
Slice Society

BUSINESS PLAN

2026-06-05

PREPARED BY CONCEPT LB

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Mission

Slice Society exists to deliver craveable pizza that feels both familiar and newly exciting—moving beyond the typical pizzeria playbook in Beirut by pairing NY-style slice precision with Lebanese manoushe DNA. The mission is to make every visit efficient, consistent, and ingredient-forward, from lunch rush takeaways to dinner dine-in slices and delivery.

- Long-fermented dough and slice-first workflow for fast, repeatable quality during peak hours (12:00–23:30).
- Lebanese ingredient integration (za'atar, sumac, tahini, pomegranate molasses, pine nuts, fresh mint) translated into pizza flavors that guests can recognize and crave.
- A clean, modern experience in a Beirut street setting—perfect for families, office workers, and students seeking affordable, satisfying meals.

Vision

In 3–5 years, Slice Society aims to become a go-to slice destination across Beirut—known for consistently excellent slices, rotating seasonal manoushe-inspired innovations, and a scalable operating system that supports lean staffing and hybrid demand (dine-in, takeaway, delivery). With the founder’s multi-location hospitality experience, we’re building a concept that can replicate cleanly while staying locally grounded.

- Own the “slice program” category in Beirut: daily slice rotations, weekly special pie drops, and transparent flavor storytelling.
- Evolve from a single address into a partner-led, multi-location rollout driven by efficient production, training, and quality control.
- Seasonal menu cadence powered by local partnerships for labneh, halloumi, akkawi, pine nuts, parsley, mint, and pomegranate molasses.

Concept Overview

Slice Society is a modern pizzeria in Beirut designed for momentum: guests can walk in for a crisp slice, build a quick meal for lunch, or settle into a dine-in dinner with whole pies. The concept's differentiator is intentional pizza—NY-style technique supported by a disciplined slice-first operation. We take Lebanese manoushe flavors and translate them into pizza formats guests understand instantly: za'atar and sumac brightness, tahini richness, pine-nut crunch, and the sweet-tang lift of pomegranate molasses. The menu is built to support Beirut's hybrid behavior: dine-in convenience, takeaway speed, and delivery reliability.

During concept discovery, we discussed how the founder—having spent 10 years in hospitality and previously founded a bar/restaurant with three locations—thinks about repeatable service and throughput. That background translates directly into Slice Society's full-line kitchen workflow and lean staffing model: a production system optimized for predictable quality at volume, clear station responsibilities, and a menu designed for fast assembly and consistent baking. We intentionally avoid alcohol on-site (license status: not allowed), so the beverage direction leans into a juice-bar approach—pairing with pizza without depending on bar traffic.

The guest journey is simple and satisfying. From 12:00–23:30, guests enter a clean, modern space with minimal visual noise—built for speed and comfort. Lunch emphasizes slice pick-up and takeaway, while dinner shifts to whole pies and a more social dine-in rhythm. Every order benefits from the slice program: daily slice rotations, weekly special pie drops created to spotlight seasonal Lebanese ingredients, and a consistent menu structure that supports staff speed and guest confidence. In a competitive Beirut dining scene—especially in premium neighborhoods like Gemmayzeh/Mar Mikhael/Saifi and high-traffic corridors like Hamra/Achrafieh—Slice Society competes by being both concept-driven and operationally reliable: familiar ingredients, bold execution, and a hybrid-friendly service model.

- Service model: hybrid (dine-in + takeaway + delivery) with an emphasis on slice throughput.
- Operating hours & meal periods: 12:00–23:30; lunch and dinner programming aligned to peak order patterns.
- Local ingredient DNA: za'atar, sumac, tahini, labneh, akkawi cheese, halloumi, pomegranate molasses, pine nuts, fresh mint, flat-leaf parsley.
- Target audience: families, office workers, and students seeking affordable, fast, craveable meals in Beirut's street dining culture.
- Positioning: affordable modern NY-style pizza with Lebanese manoushe-inspired innovation—built to earn repeat visits through consistency and weekly seasonal novelty.

The Location Strategy

Slice Society is built for Beirut's day-to-night flow—quick lunch grabs, post-work dinner, and a slice-driven takeaway/delivery engine. With a metropolitan population of ~2.4 million and a dense restaurant/café concentration across Gemmayzeh, Mar Mikhael, Hamra, and Achrafieh, the best opportunity is a street-level, high-footfall spot that supports both sit-down and frequent repeat pickups. Our approach is to place the pizzeria where students, office workers, and families already congregate, then make the product travel well through packaging and a dedicated slice program.

- Best-fit neighborhood types: premium (Gemmayzeh/Mar Mikhael/Saifi Village/Downtown) for brand buzz, or mid_range (Hamra/Achrafieh/Verdun/Badaro) for predictable traffic and affordability—choose the block with the strongest pedestrian cadence, not just the highest prestige.
- Street-front visibility matters: we need a clear “slice window” workflow for takeaway and a simple, fast queue line that prevents bottlenecks during 12:30–2:30 and 8:00–10:00.
- Rent reality check in Beirut: typical rent ranges \$15–\$55/sqm/month; with monthly rent anchored at \$5,500, we prioritize a location that keeps rent manageable relative to projected revenue (the model flags rent burden risk—so lease terms and footfall are non-negotiable).
- Delivery-ready design: because the concept is hybrid (dine-in + takeaway + delivery), the site must support rider pickup efficiency, secure packaging storage, and a kitchen layout that minimizes grab-and-go time.
- Licensing: alcohol is not allowed, so we target neighborhoods where customers still choose restaurants for food-first experiences (office lunch, family dinner, late casual eats) rather than relying on bar traffic.

SLICE SOCIETY

Selection Lens	What to Look For in Beirut	Why it Matters for Slice Society
Footfall	Office clusters + café culture cross-pollination (Hamra/Achrafieh, Mar Mikhael side streets)	Supports consistent slice sales across lunch and dinner and steadies delivery volume
Visibility & frontage	Street-level shop with clear signage line-of-sight and enough space for a takeaway pick-up flow	Turns the slice program into a visible “grab” product
Rent control	Target rent that fits within Beirut's \$15–\$55/sqm/month reality; negotiate timing and break clauses	Model flags high rent burden risk—lease discipline protects margins
Logistics	Easy rider access, short distance to main roads, safe loading/unloading	Improves delivery reliability and repeat order behavior
Customer mix	Student/office daytime population + weekend family traffic	Matches our target audience and maintains stable daily orders

The Environment & Atmosphere

Slice Society's interior is modern-pizzeria minimalism—clean lines, bright but warm lighting, and a pizza-centric “production transparency” feel. The space is designed to shift energy across meal periods: lunch is efficient and lively (people move in and out for slices), while dinner becomes more social with slower tableside pacing and aroma-forward moments from the oven line. Music and lighting are calibrated to keep the room energetic without drowning out conversation.

- Lighting & palette: warm white + soft amber accents over the counter and oven zone; neutral wall tones with bold Slice Society color pops (deep tomato red and olive-green cues) to reinforce brand recognition and menu scanning.
- Seating & flow: compact, comfortable seating for 24 that prioritizes quick turnover during lunch peak, plus a few slightly more “lingering” placements for dinner groups.
- Pizza theater: visible dough-prep and finishing touchpoints (sprinkling za’atar, shaving pine nuts, drizzling tahini/lemon) to make Lebanese manoushe-inspired toppings feel intentional—not random.
- Music direction: upbeat modern Middle Eastern + indie-leaning playlists at lunch; slightly deeper, slower energy at dinner to encourage dining-in without slowing takeaway throughput.
- Packaging-perception cue: even for takeaway, the branded boxes and paper sleeves are treated like part of the brand environment—so customers feel they’re leaving with an experience, not just food.

The Brand Positioning

The brand positioning is “bold, minimal pizza built with intention.” The founder’s 10-year hospitality background—including creating a multi-location bar/restaurant—shows up in the way Slice Society balances speed with craft: clean visual hierarchy, a confident slice-first identity, and consistent standards across every pickup and dine-in plate.

Brand Element	Direction for Slice Society	What It Communicates to Beirut Guests
Color palette	Deep tomato red, olive-green accents, off-white surfaces, charcoal typography	High-contrast, modern pizzeria feel that still nods to Mediterranean ingredients
Signage & menu board	Large-format, typographic numbering for slices; minimal icons for Lebanese topping families (za’atar, tahini, pomegranate molasses)	Immediate clarity for first-time visitors—perfect for a competitive Beirut lunch rush
Packaging	Matte kraft outer sleeve + branded label; inside: color-coded sauce/topping label strips (e.g., tahini-lemon, pomegranate molasses)	Turns delivery and takeaway into a “repeat order” system and reduces order confusion
Visual storytelling	Ingredient spotlights that connect Lebanese pantry staples (labneh, akkawi, halloumi, sumac) to pizza applications	Makes the differentiation emotional: familiar flavors in a new format
Service signature	Slice callouts and a rotating bench of weekly pies at eye level	Creates a destination loop—customers return to see what’s new

SLICE SOCIETY

- Differentiation vs typical pizzerias: a dedicated slice program (not just “slices available”) plus Lebanese manoushe-inspired flavors that are executed like pizza craftsmanship—long-fermented dough, disciplined toppings, and consistent bake profiles.
- Emotional promise: customers should feel “this is deliberate, not gimmicky.” The environment + menu layout + packaging all reinforce intention and cleanliness.
- Founder-led consistency: the same operational rigor that made his prior bar/restaurant scalable is applied here—lean staffing workflows, fast line-of-sight service, and standard recipes for every slice.

The Food Program

Slice Society’s food program is NY-style pizza discipline paired with Lebanese manoushe DNA. The philosophy is simple: long-fermented dough for chew and flavor, top-quality dairy and herbs, and toppings that feel locally inevitable—labneh, za’atar, sumac, akkawi cheese, halloumi, tahini, pine nuts, fresh mint, flat-leaf parsley, and pomegranate molasses—reimagined as pizza builds. Menu engineering spans lunch and dinner: lunch leans into slice velocity and quick whole-pie add-ons, while dinner encourages full pies and craveable topping combinations. The founder’s hospitality experience (10 years, including building a 3-location operation) informs how we keep throughput high with a full_line kitchen: prep routines, batch systems, and a predictable bake pipeline so quality stays consistent even at peak order times.

- Cuisine philosophy: NY-style crust (foldable slice + blistered edges) with Lebanese pantry flavors treated as core toppings—not “fusion sprinkles.”
- Ingredient sourcing approach: prioritize Lebanese staples and respected local suppliers for dairy and herbs; use toasted pine nuts and finishing herbs at the last moment for texture and aroma.
- Menu architecture by meal period: lunch focuses on 4–6 flagship slices and 2–3 whole-pie fast movers; dinner expands to full-pie creativity, plus weekly specials that rotate for repeat visits.
- Sauce discipline (no alcohol dependency): since alcohol isn’t part of the offering, flavor intensity and craveable sauces (tahini-lemon, pomegranate molasses glaze, garlic-sumac drizzle) are designed to carry the experience.
- Operational intent: lean staffing + full_line kitchen means tight station separation—dough/assembly/finish—so takeaway, dine-in, and delivery quality match bake-time standards.

SLICE SOCIETY

Menu Pillar	What’s Included	How It Wins in Beirut
Signature Dough	Long-fermented NY-style dough with blistered bake profile and predictable slice structure	Customers get the “real slice” feeling even when ordering delivery
Lebanese Manoushe-to-Pizza Translation	Za’atar herb mix, labneh base, sumac-forward finishing, akkawi/halloumi dairy logic	Familiar flavors, new format—stands out in a competitive Beirut F&B market
Weekly Specials Engine	Seasonal topping themes (e.g., seasonal herb blends, pomegranate rotations, seasonal vegetables)	Creates destination visits and social sharing value without requiring bar sales
Hybrid Service Readiness	Slice-first takeaway flow + secure packaging system for toppings/sauces	Supports dine-in 40% / takeaway 40% / delivery 20% mix with consistent quality
Lean Full-Line Execution	Batch prep + assembly-line workflow to handle peak lunch and dinner bursts efficiently	Protects margin via consistency—especially important given target COGS discipline (28%)

The Menu Structure

Slice Society is built for speed, repeatability, and craveability in Beirut's fast-moving lunch and dinner rhythms. The menu is organized into (1) NY-style slices (single-serve, always stocked for walk-ins and quick lunch), (2) whole pies (for family, office groups, and shareable nights), (3) Lebanese-manoushe-inspired flavor bridges (za'atar, labneh, akkawi, sumac), and (4) supporting sides/desserts plus a small late-night add-on program. Pricing follows two tiers: 'slice-friendly' (accessible price points for office workers and students) and 'pie-forward' (better value for dine-in and take-away).

- Categories: Slices (always available), Whole Pies (made-to-order), Build-Your-Own (limited options), House Sauces, Sides/Salads, Desserts, Weekly Specials
- Portion strategy: slices anchor lunch velocity; whole pies maximize spend per order at dinner and takeaway
- Operational strategy: full_line kitchen with standardized dough stations, prepped toppings, and consistent bake windows to protect COGS at target 28%
- Crossover approach: Lebanese ingredients appear as signature toppings and dipping sauces—not as vague 'fusion'—so guests understand the value instantly

Menu Area	What it Does	Category Count (est.)	Typical Price Range (USD)
Slices	Drive quick lunch/late-night throughput	8-10	7.0–10.5
Whole Pies	Increase AOV for dine-in + takeaway	6-8	16.0–24.0
Build-Your-Own	Captures repeat customization while staying operationally controlled	2-3	18.0–26.0
Sides / Salads	Add-on margin and variety	5-7	4.0–9.0
Desserts	Endcap repeatability	2-4	5.0–8.5
Weekly Specials	Rotating seasonal excitement (and marketing content)	1-2	8.0–13.0

Lunch / Dinner / Late-Night

Founder-led philosophy (after 10 years in hospitality and launching a multi-location bar/restaurant): we keep the menu tight enough for speed, but bold enough to feel like a 'place' in Beirut. Lunch focuses on dependable slices, quick combos, and manoushe-inspired dips; dinner leans into whole pies and share plates; late-night offers 'reheat-proof' favorites and one rotating weekly special to keep Gemmayzeh/Mar Mikhael-style foot traffic returning.

LUNCH (12:00–16:30) — SLICES & QUICK COMBOS

ZA'ATAR SUNRISE SLICE

Za'atar, oregano, garlic confit, mozzarella, olive oil drizzle, sumac dust

LABNEH & MINT WHITE SLICE

Labneh base, flat-leaf parsley, fresh mint, mozzarella, lemon zest, olive oil

AKKAWI CRISP LEMON SLICE

Akkawi cheese, lemon zest, thyme, mozzarella blend, pomegranate molasses glaze

SUMAC CHICKEN SLICE

Sumac-marinated chicken, roasted red pepper, mozzarella, tahini swirl, parsley

PINE NUT MUSHROOM SLICE

Sautéed wild mushrooms, pine nuts, garlic, mozzarella, za'atar seasoning

HALLOUMI HEAT SLICE

Grilled halloumi, chili flakes, tomato passata, basil, olive oil

NY PEPPERONI CLASSIC (BEEF & PORK)

Cup-and-char pepperoni, mozzarella, tomato sauce, cracked black pepper

MARGHERITA TOMATO BASIL SLICE

San Marzano-style tomato sauce, fresh basil, mozzarella, extra-virgin olive oil

WEEKLY SPECIAL — BEIRUT SEASONAL SLICE

Created by Our Team to Highlight Amazing Seasonal Ingredients

SLICE SOCIETY

DINNER (17:30–23:00) — WHOLE PIES & SHAREABLES

THE SLICE SOCIETY PEPPERONI PIE

Long-fermented dough, cup-and-char pepperoni, mozzarella, tomato sauce, oregano

AKKAWI & POMEGRANATE PIE

Akkawi cheese, mozzarella, pomegranate molasses, thyme, roasted onions

LABNEH MINT CHICKEN PIE

Labneh spread, sumac chicken, fresh mint, parsley, mozzarella, lemony olive oil

ZA'ATAR OLIVE OIL PIE

Za'atar, garlic confit, kalamata olives, mozzarella, tomato base, olive oil

HALLOUMI & SUN-ROASTED PEPPER PIE

Grilled halloumi, roasted red peppers, mozzarella, basil, olive oil

TAHINI GARLIC LAMB PIE

Ground lamb spiced with cumin and coriander, tahini garlic sauce, mozzarella, parsley

VEGGIE SUMMER GARDEN PIE

Roasted zucchini, eggplant, cherry tomatoes, flat-leaf parsley, mozzarella, pine nuts

MUSHROOM TRUFFLE-HONEY PIE (LIGHT)

Sautéed mushrooms, truffle oil (light), honey drizzle, mozzarella, thyme

WEEKLY SPECIAL — SEASONAL PIE

Created by Our Team to Highlight Amazing Seasonal Ingredients

LATE-NIGHT (22:00–23:30) — REORDER FAVORITES

CRISPY ZA'ATAR CHICKEN SLICE (LATE)

Sumac chicken, za'atar, mozzarella, garlic, olive oil

LABNEH & MINT SLICE (LATE COOLER)

Labneh, mint, parsley, mozzarella, lemon zest

PEPPERONI CLASSIC SLICE (LATE)

Pepperoni, tomato sauce, mozzarella, oregano

HALLOUMI HEAT SLICE (LATE)

Halloumi, chili flakes, tomato passata, basil

WEEKLY SPECIAL — NIGHT SHIFT SLICE

Created by Our Team to Highlight Amazing Seasonal
Ingredients

Signature & Core Items

These are the dishes that carry Slice Society's identity: NY-style dough with a Beirut-fluent topping language. During our founder interview, we aligned on a clear 'signature set' that works for slices, whole pies, and delivery integrity—so every order feels familiar and craveable, even as weekly specials rotate.

HERO DISHES (CORE SIGNATURE SET)

ZA'ATAR SUNRISE SLICE

Za'atar, oregano, garlic confit, mozzarella, olive oil drizzle, sumac dust

LABNEH & MINT WHITE SLICE

Labneh base, flat-leaf parsley, fresh mint, mozzarella, lemon zest, olive oil

AKKAWI CRISP LEMON SLICE

Akkawi cheese, lemon zest, thyme, mozzarella blend, pomegranate molasses glaze

SUMAC CHICKEN SLICE

Sumac-marinated chicken, roasted red pepper, mozzarella, tahini swirl, parsley

AKKAWI & POMEGRANATE PIE

Akkawi cheese, mozzarella, pomegranate molasses, thyme, roasted onions

LABNEH MINT CHICKEN PIE

Labneh spread, sumac chicken, fresh mint, parsley, mozzarella, lemony olive oil

TAHINI GARLIC LAMB PIE

Ground lamb spiced with cumin and coriander, tahini garlic sauce, mozzarella, parsley

THE SLICE SOCIETY PEPPERONI PIE

Long-fermented dough, cup-and-char pepperoni, mozzarella, tomato sauce, oregano

HALLOUMI & SUN-ROASTED PEPPER PIE

Grilled halloumi, roasted red peppers, mozzarella, basil, olive oil

WEEKLY SPECIAL — TEAM CREATION PIE

Created by Our Team to Highlight Amazing Seasonal Ingredients

SLICE SOCIETY

Hero Item	Estimated Price Point (USD)	Food-Cost Target (% of sale)	Primary Cost Drivers
ZA'ATAR SUNRISE SLICE	8.5	26–28	Za'atar blend + mozzarella
LABNEH & MINT WHITE SLICE	9.0	27–29	Labneh + fresh herbs
AKKAWI CRISP LEMON SLICE	9.5	27–30	Akkawi + pomegranate molasses
SUMAC CHICKEN SLICE	10.5	27–30	Chicken + tahini drizzle
AKKAWI & POMEGRANATE PIE	22.0	28–31	Akkawi + glaze
LABNEH MINT CHICKEN PIE	24.0	28–31	Labneh + chicken
TAHINI GARLIC LAMB PIE	25.0	28–32	Lamb + tahini sauce
THE SLICE SOCIETY PEPPERONI PIE	21.0	25–29	Pepperoni + mozzarella

Hero Item	Estimated Price Point (USD)	Food-Cost Target (% of sale)	Primary Cost Drivers
HALLOUMI & SUN-ROASTED PEPPER PIE	23.0	27–31	Halloumi + roasted peppers
WEEKLY SPECIAL — TEAM CREATION PIE	23.0	Target 28 (managed)	Seasonal ingredients (controlled by recipe spec)

House Sauces / Sides / Desserts

HOUSE SAUCES (DIPPING & DRIZZLE)

ZA'ATAR OLIVE OIL DIP

Za'atar, extra-virgin olive oil, garlic, lemon

SILKY TAHINI GARLIC SAUCE

Tahini, garlic, lemon juice, warm water, salt

POMEGRANATE MOLASSES DRIZZLE

Pomegranate molasses, olive oil, black pepper

SUMAC YOGHURT SAUCE

Yoghurt, sumac, minced garlic, mint

TOMATO BASIL MARINARA

Tomato passata, basil, garlic, olive oil

CHILI-HONEY PICKLE SAUCE (LIGHT)

Chili flakes, honey, pickle brine, garlic

SALADS / SIDES

GARDEN PARSLEY SALAD

Flat-leaf parsley, cucumber, cherry tomatoes, lemon, olive oil

TABBOULEH-IN-A-BOX STYLE

Parsley, bulgur, tomatoes, mint, lemon, olive oil

ROASTED POTATOES WITH ZA'ATAR

Oven-roasted potatoes, za'atar, olive oil, garlic

CHARRED BROCCOLINI & POMEGRANATE

Broccolini, pomegranate molasses, garlic, olive oil, toasted pine nuts

GARLIC KNOTS (NY-STYLE)

Long-fermented dough knots, garlic confit butter, parsley

SIDE OF AKKAWI FRICO (CRISP CHEESE BITES)

Akkawi cheese, za'atar dust, olive oil, thyme

DESSERTS

KNAFEH-INSPIRED CHEESE SLICE

Cream cheese blend, akkawi ribbons, kataifi, orange blossom syrup

ZA'ATAR HONEY YOGHURT POT

Greek yoghurt, za'atar honey, crushed pistachios

WEEKLY SPECIAL — SWEET SEASONAL POT

Created by Our Team to Highlight Amazing Seasonal Ingredients

SLICE SOCIETY

Category	Item Count	Purpose (COGS + Throughput)
House Sauces	6	High-margin add-ons that boost slice repeatability and delivery appeal
Salads / Sides	6	Complement pies, lift average ticket without overloading kitchen complexity
Desserts	3	Endcap offerings with controlled ingredients to protect COGS at target 28%

The Beverage Program

Slice Society's beverage program is designed to match the tempo of the day and the slice-first behavior of Beirut: quick caffeine for lunch/before-work, refreshing and crowd-pleasing juices for midday, and ingredient-led non-alcoholic “evening pours” that echo Lebanese manoushe flavors (za’atar, sumac, pomegranate molasses, mint, tahini). Since we’re operating with no alcohol license, we lean into a polished zero-proof menu that still feels social—built to travel well for delivery and takeaway, and to keep food margins protected via a focused, high-velocity offering. We’ll source with the same intention the founder used to build his prior multi-location bar/restaurant: consistent house recipes, predictable supply, and locally resonant flavors. The goal is simple—speed during peak orders, signature taste within a lean staff model, and clear pairing logic on every menu category.

- 12:00–15:00: Coffee-forward and classic energizers (espresso, cappuccino) plus light lemon/ginger and orange-mint sodas to cut through cheese and tomato.
- 15:00–19:00: Juice and soda lineup for slice velocity—fresh-pressed options when available, plus syrup-based classics (pomegranate molasses spritz, sumac lemonade).
- 19:00–23:30: Zero-proof “mocktail hour” using Lebanese aromatics—za’atar shrub, mint-cucumber cooler, and sumac-pomegranate spritz served with premium ice and garnishes.
- Sourcing philosophy: prioritize Lebanese staples (mint, parsley, za’atar, pomegranate molasses) and stable import anchors for consistency (sparkling water brands, quality espresso beans).
- Operational focus: fewer SKUs than a full bar, tight prep workflow, and packaging-friendly drinks for delivery without flavor loss (sealed cups, tamper-evident lids, shaker-based batch production).

Hot Beverages

HOT BEVERAGES

ESPRESSO

Single or double espresso, locally roasted coffee beans, crema-forward extraction

AMERICANO

Espresso diluted with hot water, clean finish, optional extra shot

CAPPUCCINO

Espresso, steamed milk, dense foam cap, cacao dust

LATTE

Espresso, velvety steamed milk, light foam, optional vanilla

FLAT WHITE

Double espresso, microfoam milk, short-ratio balance

MOCHA

Espresso, dark cocoa, steamed milk, house chocolate drizzle

IRISH-STYLE COFFEE (ZERO ALCOHOL)

Hot coffee, vanilla cream, chocolate bitters note, cinnamon

GREEN TEA (MINT)

Moroccan-style green tea, fresh mint leaves, hot steep

BLACK TEA (LEMON)

Black tea, lemon wedge press, optional honey swirl

HERBAL ZA'ATAR TEA

Warm infusion, za'atar herb blend, subtle thyme aroma, served hot

HOUSE TEA OF THE DAY

Rotating seasonal tea selection, citrus peel or spices, created by our team

- Cup sizes: espresso standard (single/double), milk drinks 200ml and 300ml to keep ticketing simple.
- Morning/early lunch pairing: offer a "Slice Starter Pair" suggestion on the menu (e.g., slice + latte) to lift average ticket without adding complexity.
- Consistency: espresso made to one spec for shots; milk textures standardized with limited art options (modern minimal style).

Non-Alcoholic Beverages

NON-ALCOHOLIC BEVERAGES

FRESH-PRESSED ORANGE JUICE

Pressed orange juice, chilled, no added sugar (where possible)

POMEGRANATE MOLASSES LEMONADE

Lemon, pomegranate molasses, cold water, mint finish

SUMAC LEMONADE

Fresh lemon, sumac infusion, light syrup, crushed ice

ZA'ATAR SHRUB SODA (HOUSE)

Za'atar-infused vinegar shrub, sparkling water, citrus peel, served over ice

MINT CUCUMBER COOLER

Cucumber, fresh mint, lime, soda top, extra-cold

TAHINI VANILLA SHAKE

Tahini, vanilla, milk or oat milk, date syrup touch, blended

ITALIAN CHINOTTO-STYLE SODA

Bitter orange soda profile, optional lime twist, chilled and fizzy

POMEGRANATE & PINE NUT LASSI (NO ALCOHOL)

Yogurt base, pomegranate, pine nut crunch, cardamom, blended

SPARKLING WATER (BRANDED)

Chilled sparkling water, lemon wedge option, served with ice

STILL WATER (BRANDED)

Chilled still water, served plain or with lemon wedge

LOCAL MOCKTAIL: ZA'ATAR COLD SPRITZ

Za'atar syrup, grapefruit, sparkling water, mint garnish

LOCAL MOCKTAIL: POMEGRANATE SUMAC COOLER

Pomegranate, sumac lemonade base, sparkling top, orange peel

WEEKLY SPECIAL

Created by Our Team to Highlight Amazing Seasonal Ingredients

- Zero-proof design: every late-day drink includes a bold Lebanese aromatic note (sumac, pomegranate, mint, za'atar) so it feels like a “real pour,” not just juice.
- Delivery handling: default lid + thick-cup solution; batch prepped syrups to keep flavor stable during transit.
- Menu language: keep descriptions short but pairing-aware (e.g., “pomegranate + za'atar flavors,” “sumac cuts cheese”).

Equipment Requirements

Below is a practical equipment checklist for Slice Society's full-line kitchen with a dedicated slice workflow and a high-throughput non-alcoholic beverage station (juice bar style). Equipment is organized so commissioning and purchasing can be tracked by area. The list assumes a lean staffing model and a design that prioritizes speed during lunch/dinner peaks, plus sealed/packaging-friendly beverage service for takeaway and delivery.

- Deck Oven or Rotating Pizza Oven (NY-style capability)
- Pizza Stone or Pizza Deck Insert(s)
- Infrared/Infrared Broiler (optional topping finishing)
- Conveyor Pizza Oven (if using for volume, otherwise skip)
- Pizza Dough Mixer (spiral or heavy-duty planetary)
- Dough Proofer/Proofing Cabinet (controlled temp/humidity)
- Refrigerated Dough Crisper (retains texture for fermentation)
- Walk-in Cooler (pizza ingredients storage)
- Walk-in Freezer (bulk storage if required)
- Under-counter Refrigerators (front prep and beverage adjacency)
- Blast Chiller / Blast Freezer (rapid cooling for batch prep)
- Prep Tables (stainless steel, refrigerated if needed)
- Stainless Ingredient Tables (non-refrigerated for assembly)
- Salad/Cold Prep Counter with Chilled Wells
- Cheese Grater/Block Grater (heavy duty)
- Slicer (for cured meats/vegetables, optional)
- Vacuum Sealer (for cheese/batched toppings, optional but useful)
- Food Processor (for sauces, pesto, tahini blends)
- Immersion Blender (pomegranate sauces, dressings)
- Stand Mixer (small batch sauces/dough finishing)
- Grain Mill or Spice Grinder (for fresh za'atar blend prep)
- Coffee Espresso Machine (2-group or 3-group)
- Espresso Grinder (heavy-duty, programmable)
- Milk Steamer (integrated into espresso machine)
- Espresso Tamper Station + Accessories
- Barista Workstation (knock box, drip tray system)
- Urn/Hot Water Dispenser for teas (or kettles)
- Electric Kettle (fast boil for hot teas)
- Tea Steeping Pots / Tea Warmer (if batching)

- Juice Bar Cold Press (or high-capacity citrus juicer)
- Centrifugal Juicer (if whole-fruit juices are needed)
- Countertop Blender (mocktails, shakes, tahini drinks)
- High-speed Blender (if required for smoother texture)
- Batch Cocktail Shaker / Protein Shaker Station
- Post-mix Syrup System (if using soda bases)
- Carbonator (sparkling water machine)
- Soda Gun / Spouts and Valves (if using carbonated system)
- Ice Maker (cube/half cube) for service
- Ice Bin (insulated storage)
- Refrigerated Beverage Display (optional for fast upsell)
- Glass Washer or Dishwasher (for beverage glassware)
- Dishwasher (commercial high-temp)
- 3-Compartment Sink (for ware washing)
- Hand Sink (FOH/back safety compliant)
- Pot Sink / Mop Sink (cleaning)
- Sanitizer Station (chemical dosing system)
- Waste Disposal Bin System (kitchen and beverage separate)
- Composting-friendly bin (optional, if adopted)
- Food Scale (0.1g precision for cheese/toppings; 1kg for portions)
- Portioning Scoops and Measuring Jugs
- Labeled Prep Containers (GN pans, lids, color-coded)
- Sheet Pans (for toppings/batches)
- Hotel Pans / GN Containers (for oven staging)
- Pizza Peel(s) (wood or metal)
- Dough Portioning Tools (dough divider if needed)
- Dough Stretching/Stretch Mats (food safe)
- Topping Dispensers (sauce pumps for repeatability)
- Sauce Pump(s) or Ladle Stations (tomato and Lebanese sauces)
- Thermometer (probe) for food safety
- IR Thermometer (optional for oven temps)
- Oven Thermometer (calibration check)
- Temperature Log Sheets or Digital Thermometers system
- Fire Extinguishers (kitchen-rated, CO2/ABC where required)
- Fire Suppression System (kitchen hood/oven, if mandated)

- Hood Ventilation System (pizza/char needs)
- Grease Interceptor (if required by building code)
- Air Curtain (optional, for odor control)
- Thermal Holding Cabinet (hot holding for finished slices, if needed)
- Reheat Rack / Warming Drawer (optional)
- Cooling Racks (for baked items and batch cooling)
- Baking Rack Cart (staging for ovens)
- Rack Shelf System (dry storage)
- Dry Storage Shelving (wire or sealed shelves)
- Pan Rack/Cart (holding pizza boxes, topping bins)
- Food Storage Containers (bulk flour, grains, syrups)
- Flour Sifters (quality control, optional)
- Glove Dispensers (kitchen and FOH)
- Cutting Boards (color-coded for allergen control)
- Knives Set (chef knife, deli knife, pastry knife)
- Herb Prep Tools (choppers, microplane for zest)
- Griddle/Hotplate (optional for quick topping warmers)
- Warmer for Za'atar shrub or tea batch holding (if using)
- Wok Station (optional; likely not needed for pizzeria)
- Countertop POS Station (tablet or terminal)
- Kitchen Display System / Order Ticket Printer (or thermal printer)
- Back-of-house Ticket Printer (line and prep coordination)
- Order Pickup Counter (with shelf labeling)
- Takeaway Packaging Station (pizza boxes, sleeves, napkin staging)
- Label Printer (prep dates and allergens)
- Weighing/labeling scale stand (for portioned toppings)
- Thermal Delivery Bags (insulated, stackable)
- Delivery-ready pizza liners (if used by brand)
- Cleaning Carts and Mop System (foh and boh)
- Vacuum Cleaner (food-safe)
- Broom/Dustpan (dry sweep)
- Sanitizing Wipes System (food-contact safe)
- Water Filtration System (for espresso/ice consistency)
- Ice Scoop(s) and ice handling tools
- Bar Tools (jiggers, strainers, bar spoons, tongs)

- Straws/Swizzle Sticks Dispenser (mocktails)
- Lid & Cup Dispenser Station (for delivery efficiency)
- Storage for Cups, Lids, and Straws (labeled bins)
- Compliance signage and HACCP temperature probe log equipment

Daily Programming Strategy

Slice Society's day-programming is designed to convert Beirut's high walk-by footfall into repeat orders while protecting throughput for a slice-first kitchen. With a hybrid model (dine-in, takeaway, delivery) and a dedicated slice program, each daypart shifts the guest's decision from "browsing" to "ordering" without changing the brand's clean, modern identity.

Time-of-Day	Atmosphere / Music	Lighting	Menu Focus	Target Guest Type
Morning (12:00–13:30)	Soft indie + low BPM; quick, upbeat vibe	Bright, crisp white with light shadows	Breakfast-friendly manoushe-inspired slice: za'atar labneh slice + halloumi & mint bite, plus fresh juices	Office workers on errands; students needing fast quality
Lunch (13:30–16:30)	Energy rises; playlist becomes more Mediterranean-modern	Warm-neutral overhead + spotlighting on pie display	NY-style slices in 4–5 rotating flavors; whole pies for groups; pomegranate molasses glaze specials	Nearby employees, small groups, casual families
Afternoon (16:30–19:00)	Chill groove for lingering; "grab-and-go" made stylish	Lowered brightness; clearer pie showcase	Half-and-half pie option; halloumi za'atar crunch slice; add-on sides (sumac onions, pickles)	Walk-by traffic from Gemmayzeh/Mar Mikhael corridors; post-work casual
Evening (19:00–22:30)	Hype but not clubby; rhythmic mix + occasional DJ nights	Modern warm ambiance; menu illuminated	Top sellers + seasonal weekly pie; family-sized pies; shareable sides	Date nights, families, friends sharing pies
Late Night (22:30–23:30)	Low-volume, focused service; quick turn	Dim warm + counter glow for last orders	Last-call slice window; dessert-style specials with akkawi honey drizzle (no alcohol)	Late diners, delivery/takeaway guests after events

- Weekly rhythm: 1 "LEBANESE MAN'OUCHE PIZZA" feature (za'atar/labneh/sumac/pomegranate molasses) and 1 "CHEESE HEAVY" feature (akkawi/halloumi) to drive repeat flavor discovery.
- Slice governance: keep 10 slices visible at all times (2 best-sellers + 2 rotating + 6 steady cores) to reduce decision time during lunch and late night.
- Service cadence: 3 batch checks per day (lunch peak, evening peak, late-call) to prevent crust inconsistency from slow topping changes.
- No-alcohol positioning: lean into Beirut's juice bar culture—fresh mint, citrus, and pomegranate-forward drinks paired with the slice program.

The Service & Staffing Model

Slice Society is positioned as “intentional pizza,” not fast food. Guests feel the difference through visible long-fermented dough handling, clean topping lines, and a slice display that stays fresh and labeled. The service philosophy is to make the ordering path effortless (scan/menu board + slice choices) while the kitchen maintains consistency (defined batch sizes, standardized topping weights, and a single topping line with a full-line workflow). Lean staffing is supported by hybrid operations: FOH focuses on rapid order capture and fulfillment, while BOH runs a tight production rhythm for dine-in, takeaway, and delivery simultaneously.

Position	Number (Lean Model)	Core Responsibilities	Typical Shift Hours
GM / Operations Lead	1	Daily run of house, supplier + quality checks, delivery/takeaway pacing, customer recovery	12:00–23:00
Kitchen Manager (BOH)	1	Dough schedule, topping standards, batch production, ticket accuracy, hygiene compliance	12:00–23:00
Head Pizza Baker / Line Lead	1	Oven management, slice/wedge portioning, crust QC, topping line coordination	13:00–22:00
Prep + Topping Assistant	1	Veg prep, cheese portions (akkawi/halloumi), sauce portions (tahini/pomegranate molasses), labeling	12:00–20:00
FOH Lead / Order Host	1	Guest greeting, slice selection guidance, queue control, takeaway packaging supervision	12:00–20:00
FOH Cashier + Runner	1	POS + payments, ticket routing, table pacing, delivery handoff checks	16:00–23:00
Delivery Handoff / Packing Support	1	Sealing, labeling, temperature checks, handoff to riders/partners	18:00–23:30

- Training program (first 4 weeks): dough handling + stretch technique, topping weight control, crust timing, packaging and temperature protocol for delivery, and guest recovery scripts.
- Daily pre-shift huddle (15 minutes): review slice counts, rotate weekly special plan, confirm par levels for labneh/za’atar/sumac and cheese (akkawi/halloumi).
- Ongoing development: monthly “flavor audit” led by the kitchen manager to tune the Lebanese-manoushe-inspired flavors (za’atar potency, mint freshness, pomegranate molasses balance).
- Founder-led quality touchpoints: leveraging the founder’s 10-year hospitality experience and prior multi-location bar/restaurant operations to enforce standards—fast, clean, and consistent across high-demand windows.

Our Guests

During the interview, the founder emphasized that Slice Society must fit Beirut's "in-between moments"—quick lunch breaks, post-work hangs, and late takeaway runs—without compromising crust and flavor. The concept's slice-first NY-style approach, paired with Lebanese manoushe-inspired innovations (za'atar, labneh, sumac, pomegranate molasses) creates a recognizable local hook for tourists and residents alike.

- Office Workers (ages ~22–40): weekday lunch and early dinner; they value speed, predictability, and easy toppings. Slice display + labeled weekly specials reduce decision time.
- Students & Young Creatives (ages ~18–30): afternoon snack and late-night takeaway; they gravitate to shareable flavors and Instagrammable pie drops—especially za'atar labneh + halloumi mint.
- Families (ages ~28–50, with kids): weekend lunch and early evening; whole pies + sides (sumac onions/pickles) make it simple to order and share at the table.
- Walk-by Tourists & Neighborhood Food Seekers: looking for a "Beirut-meets-NY" concept; they connect with familiar flavors (tahini, labneh, akkawi) delivered in a modern, clean environment.

Walk-by & neighborhood fit

Because alcohol isn't part of the offer, programming leans into daytime-to-evening dining comfort—ideal for Gemmayzeh/Mar Mikhael footfall and the mid-range demand of Hamra/Achrafieh. The service is designed for quick dwell at lunch and more relaxed sharing at dinner.

SWOT Analysis

Quadrant	Key Points (Beirut-Relevant)	Implication for Execution
Strengths	Dedicated slice program with NY-style consistency; Lebanese manoushe-inspired flavor innovation (za'atar/labneh/sumac/pomegranate molasses) creates local differentiation.	Build repeat behavior through rotating weekly specials while maintaining a core set of best-selling slices for reliability.
Strengths	Hybrid service model (dine-in, takeaway, delivery) with lean staffing supports throughput during Beirut's peak footfall windows.	Use tight batch production and standardized topping weights to protect margin and reduce remake waste.
Weaknesses	Large venue size (250 sqm) with a modest seating capacity (24) can dilute revenue productivity if the concept doesn't truly lean into delivery/takeaway.	Maximize counter workflow, keep slice display always stocked, and design packaging workflow as a first-class service line.
Weaknesses	No alcohol positioning may reduce evening spend per guest compared to Beirut's bar-and-restaurant norms in premium neighborhoods.	Offset with juice bar direction (fresh mint/citrus/pomegranate) and late-night slice windows to keep ticket value stable.
Opportunities	Beirut's appetite for concept-driven dining is rising; a "local ingredient meets modern NY slice" narrative fits current consumer taste and media behavior.	Lean into storytelling on menus + counter signage: dough fermentation, cheese specifics (akkawi/halloumi), and weekly special themes.
Opportunities	High repeat potential from flavor rotation using local staples like tahini, za'atar, labneh, and pine nuts.	Create 1 predictable weekly rhythm so regulars plan visits around new pies.
Threats	Competitive pressure from strong cafe culture and established pizza/fast-casual concepts; consumers may trade down during economic uncertainty.	Protect value perception with clear slice pricing, bundled whole-pie options for families, and consistent portioning.
Threats	Delivery and packaging quality risk (crust sogginess) can harm reviews quickly in Beirut's fast-moving delivery ecosystem.	Implement temperature + sealing protocols, set delivery time targets, and run weekly quality audits by batch.
Threats	Licensing timelines and operational constraints: while food licensing is feasible, alcohol permits are separate and currently not part of the plan.	Avoid reliance on alcohol-driven dinner volume; build late-night demand around slices, sides, and juice pairings.

SLICE SOCIETY

Operations Overview

Slice Society runs a tight, repeatable pizza-and-slice workflow designed for a lean team and a hybrid model (dine-in + takeaway + delivery). We standardize recipes and build a controlled production line so slices can be served fast at lunch and still protected for quality at dinner. During our founder interview, the key theme was consistency from a multi-location hospitality background—so the same documentation discipline and training cadence is built into every station.

- Recipe documentation & costing: every dough, sauce, topping, and bake spec is written in grams with variance tolerances; batch yields are tracked (e.g., dough hydration %, sauce weight per pie) and loaded into costing software so COGS stays on-target at 28% food.
- Recipe & portion software: use MarketMan (recipe costing + inventory link) or equivalents to tie recipes to inventory movements and to prevent topping “leakage.” For dough, define daily batch volumes and rework/usage rules for leftovers.
- Inventory control: adopt a perpetual inventory with daily counts for high-usage items (mozzarella, akkawi, halloumi, pepperoni/salami if used, za’atar, pine nuts, pomegranate molasses, herbs). Weekly counts for spices/packaged items; zero-tolerance for missing transfer logs between walk-in and prep.
- Receiving & QA: temperature checks on dairy/ready toppings; photo log for new deliveries; reject policy for damaged packaging and off-odor dairy.
- Labor management software: schedule with 7Shifts (or similar) using expected daypart volume; lock station staffing by throughput (e.g., number of pies/slices per hour).
- Station workflow: one dough station, one sauce station, one topping station, one bake/finish station; define maximum par levels per station to avoid bottlenecks during lunch peak (12:00–15:00).
- Training materials: a 30-day training playbook with station checklists, knife safety, allergen handling (dairy-heavy menu), and “slice holding” rules for quality.
- Bake quality control: set oven calibration routines (deck/impinger temperatures) and a daily test bake to maintain crust consistency across long-fermented dough batches.

POS & Profitability System

Slice Society's POS is built to protect margin on a slice-first model: every slice size, topping logic, and beverage add-on is coded to recipe portions so profitability can be measured by category (Whole Pies vs Slices vs Lebanese-Manoushe Inspired pies) and by channel (dine-in, takeaway, delivery). Since alcohol is not allowed, we optimize beverage attachments through a juice-bar program instead of reducing margin with liquor complexity.

- POS setup strategy: code menu items to recipe components (e.g., a "ZA'ATAR GARDEN SLICE" maps to dough + za'atar mix + mozzarella + olive oil amount + pine nuts + parsley). Slice vs whole pie uses the same recipe logic but different portion yields.
- Channel profitability: enforce separate pricing/attribution for dine-in, takeaway, and delivery items so commissions/packing costs can be reviewed weekly.
- Recipe costing integration: MarketMan (or equivalent) connects ingredient usage to sales codes, producing daily COGS estimates and highlighting any mismatch between theoretical and actual usage.
- Inventory + labor alignment: tie prep usage to expected sales by daypart; when sales slow, require manager approvals to reduce batch sizes rather than carrying excess topping waste.
- Labor scheduling analytics: use POS-to-scheduling reporting (7Shifts integration) to compare labor hours vs sales and adjust staffing levels as the ramp progresses.

SLICE SOCIETY

Metric	How we measure it	Target / decision rule
Food COGS %	Daily recipe-driven COGS from POS + inventory movements	Target 28.0% (adjust batch sizes if trending above)
Gross margin USD	Monthly summary: Monthly revenue minus COGS	Based on current financial model: \$23,463.0
Breakeven orders / day	Fixed costs divided by margin per order (model output)	34.1 orders/day (use as the operational steering number)
Channel mix health	Weekly sales by dine-in / takeaway / delivery vs plan	Maintain balanced throughput so slices stay fresh and delivery volume doesn't overwhelm bake capacity

Communications Strategy

We launch Slice Society with a Beirut-appropriate narrative: modern NY-style slices, but intentionally Lebanese in flavor—za'atar, sumac, tahini, labneh tang, and pomegranate molasses depth. The founder's past bar/restaurant experience with multiple locations is the backbone of a repeatable content engine: consistent weekly formats, strong visuals, and community-first engagement that drives repeat visits.

- Brand identity docs: finalize logo lockups, typography rules, color palette (clean + bold), and “slice-first” messaging for menu boards and social templates.
- Website + ordering setup: a mobile-first site with clear lunch/dinner hours (12:00–23:30), menu categories (Slices / Whole Pies / Sides / Juice Bar), and a streamlined takeaway & delivery checkout flow.
- Social media setup: Instagram + TikTok profiles with handle, highlights (Menu, Slices, Beirut Flavors, Behind the Dough), and saved FAQ for ingredients/allergens.
- Content calendar: 4 posting pillars—(1) slice reveals, (2) dough/fermentation stories, (3) Lebanese-manoushe inspired innovations, (4) staff-led “how we build your pie” clips.
- Photography/videography plan: pre-shoot 10–15 hero assets featuring oven pull, slice pull-aparts, za'atar dusting, and pomegranate molasses drizzle; ensure food is shot in “real slice lighting” not staged darkness.
- Community partnership outreach: identify 20–30 micro-influencers in Gemmayzeh/Mar Mikhael/Hamra who value casual modern dining; offer 2 tasting slots each week during ramp-up to generate authentic early UGC.
- Employee voice onboarding: train staff on short scripts for customer interactions (“Which manoushe-inspired pie is best for you?”) so communication is consistent and on-brand.

Launch & Opening Strategy

Weeks before opening	Focus	Key activities
8–10	Brand readiness	Finalize final menu boards, POS item codes, slice portion specs, packaging visuals; schedule influencer and community invite list.
6–8	Content + operational rehearsal	Film hero content, run recipe validation for dough + bake temps, test inventory counts in POS; confirm delivery packaging and labeling.
4–6	Soft-opening prep	Invite neighborhood tastings (Gemmayzeh/Mar Mikhael/Hamra depending on exact street), run staff “service speed” drills, finalize customer FAQ and allergen cards.
2–3	Friends & family + media	Friends & family events with structured feedback forms; invite local food pages for oven/pull photos and short story clips.
Opening week	Grand opening rhythm	One influencer night + one community partner night; run slice sampler bundles to encourage trial and repeat purchases.

- Soft opening format: 2–3 invite-focused nights (not full capacity) to calibrate bake throughput, slice holding times, and delivery packaging speed.
- Friends & family events: offer a “Build Your Slice Flight” (3 slices + juice pairing) to collect feedback on crust char, topping balance, and sauce intensity.
- Community engagement: partner with nearby gyms, coworking spaces, and universities for lunch promos (office workers + students are core target groups).
- Influencer night: choose Beirut-based creators; give them a scriptless tasting experience to ensure authentic reactions, then request 3 story posts and 1 reel.
- Operational cadence during launch: daily 30-minute post-close review covering COGS variances, inventory shrinkage, labor timing, and oven performance—so adjustments happen within 24 hours, not weeks.

Digital Marketing Strategy

For Slice Society in Beirut (dine-in, takeaway, and delivery), our digital marketing will be designed to consistently drive slice-day demand—especially in lunch windows and late-night comfort cravings. The founder’s hospitality background (including operating multi-location food concepts) informs the focus on repeatable local acquisition: strong Google visibility, fast conversion to orders, and review velocity.

- Professional photography and short menu videos focused on “slice moments” (hot cheese pull, long-fermented crust texture, manoushe-inspired toppings). Produce a monthly shoot calendar with 20–30 assets.
- Google Business Profile (formerly Google My Business): complete services, categories (pizza, delivery, takeaway), add “menu” and “ordering” where available, and post 2x/week with rotating slice specials.
- Local SEO by neighborhood intent: build landing pages for Gemmayzeh/Mar Mikhael/achrafieh-style queries (e.g., “pizza near me Beirut”, “NY-style slices Beirut”) and embed the same featured weekly special descriptions from the menu.
- Review platform optimization: request reviews immediately after order handoff/delivery confirmation; assign staff to respond to every review within 12 hours and feature customer tags weekly on Instagram.
- Delivery platform presence: ensure price parity for core slices and one “hero” pie per day; use sponsored placements on the two most frequently used delivery apps in your operational area once restaurant ratings stabilize.
- Email/SMS lifecycle: start with order-confirmation opt-ins; create a weekly “Slice Drop” email featuring the day’s featured slice + a Beirut-local pitch (za’atar, sumac, pomegranate molasses) and a comeback incentive (e.g., free garlic herb dip with next order over a threshold).
- Retargeting: run lightweight Meta pixel + delivery-app audience retargeting (people who viewed menu or started an order but didn’t complete) with a single CTA: “Order slices now for lunch/dinner”.

Social Media Strategy

Channel	Cadence	Content pillars	Primary CTA
Instagram	4–5 posts/week + Stories daily	Reels: slice pulls + crust timelapses; Stories: weekly specials, behind-the-line fermentation schedule; Carousels: build-your-own manoushe-inspired pizza concepts	Order for delivery/takeaway via link sticker
TikTok	3–4 posts/week	30–45s “from dough to slice” workflows; customer reaction videos; staff “ingredient callouts” (akawi, halloumi, za’atar, sumac)	Tap-through to menu
Facebook	2 posts/week	Community updates, event announcements (slice tasting nights), repost top reviews	View menu / message for catering

- Influencer partnerships: 8–12 micro-creators (Beirut foodies, café culture accounts) for sampling of the weekly special pie; prioritize creators with high comment rate and strong Beirut location tags.
- Branded hashtags: use a consistent set (e.g., #SliceSocietyBeirut #SliceDrop #ManousheMeetsPizza) and encourage tagging the shop location to improve discoverability.
- User-generated content: after delivery/takeaway, include a “tag us” insert card and a weekly giveaway (e.g., best tagged slice shot wins a free mixed slice box).
- Community rhythm: coordinate content around Lebanon’s daily routines—lunch break cravings (noon), late-night hangout timing (after 7pm), and “Friday/Saturday family share” framing.
- Operational transparency: show the long-fermented dough process and “topping prep” (pomegranate molasses drizzle, pine nut toast, herb chopping) to reinforce quality and differentiation.

Ownership Profile

Slice Society is led by a founder with 10 years in hospitality and prior ownership of a bar/restaurant with 3 locations. During our discussion, the key throughline was operational clarity: build a menu that can be executed consistently at speed, then let differentiated flavors create repeat ordering. That approach directly maps to our hybrid service model for Beirut—lean staffing, slice-first workflow, and a long-fermented dough program designed for predictable throughput.

- 10 years hospitality leadership with multi-location experience: process discipline for consistent dough, topping standardization, and line flow.
- Built and scaled a bar/restaurant with three locations: strong guest management instincts and awareness of Beirut's competitive, review-driven market.
- Concept-building mindset: translating Lebanese manoushe flavors (za'atar, akkawi/halloumi, pomegranate molasses, sumac) into a NY-style slice format without sacrificing speed.
- Partnership-led ownership structure: aligns investment discipline with day-to-day execution (especially important for lean staffing).

Founder expertise (at a glance)

- Multi-location operations experience
- Guest-first service and repeat business focus
- Menu execution designed for speed + quality
- Beirut-relevant flavor innovation (manoushe-to-pizza translation)

Thank You.

Business Plan — Slice Society

SLICE SOCIETY

Assumptions Table (Lebanon-Calibrated)

Some operating expenses (utilities, marketing, packaging) are not provided in the inputs and are therefore estimated for planning ranges. Revenue/COGS/breakeven figures referenced elsewhere follow the deterministic financial outputs associated with the provided anchors, and any final lease, pricing, and channel performance will require validation during pre-opening testing.

Assumption	Value	Explanation
Monthly rent (USD)	5500.0	User provided. Used as the rent anchor; specific neighborhood and sqm-to-rent mapping will be validated during lease finalization.
Expected daily orders	100	User provided. Used to align channel mix and production planning; final values will be determined based on pre-opening traffic tests.
Average ticket (USD)	12.5	User provided. Used for revenue modeling; exact pricing will be set after menu engineering and competitor benchmarking in the selected Beirut tier.
Labor/salaries model	Lean staff model (full_line kitchen)	User provided as 'lean'. Assumption in practice: cross-trained line team + efficient prep to keep labor controlled while running lunch through late dinner.
Utilities	Estimated at 2%–4% of revenue	Since utilities are not provided, we assume Beirut electricity/water and telecom costs land within this typical band for a 250 sqm, full_line operation.
Marketing	Estimated at 3%–5% of revenue	Since marketing spend is not provided, we assume a ramp-friendly budget covering content production, local SEO/GB, and initial delivery-platform promos.
Packaging	Estimated at 2%–3% of revenue	Since packaging is not provided, we assume costs cover pizza boxes, slice wrap, napkins, and delivery-safe packing for hybrid order flow.
Equipment range / Capex	350000.0	User provided. Capex budget is treated as the governing equipment/buildout ceiling; final itemization will be confirmed in the procurement phase.
Typical operating ratios (COGS + channel mix)	Target COGS %: 28.0; Dine-in 40%, Takeaway 40%, Delivery 20%	User provided target_cogs_pct and sales mix. We will manage toward the COGS anchor with portion control and standardized topping weights; channel mix will be monitored weekly.