l'approbation finale de la location
- 20% à la livraison des manuels de franchise et des manuels de formation
- 10% dans les 20 jours suivant l'ouverture

# FRANCHISING

## A. WHAT WE PROVIDE

- Location preliminary survey
- Interior decoration guidelines and detailed layout requirements
- Site visits and works follow up (2 Day every 2 weeks when abroad)
- Transfer of Know-how, Franchise manual, technical sheets...
- Key Employees (Chef, sous-chef and manager) hiring and training for 2 months in our restaurant in Amman & Jerash)
- Suppliers sourcing and ingredients quality selection.
- Grand opening preparation and assistance.
- Monthly visits for assistance and quality survey (2 days/month)

## B. WHAT YOU SHOULD PROVIDE

- A very prime location for the intended restaurant in the requested city within the desired territory
- The complete building, furniture and equipment of each location according to our concept guidelines.
- Hiring of qualified staff as per our requirements
- Salaries and hired key employees during their training in Jerash or Amman
- Airline tickets and lodging of our delegates for their visits to your restaurant.

## C. FRANCHISE TERMS

- The fee will be determined after negotiation between the franchisor and franchisee
- 7% on gross sales on a monthly basis royalty including local advertising cost

The franchise is for 10 years' renewable, covering all territories, with one outlet.

## D. FRANCHISE FEES ARE PAID AS FOLLOWS

- 50% in contract signature
- 20% on location approval
- 20% on delivery of Franchise Manuals and Training Manuals
- 10% within 20 days from opening

# GUESTS LIST WHO VISITED UM KHALIL RESTAURANT

1. His majesty king Abdullah ben al-Hussein & her majesty queen Rania al Abdullah (1996)
2. The late king Hussein &her majesty queen Nour (1979)
3. Former Governor general of CanadaDavid Johnston (2017)
4. Former Maronite Catholic patriarchate CardinalSeffir (2005)
5. Nelson Mandela – former president of South Africa (1997)
6. Princess of Thailand –MahaChakriSirindhorn (2006)
7. Kofi Annan – former secretary-general of united nation (1998)
8. Abdel Rahman-SwarAl-Dahab field marshal (1985)
9. Terje Rod Larsen – Norwegian diplomat United Nation (2002)
10. Alexander Kwasniewski–President of the republic of Poland (1998)
11. Danilo Turk-President of the republic of Slovenia
12. Kurt Waldheim, former secretary –General of the UN (1980)
13. Valéry Giscard d'Estaing, former president of France (1980)
14. EyadAllawi, former prime minister of Iraq (2015-2018)
15. Ahmad Ben Bella ,former president of Algeria (1983)
16. GathrineAshton ,former vice president of the European commission in (2011)
17. Prince Ali ben Al Hussein Jordan(2004)
18. Ahmed Asmat Abdel Meguid ,former secretary –general of the arab league(1998)
19. Victor Yutchenko ,former President of Ukraine (1999)
20. Boutros BoutrosGhali ,former secretary – general of the United Nation (1994)
21. Carlos Ghosn ,former chairman and CEO of Renault and Nissan (2014)
22. David Hale, United States Diplomat (2007)
23. Marc Garneau, former Canadian Astronaut and now minister of transport (2014)
24. Josette Sheeran, former CEO of world food program (2011)
25. American congress committee (2014)
26. Danilo Turk, former president of Slovenia (2010)
27. Bruno Sakonami, Ambassador of Canada in Jordan (2015)
28. Princess Bassma of Jordan (2015)
29. Bahaa Hariri (2018')
30. Jordanian minister of health (2011)
31. Jordanian minister of culture (2014)
32. Minister of culture of Ukraine (2014)
33. Egyptian minister electricity and energy (2006)
34. EdmonRisk ,Former Lebanese deputy (2005)
35. Abdul Ilahkhatib , former minister of foreign (2007)
36. Nawab KazimAli khan ,former minster tourism India(2007)
37. Tariq Majid ,chairman joint of staff committee Pakistan (2008)
38. Maha al Khatib ,former minister of tourism and antiquities(2008)
39. Jay Knott, director mission US aid (2008)
40. Elias Hanna, former Lebanese minister of tourism (2008)
41. Elie Maroni, former Lebanese minister of tourism (2009)
42. Former Ambassador of France of Jordan (2009)

43. Former Ambassador of Norway in Jordan (2008)
44. Fernando Abien former ambassador of Brazil in Jordan (2009)
45. Prince Mohamed ben Selman al Khalifeh from Bahrain
46. Samir Al Rifai, former prime minister of Jordan (2010)
47. Nasser Judeh ,former minister of foreign affairs of Jordan (2010)
48. Hussein Al Majali former Jordan's interior minister
49. Petter Olberg ,former ambassador of Norway in Jordan (2011)
50. Faisal Al Fayez, former minister of foreign affairs of Jordan (2011-2018)
51. Fayez Tarawneh, former prime minister of Jordan (2011)
52. Abdelsalam Majali, former prime minister of Jordan (2013)
53. Aoun Al Khasawni, former prime minister of Jordan (2014)
54. Ahmed Oubeidat, former prime minister of Jordan (2019)
55. Sameera Rajab, former member of Majlis al-shura of information, Bahrain (2014)
56. Princess Alia from Jordan (2014)
57. Angela Holguin, former minister of foreign affairs of Colombia (2014)
58. Members of congress USA (2015)
59. Prince Khaled Ben Faysal Ben Terkey Al Saoud From KSA (2016)
60. Admiral Rob Bauer, Netherlands chief of defence (2018)
61. General Zubair Mahmood Hayat, Chief of Pakistan Army (2018)
62. Lieutenant General Mahmoud Freihat, Chairman of the joint of staff of the Jordanian Armed Forces (2018)
63. Maarouf Al Bekhit, former prime minister of Jordan (2018)
64. General Mark Milley, Chief of staff of the Army US (2018)

#### SIGNER

1. Najwa Karam ,Lebanese singer (1996)
2. Latifa Al-Tunisiya ,singer (1994)
3. Waleed Tawfeeq
4. Melhem Barakat ,Lebanese singer (2012)
5. Ragheb Alama ,Lebanese singer
6. Omar Al-Abdallat, Jordanian singer-songwriter
7. Diana Karazon, Jordanian singer
8. Romeo Lahoud, Lebanese compose
9. Rojeh Fghali

#### ACTOR

1. Hussein Fahmi
2. Dureid Lahham – Syrian actor (1982)
3. Rowan Atkinson (Mr. Bean) (2014)
4. Richard Gere, American actor (2009)
5. Maiss Harb , Syrian actress (2018)
6. Alaa Moursi, Egyptian actor (2018)
7. Sherif Baher, Egyptian actor (2018)
8. Safa' Sultan, Egyptian actress (2018)
9. Hicham Hadad, Lebanese actor (2019)

أم كليل

Lebanese  
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Lebanese House  
Um Khalil Restaurant



Certificate of Excellence  
2013 - 2014  
2016 - 2018  
2019



Winner  
TOP  
CHOICE

International Hotel & Restaurant  
Quality Award (Madrid-Spain) 2014

