



Concept story & flavors

What is the Kebbe?



Originally a Mediterranean dish. The Cypriots, Lebanese, Turkish, Syrians and Iraqis all claim the Kebbe is their invention. Some call it kebbe, some Kouppa, Kibbe...



Once prepared in the baseball shape, the kebbe is fried.
The kebbe is considered healthy because it is high in protein and though fried it absorbs very little oil



The kebbe presentation is either a tray or a ball in the shape of a baseball.



The kebbe has many variations so while the crust and filling could be meat based, other fish and vegan varieties are on the market. You can find more than 20 types of kebbe.



Lebanese women compete to make it smaller and with a thinner crust.



The kebbe when made with sheep meat is even eaten raw in Lebanon.

How is the kebbe evolution in the Eastern society

- After the success of the Hummus, the kebbe is now a trend.
- Picard France is now promoting it as a Lebanese specialty and inviting people to come try it.
- Lebanese restaurants are all offering the Kebbe... and the Lebanese food is under expansion worldwide.
- Specialized kebbe restaurants are opening in Europe.

About KEBICUP



What is the Kebicup

- A **VARIATION OF THE MEDITERRANEAN KEBBE** made to fit more tastes
- It is actually **KEBBE IN A CUP**
- The variation comes with the **DIVERSE SPICES** used.
- The selection includes **MEAT CHICKEN, FISH AND VEGAN** versions.
- The bites are small size **READY TO EAT** presented in a cup: easy to grab, easy to open and easy to heat
- **140 GRS** in each cup almost 15 pcs inside!

The idea came with an

- Increasing need for fast and healthy products
- The Lebanese food taking a worldwide fame.
- The Kibbeh being one of the most wanted and adored products in Lebanon
- The kibbeh being a landmark and taking a worldwide shape



Why

KEBI CUP®

mini
kebbeh
bites

WHY
KEBI
CUP®

VEGAN VERSION



100% VEGAN
Falafel Edition

WHY
KEBI
CUP®

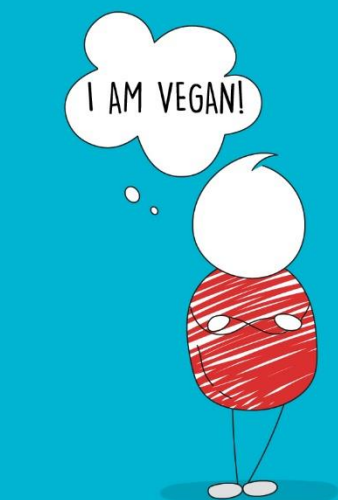
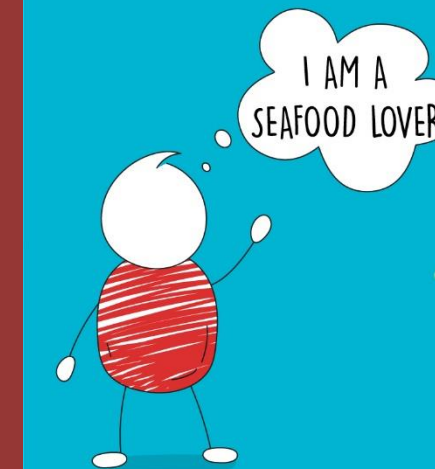
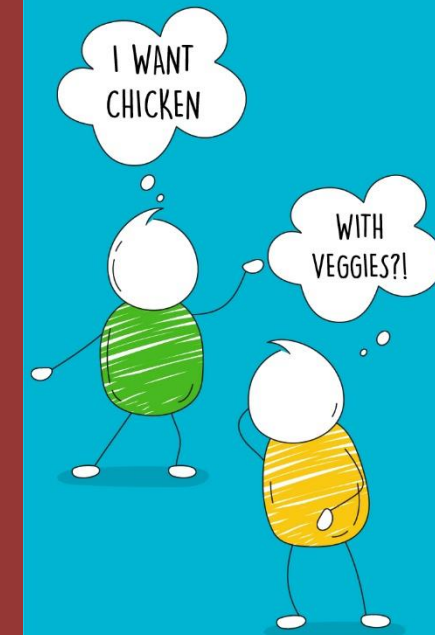


NUMBERS DENOTE:

- | | |
|--------------|-------------------|
| 1. LEBANON | 7. ARMENIA |
| 2. SYRIA | 8. CYPRUS |
| 3. IRAQ | 9. TURKEY |
| 4. JORDAN | 10. EGYPT |
| 5. PALESTINE | 11. LATIN AMERICA |
| 6. IRAN | |

WHY
KEBI
CUP®

FIVE FLAVORS FOR EVERYONE



Why

KEBI CUP®

mini
kebbeh
bites



WHY KEBI CUP®



READY TO EAT



1.5 MIN
HEATING



ALL NATURAL
INGREDIENTS



EXPANDING
SELECTION

8 flavors

The original kebbe version as the Mediterraneans know it... Made for the people from the region looking for the same old taste.

- *Meat and wheat crust.*
- *Meat and onion filling*



A twisted version of the kebbe. Made for those who appreciate Asiatic exotic and spicy wild taste.

- *Chicken and wheat crust.*
- *Spicy vegetable filling with a pinch of ginger and turmeric.*



A twisted version of the kebbe. Made from fish and coriander. For those in love with the sea and its benefits

- *Fish and wheat crust.*
- *Fish, coriander and onion filling.*



A twisted version of the kebbe. For the vegetarians or the vegans... but also for those who love falafel and love to have it all with the tahini in one bite

- *Falafel and wheat crust.*
- *Tahini., tomato and parsley filling.*



A twisted version of the kebbe. With a trendy new taste offering meat from outside and melting cheese inside... so every bite is a kind of burger experience.

- *Meat and wheat crust.*
- *Cheese and cheese and cheese in the filling.*



8 flavors (suite)

A twisted version of the kebbe. Made for those who are into the French cuisine taste.

- *Chicken and wheat crust.*
- *Mushroom and emmental cheese filling.*



A twisted version of the kebbe. For the vegetarians or the vegans... avoiding gluten and looking for a spicy adventure.

- *Potato and rice crust.*
- *Spinach, Pepper and hot pepper filling.*



A twisted version of the kebbe. For the sweet tooth pleasure with pumpkin and apple pie filling.

- *Pumpkin and wheat.*
- *Apple and spices filling.*



Biggest attributes of the Kebicup

Fast



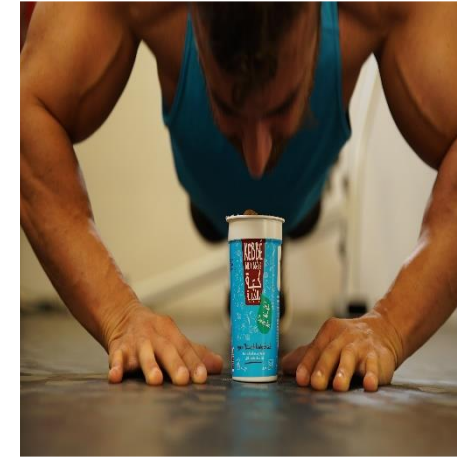
- A pre-made product
- A healthy option for those who don't have enough time to prepare their own food .

Tasty



- With the same essence as a recently made plate
- You will always like one of the Kebicup flavors.

Healthy



- Offering 0 additives product.
- Belonging to the frozen food category.

adaptable



- You will always like one of the Kebicup flavors.
- Open for new kebbe combinations.
- Can be served as meal or snack.
- Accepts condiments and dips.

Serving options



Alone

- With a drink
- For school
- At the gym
- At the airport
- In the office
- At University
- Afterparty



With a dip

- With hummus
- With tahini
- With cheese dip
- With Honey mustard sauce



In a meal

- Kebbe balls with pasta.
- Kebbe in a stew.
- Kebbe in a salad.
- Kebbe in a creamy sauce...



Heating

- Microwaved for 1.5 mns
- Emptied and heated in the oven for 5 mns.
- Out of the freezer for a day
- Right from the fridge.





Conservation & presentation

Standing position in the freezer - Shelf life: 1 year
Sealed top in addition to a hard cover
Can be kept up to 4 days in the fridge after being opened



**Microwave: Remove the seal, Uncover the cup and put for 1 min in microwave (home-use micro).
Let it rest for 2 minutes before serving.**

Oven or air fryer: Empty the cup and heat for 7 mns





Positioning Target market & distribution

Main KSPs

- Fast
- Affordable
- Tasty
- Diversified

Target customers/ consumers

- School kids 8 to 17
- University students 18 to 24
- Middle income people

Distribution channels

- Supermarkets
- Mini markets
- Delicatessen shops
- Fuel stations
- Network and gaming locations
- Branded truck selling as a cash van near universities, schools and work centers.
- Branded moving truck to promote the product selling in hot party locations.



Thank you