

Amsterdam Falafelshop: Feeding Franchisees a Winning Concept

Jan 15th, 2014

Top-it-Yourself Falafel Shop with Amsterdam Vibe and Cult Following Kicks Franchising into High Gear; Announces New Financing Program to Support Franchise Growth

It's 3 a.m. and you have an insatiable craving. Your stomach is turning and the room begins to spin. You've reached your limit and need relief. Chances are you've got an extreme case of munchies after a long night out...OR, if you're a multi-unit restaurant operator, the instability of your portfolio has overcome you with anxiety and you're in need of a high-performing concept.

There's good news for both bar crawlers and restless restaurateurs.

Amsterdam Falafelshop, which has turned fresh falafel into an around the clock sensation in Washington D.C.'s famed Adams Morgan neighborhood, has announced a growth strategy that will satisfy the appetites of the tipsy...as well as talented entrepreneurs.

The renowned top-it-yourself falafel shop with a vibe, culture and flavor that commands a global fan base is moving forward with an aggressive U.S. franchise growth plan calling for expansion into select urban centers where the brand can maintain its originality among a diverse collection of consumers. With two franchise shops currently operating in Boston and Annapolis, an additional four shops are in development in the D.C. area and another four in Boston. Plus, the brand just inked an agreement to open in the Dallas/Fort Worth market and in Salt Lake City.



“We created a movement in D.C. that reflects our quirkiness, and we’re incredibly excited about extending it to other great American cities,” said Arianne Bennett, co-founder and CEO of Amsterdam Falafelshop. “You will not find a restaurant concept with the food and environment that we offer, and that’s why we have fans around the world. We’ve done our homework and it is clear that restaurant franchise investors are jonesing for what we’re cooking.”

Launched in 2004, Amsterdam Falafelshop has become the darling of Washington, D.C., consistently topping best-food lists, receiving widespread food-critic acclaim, and winning over the hearts of customers. In addition to serving fresh-made falafel sandwiches and Dutch-style fries [“frietten”], the shops offer nearly two-dozen toppings for patrons to customize their falafel. Focused franchise growth plans call for expansion into key U.S. areas throughout the Northeast, Eastern Seaboard, Midwest and Southeast. Target markets include Atlanta, the Carolinas, Miami, the New York metro area, Philadelphia, Richmond, and Tampa. Amsterdam Falafelshop has also pinpointed Chicago, Ohio, and major metro markets in Texas.

Amsterdam Falafelshop is targeting multi-unit franchise developers that have experience in restaurant ownership and a desire to break into a fast-growing franchise at the ground level. Similarly, the brand will award franchise opportunities to qualified, transitioning professionals who are willing to follow the concept’s proven business model. All candidates must embrace the brand’s commitment to community and share the progressive spirit that embodies Amsterdam Falafelshop.

Beyond consumer appeal there are additional factors drawing franchise investors to Amsterdam Falafelshop. In particular the concept’s low overhead and simple operating model. Shops are housed in fewer square feet than typical fast casual brands, saving franchise owners on rent and build-out expenses. Amsterdam Falafelshop franchise shops are independently owned and operated. Individuals interested in owning a location need between \$365,000 and \$493,000 in working capital, which includes the \$29,500 franchise fee.

For more information:

Website: www.Falafelshop.com.

<http://www.franchisingusamagazine.com/special-feature/amsterdam-falafelshop-feeding-franchisees-winning-concept/>