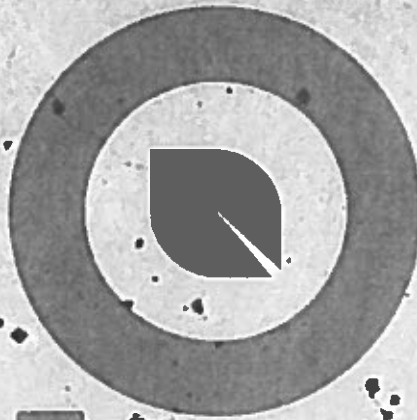


**FEED
YOUR
SOUL**



INITIO

THE CONCEPT →

Inito is a quick service food retail brand focused on Indian street food. Our restaurants offer quick, healthy and transportable products that can be enjoyed on the run as well as inside our well located stores.



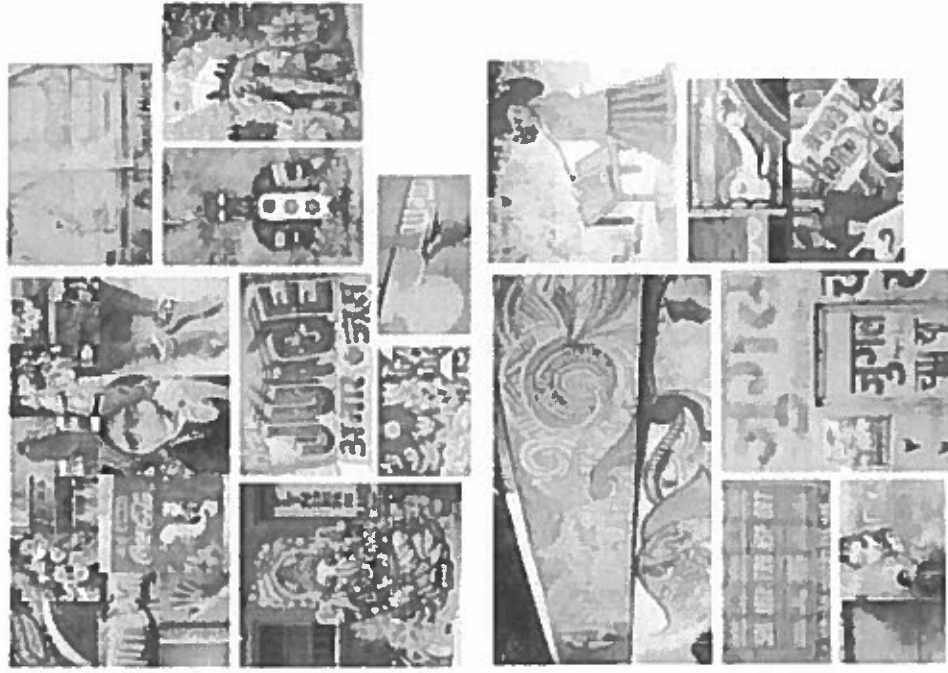
FEED YOUR SOUL

iN!TO

< THE BRAND

The Inito brand has been developed to evoke the 'travellers view' of India. The logo is contemporary and memorable but has a distinctly Indian feel. Great care has been taken to develop something truly original, with reference to street signage and recycled materials, to give a real flavour of the true roots of this exciting food. The concept allows us to bring fun messaging and vibrant colour to our brand image which can be found in abundance when travelling in India.

The strapline 'feed your soul' summarises the experience – this is a wonderful journey for our customers.



FEED YOUR SOUL

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The core product at Inito will be the 'Roti' – the Indian version of the Mexican Burrito. This is, in fact, where our name comes from – a combination of 'Indian' and 'burrito'. A roti is a flat bread which we fill with a selection of freshly cooked to order fillings like mild curries and grills. There will also be a 'create your own' option.

There will be a lighter lunch menu with a range of curry/rice bowls, Tandoori options served with our special 'spiced' chips, salad bases for customers to add a hot topping, a range of grab & go products for speedy service and drinks & snacks from the fridge including some impulse.

Dinner will deliver an extended menu with all the above, Tandoori dishes with our special spicy chips and a large range of sides.



Filled Roti



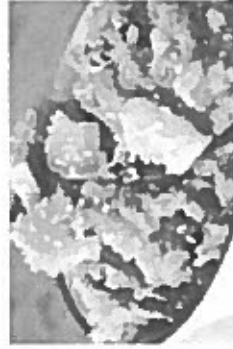
Rice bowls



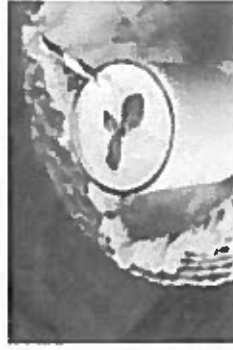
Samosa



Tandoori Prawns



Quinoa base



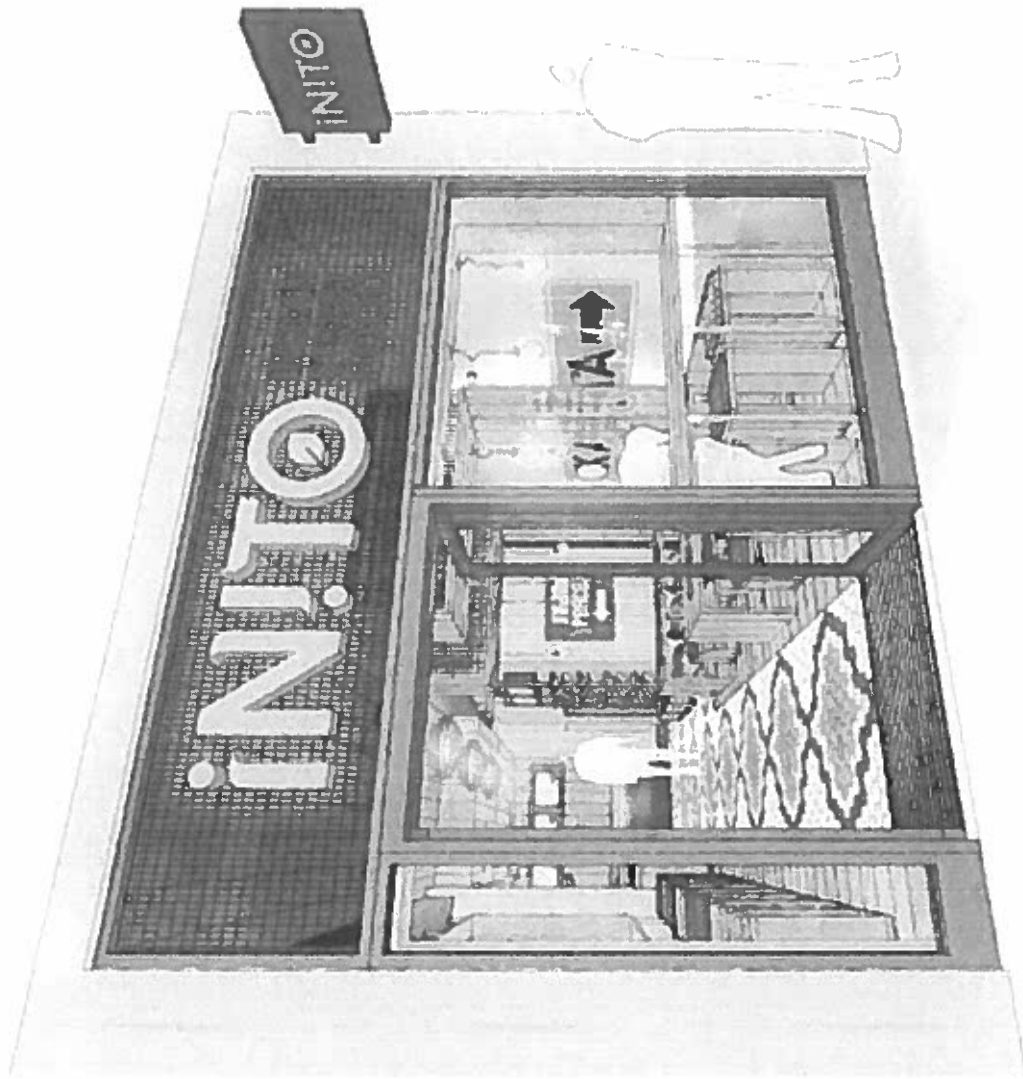
Lassi yogurt drinks

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STORES

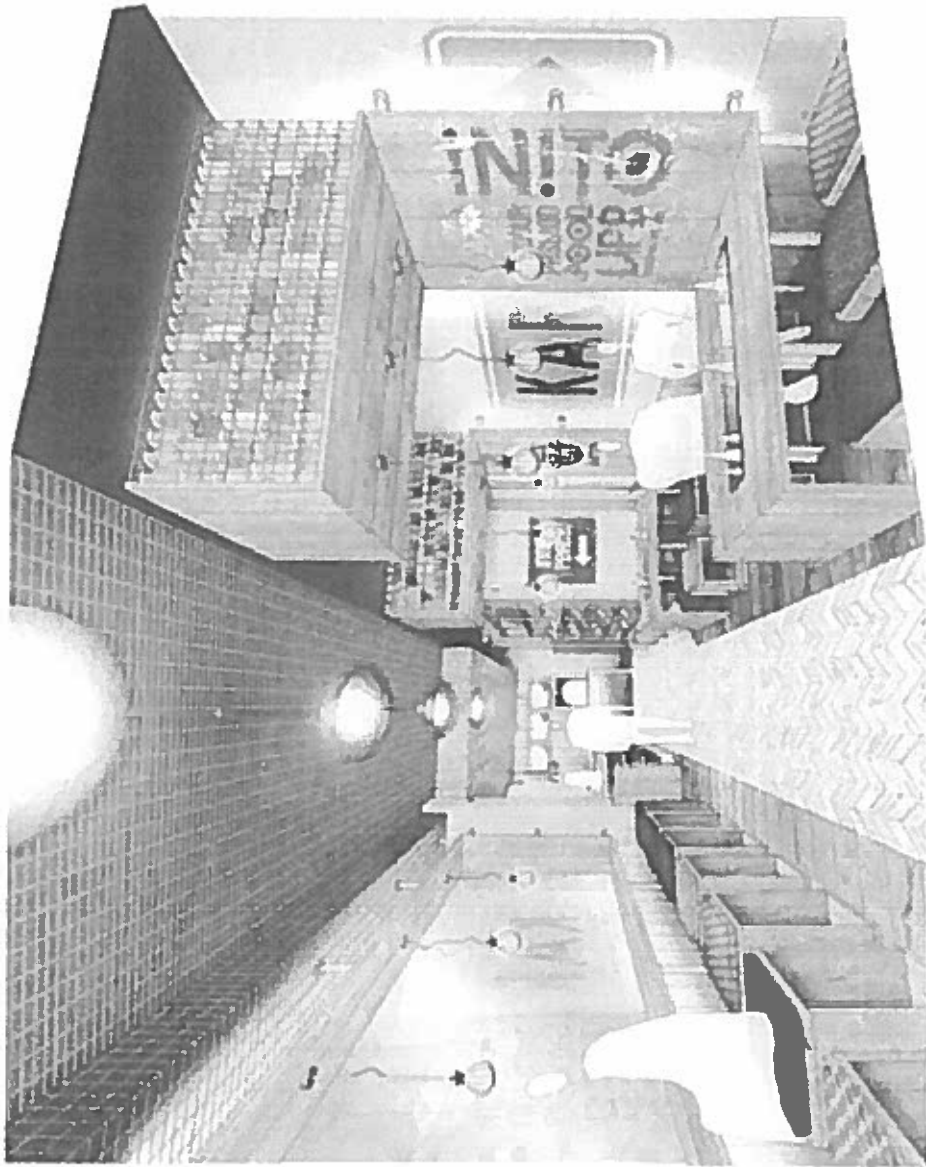
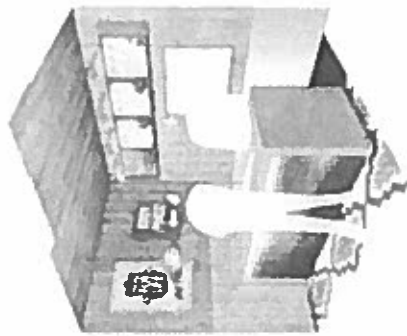
The Inito restaurant design completes the customer experience. As dynamic as they are comfortable. We have referenced Indian street life, with its vivid colours, varied materials and love of recycling for a hive of creative finishes. The stores will be exciting, imaginative and transport customers on a journey to Indian street markets with all the contemporary feel of a cutting edge UK brand.



FEED YOUR SOUL

iN!TO

STORES



FEED YOUR SOUL

iN!TO



INITO IS A FORMIDABLE TEAM WITH VAST EXPERIENCE IN THEIR FIELD AND WE ALL SHARE THE SAME PASSION FOR DOING A JOB WELL:

BEHROOZ KHOSSOUSI

Behrooz as gained more than 25 years experience in the industry and has worked for Nando's, Wendy's, Yo Sushi and Vital Ingredient at senior management level. Behrooz had an instrumental role in shaping the company culture in a 13 year career with Nando's.

BRUCE KAMP

Bruce has been working in the industry since moving to London from South Africa in 2000. After spending 7 years with Nando's, Bruce also worked with Mitchell & Butler, Zizzi and Vital Ingredient as the Head of Operations. During this time he opened new sites, looked after the day to day running of the business as well as introducing new revenue streams and supply chains to the business.

SUARAV NATH

Suarav spent 4 years at Benares before taking the exec chef role at India Per Se. He is now working as a senior sous chef at Gymkhana. Suarav has developed our fabulous menu and will be working on seasonal developments and specials menus as a part of the team.

CHOCOLATE

BRANDING:

Chocolate ltd, a marketing and advertising agency based in London's West End. The company offers a wide range of services including brand building, marketing campaigns, digital and graphic design. Clients have included Starbucks, Vital Ingredient, Patisserie Valerie and Coco di Mama to name a few.

studiofox

INTERIOR DESIGN:

Studio Fox bring a wealth of experience in the food and beverage sector having produced designs for some of the country's leading brands. Clients have included Itsu, Pret a Manger, Vital Ingredient and Threlknot to name a few.

FEED YOUR SOUL

INITO

THE OFFER →

INTO IS...

- New and exciting concept
- Cool and contemporary design
- Freshly produced – all meals made to order
- Fast – meals can be delivered from kitchen to customer in minutes.
- Ethically sound – from recycled materials in store build to responsibly produced ingredients
- Good for you – dispelling the myth around Indian food
- Great service – people focussed



FEED YOUR SOUL

iN!TO



INITO UNIT 6, 31 BELL LANE LONDON E1 7LA

DRAFT CUSTOMER DISPERSAL POLICY

1. INTRODUCTION

- 1.1 The objective of this Dispersal Policy is to ensure a quiet, controlled and swift dispersal of our customers – particularly at night.
- 1.2 By following this Dispersal Policy we can ensure customers are managed professionally and responsibly to ensure they make their journey home without any adverse impact on our neighbours.
- 1.3 The Policy prevents public nuisance from the following risks:
 - 1.3.1 Noisy or anti-social behaviour by customers leaving the premises.
 - 1.3.2 Customers drinking outside.
 - 1.3.3 Large numbers of people leaving the premises at the same time.

2. LOCATION

- 2.1 The premises are situated on Bell Lane near Liverpool Street station, Aldgate and Aldgate East stations.
- 2.2 Despite the central location, staff are reminded that local residents live in the area.

3. HOURS OF OPERATION

- 3.1 All staff must be aware of the authorised opening hours, as follows:
 - 3.1.1 Sunday: 11am to 10pm
 - 3.1.2 Monday to Thursday: 11am to 11pm
 - 3.1.3 Friday and Saturday: 11am to 11.30pm

3.2 This Policy must be followed throughout the day, although particular attention should be paid to customers leaving at night.

4. ENTRANCES AND EXITS

4.1 The main entrance/exit of the premises is on Bell Lane. This entrance should be monitored by staff.

4.2 Clearly legible signs must be displayed at all exits requesting customers to respect our local residents when leaving.

5. DISPERSAL

5.1 The primary point of dispersal is the main Bell Lane exit. From this exit customers can disperse directly to the nearby transport links.

5.2 Towards closing time customers must be politely reminded the premises is about to close.

5.1 Members of staff must comply with the conditions of the Premises to ensure customers are managed professionally and leave quickly and quietly. They will also politely request any customers loitering outside the premises to continue their journey home.

5.2 Customers must be made aware of local transport links (see below).

6. TRANSPORT

6.1 The premises is very well serviced by public transport links, as set out below. All staff must be familiar with these transport links so they can advise customers where required.

6.2 RAIL

6.2.1 The closest national rail station is Liverpool Street Station. This station is a short walk from the premises.

6.3 BUSES

6.3.1 The premises is extremely well serviced by public buses. TFL bus services are accessible by various nearby bus stops, including 67, 15, 25, 40, 42, 78, 100, 115, 135, 205, 254, N15, N205, N253, N550 and N551 which go to a variety of destinations throughout the area.

6.3.2 Staff will be familiar with the local bus services and will advise customers accordingly.

6.4 TAXI

6.4.1 Cabs are available right through the day and night in the area.

6.4.2 Staff will assist customers calling a taxi if required.



INITO UNIT 6, 31 BELL LANE LONDON E1 7LA

DRAFTSMOKING POLICY

1. INTRODUCTION

- 1.1 The objective of this Smoking Policy is to ensure no nuisance is caused by persons smoking in our designated smoking areas.
- 1.2 As responsible operators we do not tolerate any nuisance caused to local residents under any circumstances.
- 1.3 Customers are permitted to smoke in designated external areas only.
- 1.4 The Policy prevents public nuisance caused by noisy or anti-social behaviour by customers smoking.
- 1.5 Wall mounted ash trays must be provided in the external smoking areas.

2. EXTERNAL SMOKING AREA

- 2.1 An external smoking area must be designated at the front of the premises.
- 2.2 Customers must not be permitted to smoke outside the designated smoking area.

3. SUPERVISION

- 3.1 The smoking area must be monitored by staff.
- 3.2 The capacity limits of each smoking area must be adhered to at all times.
- 3.3 The premises operates a zero tolerance policy to any anti-social or noisy behaviour demonstrated by customers using the smoking area.
- 3.4 If customers demonstrate any behaviour that may cause a nuisance to our neighbours they must be asked to stop immediately. Failure to comply with the initial request must result in the customer being asked to leave the premises by a member of management.