



# ABOUT **THE GROUP**

Our story started in 2014, with three ambitious brothers who inherited the legacy of the culinary legend, Um Khalil.

Brought together by their love for their aunt, who was a grandmother to them, the innovative trio embarked on the quest to preserve her legacy.

In 2014, the brothers established Beyti Group, following in the footsteps of Um Khalil herself, offering exceptional food and experiences to people from different parts of the world. With their knowledge and experiences, the Um Khalil trio kept the legacy alive and even managed to take it to the next level.

They expanded the business scope, opening a new branch of the famous Lebanese Um Khalil restaurant in Amman. Furthermore, they recently launched the all-new Lebanese fusion restaurant, Inas RestoCafe, promising a unique

blend of fine-dining and the same kind of exquisite flavors that we have all come to expect the brilliant family that brought you Lebanese Um Khalil. Today, Beyti Group is a pioneer in the hospitality sector in Jordan and the Middle East, owning and managing several outlets distinguished by a relentless dedication to elevating food and hospitality by adding a touch of modernity to the singular experience that is found only at Beyti Group's outlets. Our passion and ambition are limitless, aiming to bring the unique Beyti Group experience to people all around the world.

Beyti Group's core business encompasses four leading Fine dining restaurants, cafes, lounges, and cloud kitchens, offering Levantine, fusion international cuisines, a range of catering and event management services, based in Jordan. Here at Beyti Group, we are renowned for our dedication and innovation, and for our ability to set trends and raise standards for the entire hospitality industry.



# OUR STORY

Antoinette Rami, affectionately known as Um Khalil, fled the Lebanese war years ago in search of peace and a fresh start. She found refuge in the picturesque hills of Jerash, a city rich in history and culture. Fueled by unwavering determination and her deep love for food, she transformed her vision into reality, bringing authentic Lebanese cuisine to Jordan and the world around her. In 1977, Um Khalil founded The Lebanese House Restaurant, the first authentic Lebanese eatery in the country. Through her dedication and passion, she brought the rich flavors and traditions of her homeland to life. Her restaurant became a beacon of culinary excellence, embodying her dream of sharing her Lebanese heritage with the world.

Despite numerous challenges, Um Khalil's success remained steadfast a testament to her resilience and visionary spirit. Her legacy was passed on to her three nephews, who – from a young age, spent their summers with their aunt, fully immersed in the world of culinary arts and hospitality. They inherited her passion for Lebanese cuisine and the joy of making others feel welcome. When Um Khalil passed away in 2000, her nephews were faced with a pivotal moment: either close this chapter on her dreams and their lives or carry it forward.

Driven by their deep love for their aunt and a commitment to her vision, they made the heartfelt decision to continue. With unwavering resolve, they ensured that the essence of her passion burned brightly, keeping her legacy alive for generations to come. In 2014, the nephews took a bold step by establishing Beyti Group, a

platform to expand upon the ideals and values their aunt had championed for over 23 years. Armed with determination and the experience gained from years of working alongside Um Khalil, they set out to face the challenges of running and growing their hospitality business. Their journey began with the successful opening of a new branch of The Lebanese House Restaurant in Amman, carrying forward Um Khalil's legacy to new audiences. Building on this success, they introduced two innovative concepts: Kahwet Um Khalil, a vibrant café celebrating Lebanese culture, and LB Lounge, a contemporary and sophisticated dining venue.

The Beyti Group further embraced modernity by launching INAS RestoCafé, a unique fusion dining concept that blends tradition and fine dining with contemporary culinary trends. Today, Beyti Group stands as a testament to the enduring legacy of Um Khalil and the innovation and determination of the Um Khalil trio.

Her nephews went beyond preserving her passion for Lebanese cuisine to expanding her vision and ensuring that her story of resilience, love and culinary artistry continues to inspire and delight generations to come.



# VISION

To satisfy our customers' unique tastes and fulfill their expectations of distinguished and unique food experiences. Driven by our passion for food alongside our experience and knowledge of global standards and best practices, we create distinguished food experiences for our customers that exceed their expectations.

We know that success does not come overnight, which is why we keep a close eye on every detail, always looking out for chances to improve and enhance.

# MISSION

To set the benchmark for food and hospitality experiences, raise new bars and reach never-before horizons. We uphold a distinguished standard for every one of the experiences we offer our even more distinguished clientele. Starting from choosing the best ingredients to the unique flavors and tasty recipes, to the top-notch service we provide, and the ambience and atmosphere of our venues. We mindfully consider and study closely the interactions of each of these components with each and every product, from the smallest appetizer to the set-up of our venues.

All to arrive at this holistic benchmark, our north star, which comprises the winning strategy that guides our path to success and excellence. And above all, we work with the objective of earning our clients' trust. This is how we translate our passion, knowledge and insightfulness to success, by building lifelong relationships with our customers, whose trust is our most prized asset.



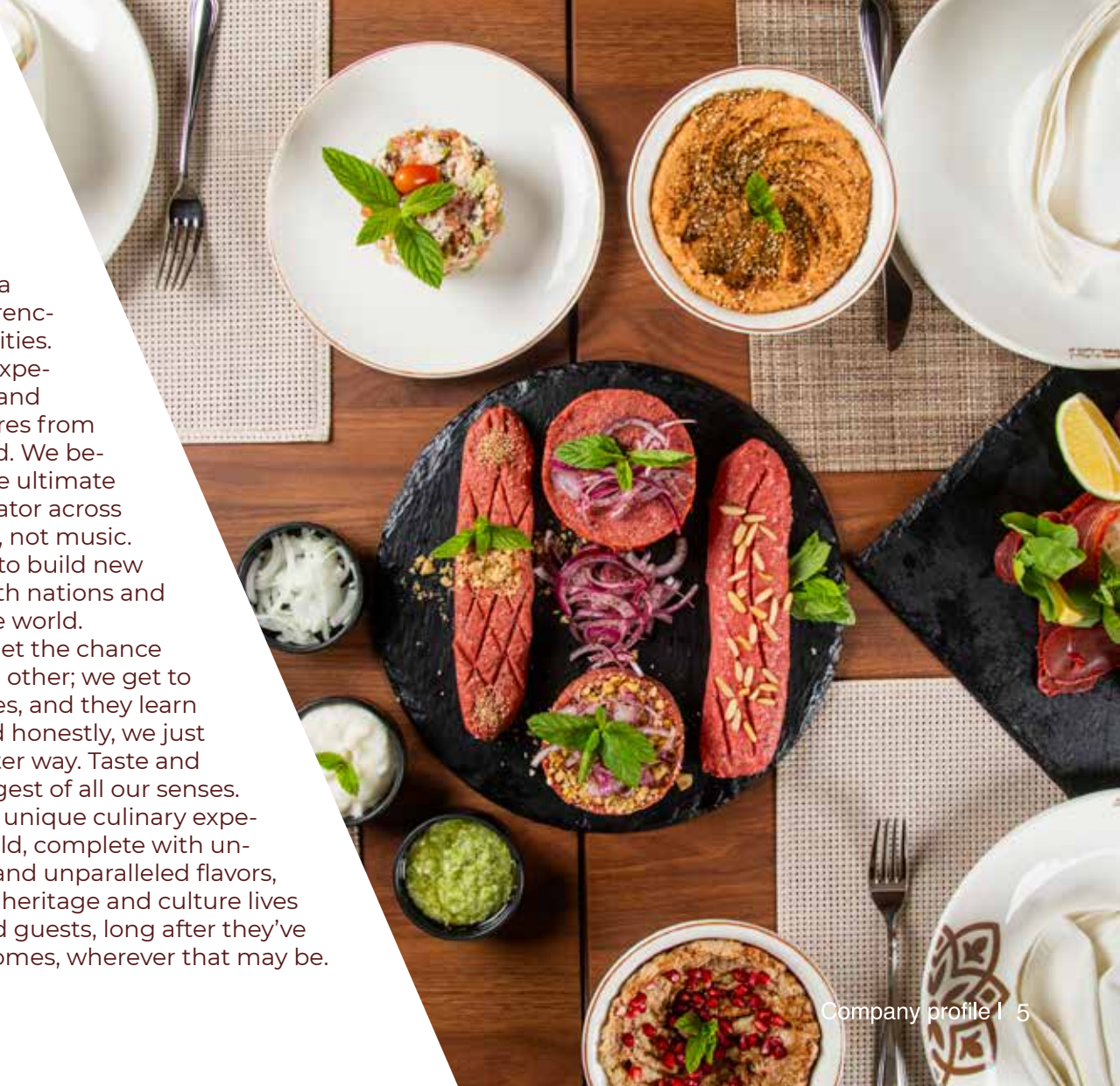


# PHILOSOPHY

We do not serve food, but experiences. We deliver a perfectly balanced blend of quality, heritage and culture, topped with a zest of experimentation and innovation. Our approach focuses on sourcing the finest ingredients, maintaining sustainable practices, and delivering an exceptionally unique service.

Our food brings together people from all around the world to experience our diverse signature culinary creations and beverages, fostering a sense of connection and community. While embracing tradition, we experiment with modern trends to craft unique offerings that cater to a variety of tastes, ensuring a sort of bespoke experience for every one of our esteemed guest and customer. This way, we make sure they leave with a long-lasting impression and return with even greater expectation.

The culinary arts is a celebration of differences as well as similarities. Through food, we experience uniqueness and oneness with cultures from all around the world. We believe that food is the ultimate common denominator across cultures worldwide, not music. That said, we want to build new culinary bridges with nations and cultures around the world. Through food, we get the chance to learn about each other; we get to explore new cultures, and they learn more about us. And honestly, we just can't think of a better way. Taste and smell are the strongest of all our senses. And by sharing our unique culinary experience with the world, complete with unforgettable scents and unparalleled flavors, we ensure that our heritage and culture lives on with our beloved guests, long after they've returned to their homes, wherever that may be.







Lebanese لبناني  
Um Khalil أم خليل



Lebanese Um Khalil restaurant is the meeting point between authenticity, modernity, and generosity. Lebanese Um Khalil restaurant proudly serves a fine collection of mouth-watering dishes from the oriental cuisine, with the delicious Lebanese one as the cherry on top of the cake.

At Lebanese Um Khalil, you get to enjoy the tranquil atmosphere and a good time with your loved ones while having a splendid food experience and hospitality with each bite.

The authentic oriental dishes, with a modern twist A distinguished landmark in the fine-dining industry in Jordan, Lebanese Um Khalil restaurant is a revival to the authentic Lebanese dishes made even more special by Um Khalil's personal and tasty touches. Today, and in addition to the Lebanese cuisine, guests can enjoy a wide collection of dishes from several cuisines around the globe, adding more magic to the experience, and offering something tasty to every taste.



Lebanese لبناني  
Um Khalil أم خليل

## Guests List Who Visited Lebanese Um Khalil

**HIS MAJESTY KING  
ABDULLAH AND HER  
MAJESTY QUEEN RANIA**

**THE LATE KING HUSSEIN  
AND HER MAJESTY  
QUEEN NOUR**

**PRINCE ALI  
BIN AL HUSSEIN**

**MARC GARNEAU**  
Minister of Transport  
in the Government of  
Canada

**JOSETTE SHEERAN**  
Former CEO of World  
Program

**GENERAL MARK MILLEY  
(USA)**

**PRINCE FAISAL  
BIN AL HUSSEIN**

**PRINCESS REEM  
ALI BIN AL HUSSEIN**

**CARDINAL MAR BECHARA  
BOUTROS AL-RAHI  
(Lebanon)**

**KOFI ANNAN**  
General of UN

**PRINCESS BASMA  
BINT TALAL**

**BAHAA RAFIQ HARIRI**

**PRINCE KHALID BIN  
FAISAL AL SAUD  
(KSA)**

**ADMIRAL ZOUHAIR  
MOHAMOUD HAYAL  
(Pakistan)**

**LIEUTENANT GENERAL  
MAHMOUD FREIHAT  
(Jordan)**

**BOUTROS  
BOUTROS-GHALI**  
Former Secretary-  
General of the UN

**CATHERINE ASHTON**  
Former Vice President  
of the European  
Commission

**AHMED ASMAT  
ABDEL-MEGUID**  
Former Secretary-  
General of the Arab  
League

**CARDINAL SFEIR**  
Former Maronite  
Patriarchate

**NELSON MANDELA**  
Former President of  
South Africa

**MAHA CHAKRI  
SIRINDHORN**  
Princess of Thailand

**TERJE RØD-LARSEN**  
Norwegian Diplomat

**DANLO TURK**  
President of the  
Republic of Slovenia

**AYAD ALLAWI**  
Former Vice President  
of Iraq

**KURT WALDHEIM**  
Former Secretary-  
General of the United  
Nations

**ALEKSANDER  
KWASNIEWSKI**  
Former President of  
the Republic of Poland

**VALÉRY GISCARD  
DESTAING**  
Former President  
of France

**AHMED BEN BELLA**  
Former Prime Minister  
of Algeria

**CARLOS GHOSN**  
Former Chairman  
CEO of Renault and  
Nissan

**DAVID HALE**  
United States  
Diplomat

**DAVID JOHNSTON**  
Governor General of  
Canada

**ALAR KARIS**  
President of Estonia

**YOUSSEF RAJJI**  
Lebanese Foreign Minister

**GEORGES BOUCHIKIAN**  
Lebanese Ministry Of Industry

**JOSEP BORRELL**  
High Representative Of The  
European Union For Foreign  
Affairs And Security Policy

**NAJWA KARAM**  
Lebanese Singer

**LATIFA AL-TUNISIYA**  
Singer

**WALEED TAWFIQ**  
Lebanese Singer

**Nesreen Tafesh**  
Algerian Actress and Singer

**MELHEM BARAKAT**  
Lebanese Singer

**RAGHEB ALAMA**  
Lebanese Singer

**ROMEO LAHOUD**  
Lebanese Composer

**Mario Bassil**  
Lebanese Comic Actor

**ALAA ZALZALI**  
Lebanese Singer

**MOEEN SHREIF**  
Lebanese Singer

**CYRINE ABDELNOUR**  
Lebanese Composer

**YOEL ROMERO**  
UFC Fighter

**RICHARD GEAR**  
Actor

**MR. BEAN**  
Actor

**DUREID LAHHAM**  
Actor

**Mike Perry**  
UFC And BKFC Fighter

**HUSSEIN FAHMI**  
Actor

**BASSEM YAKHOUR**  
Actor

**AYMAN ZEIDAN**  
Actor





inas  
إناس

RESTAURANT & CAFE

Inas blends the purity of mediterranean taste with Lebanese influenced to offer an inventive & irresistible dishes to experience the art of premium cuisines.

Inas is not just a restaurant or café; it is a gathering of warmth and companionship that brings together friends and loved ones to offer an exceptional culinary experience. We combine the charm of authentic Lebanese cuisine with the rich flavors of Italian and Greek dishes









# أم خليل مطبخ

## UM KHALIL'S KITCHEN

At Um Khalil Kitchen, we work to add more value to your comfort time, giving you delicious bites of meals prepared with the same level of love you would put into them, but minus the effort in preparation. Our goal is to extend the reach of these exceptional food experiences beyond the actual boundaries of Um Khalil's restaurant.

At Um Khalil Kitchen, we add value to all your family gatherings, occasions, or even your daily meals, through exceptionally high-quality dishes prepared with love for you and your loved ones.







# SERVICES

## DELIVERY

If you crave a delicious homemade meal but do not feel like cooking it yourself, we've got you covered.

With our delivery service, you can treat yourself to a day of homemade delicacies, prepared by yours truly and delivered to your doorstep so that you can enjoy them in the comfort of your home.

The wide range of options available within reach of your fingertips can transform your day – no matter how mundane, into a mouth-watering, satisfying, enriching experience.

## CATERING

With decades of experience in the food and beverage industry, our catering service – which was recently introduced to the market, has earned a stellar reputation for providing exceptional culinary experiences tailored specifically for corporate clients.

We specialize in delivering bespoke catering solutions that exceed our clients' expectations.

Our top-notch catering service is geared towards catering to your discrete taste with the diverse menu and exceptional standards of hospitality. We take catering to a whole new level of sophistication, making your special occasions even more so memorable.

## EVENTS HOSTING

Whether it's a formal business meeting or a warm gathering of friends and family, Lebanese Um Khalil restaurant is the ideal place to host your events.

At Lebanese Um Khalil, a spectacular dining experience awaits you and your guests, thanks to the diverse menu of Levantine dishes that cater to all tastes, served at the highest global standard, all in an atmosphere of privacy and comfort. Over the years, we were honored to host numerous large events with VIP participants from around the world, including local and international royals and celebrities.



# FRANCHISING



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# WHAT WE PROVIDE

As food and beverage group we provide franchisees with a comprehensive framework to establish and operate their own outlet under the group's brand. This typically includes access to the brand's reputation, proven business model, and operational expertise. Franchisees receive support in areas such as staff training, menu development, supply chain management, marketing strategies, and quality control. The group also ensures consistency across all locations by providing standardized recipes, operational guidelines, and ongoing support. This partnership allows franchisees to leverage the brand's established presence while focusing on local execution and customer satisfaction.

## **Brand Identity and Reputation:**

Franchisees gain the right to operate under a well-established and trusted brand name, benefiting from its existing customer base, market credibility, and goodwill.

**Training and Development:** Comprehensive training programs are provided for franchisees and their staff, covering all aspects of operations, customer service, food preparation, and management to ensure consistency across all locations.

**Supply Chain Support:** we have established a reliable supply chain, ensuring access to high-quality ingredients, equipment, and other essential resources. This often includes negotiated pricing with suppliers to reduce costs.

**Operational Guidance:** Detailed operational manuals and ongoing support are provided to help franchisees manage day-to-day activities, maintain brand standards, and optimize efficiency.

**Innovation and Growth:** The franchisor invests in research and development to keep the brand relevant, introducing new trends, technologies, and menu offerings that franchisees can adopt to stay competitive.

## **Proven Business Model:**

We offer a tested and successful operational model, minimizing the risks associated with starting a new business from scratch.

## **Menu and Product Standardization:**

The franchisor provides access to a carefully curated menu and proprietary recipes, ensuring a consistent customer experience across all outlets. Franchisees also receive updates on new product launches or seasonal offerings.

**Marketing and Advertising:** Franchisees benefit from our marketing efforts, including national and regional campaigns, digital advertising, and promotional materials. The franchisor also provides guidance on local marketing initiatives to drive customer engagement.

**Quality Control and Monitoring:** Ensures that all franchise outlets adhere to its standards through regular audits, feedback, and continuous support, preserving the brand's image and customer trust.

**Technology Guidance:** As franchisor, providing a proof on the use of preferred ERP systems, point-of-sale (POS) systems, and reservation systems is essential for streamlining operations and ensuring consistency across franchise locations. Franchisees receive comprehensive training on these systems, enabling them to manage inventory, track sales, and oversee financial transactions efficiently.

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By offering this structured support, we enable franchisees to focus on growing their business while aligning with the brand's vision and values. This partnership fosters mutual success and expansion in the market.



## 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 requirement 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 lodging of our delegates for their visits to your restaurant.

## FRANCHISE TERMS

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

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

### D.FRANCHISE FEES ARE PAID AS FOLLOW:

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



Lebanese لبناني  
Um Khalil أم خليل

The beginning was in 1977 in Jerash, Jordan, when a food-passionate Lebanese woman, known as Um Khalil, decided to share her tasty recipes with other people.

Those mouth-watering recipes are from Lebanese cuisine and made even more special by the personal touches of the culinary artist. She started a restaurant near the monuments of Jerash, a prominent city in the Roman Empire, where she served her tasty recipes in a space that reflects the originality and authenticity of the city and brimming with the oriental spirit. Soon after, these exceptional experiences became an attraction for locals and tourists in the city. The visit to Um Khalil's restaurant became as authentic as visiting the city monuments for tourists and a weekly routine for local families during the weekends.

Today, the Lebanese Um Khalil restaurant still operates with the same spirit and passion, yet in a modernized setting that fits the highest global standards of hospitality.

## JERASH BRANCH





## AMMAN BRANCH



# أم خليل مطبخ

UM KHALIL'S KITCHEN

Enjoying a tasty bite is a moment to celebrate on its own and a great addition to any occasion as well. So, why limit yourself when you are at home?

The idea behind Um Khalil Kitchen is to add value to your special occasions, or even your everyday meals, in the form of tasty bites delivered to your doorstep. This kind of mouth-watering addition will make your time at home with your loved ones even more memorable and spectacular. Um Khalil Kitchen is the answer for all those who crave a home-made meal prepared with love but don't feel like investing the effort. With those delicious, authentic, and lovable bites delivered to your doorstep, your comfort of being at home elevates to a whole new level of awesomeness.







we reinvent classic dishes and add modern touches that take you on a delightful journey through different cultures.







## OUR Concepts



A unique combination of mouthwatering quality food and a vibrant set-up geared for fun and social interaction. Along with our commitment to creating unique experiences, the result really was out of this world. LB Lounge was the go-to place for people to enjoy a one-of-a-kind experience. The timeless ambiance came with a range of unique foods that fused Levantine flavors with international cuisines in an implacable blend of magic, not to mention our specialty drinks, adding a whole lot of zest to a world full of flavor and fun. All of this and more, made LB Lounge the prime go-to location for a night with friends, taking the concept of a get-together to a whole new level.



We at Beyti Group were amongst the first in Jordan to fuse the coffee house concept with the Levantine fine dining experience, featuring shisha and authentic Levantine coffee. In April 2018, we launched Kahwet Um Khalil and opened our doors to our loyal customers. The venture was warmly embraced by market pioneers and the general public, resulting in a resounding success. Our customers warmed up to Kahwet Um Khalil, enjoying our all-day offering, including a rich breakfast, featuring authentic Lebanese Manaqish, as well as a variety of lunch and dinner options. Guests savored shared platters of Lebanese grill wraps, healthy salads, and freshly baked skilletts straight from the oven. Unfortunately, due to the global force majeure caused by the COVID-19 pandemic in 2020, we were forced to close our doors.





## OUTLETS



## Concepts





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