

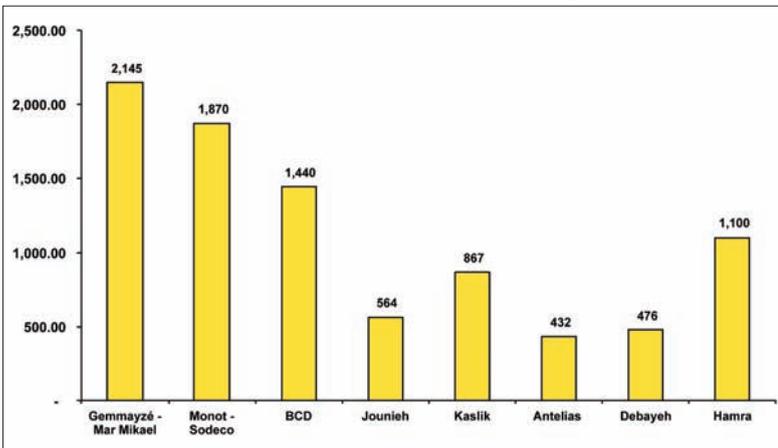
Prospects of the Lebanese restaurants



Hospitality management and consulting company Protocol's managing partner **Chadi Chidiac** takes a closer look at restaurant mapping and investment in Lebanon

Graph 1 Number of employees

Reveals the number of employees in all restaurants per region



The country's tourism industry has been historically important to the local economy and remains, to this day, a major source of revenue. Although Lebanon is highly reputed for serving international and Mediterranean cuisine, its cuisine is a main component of the industry and has inspired professional chefs and restaurateurs to feature exciting items on their menus.

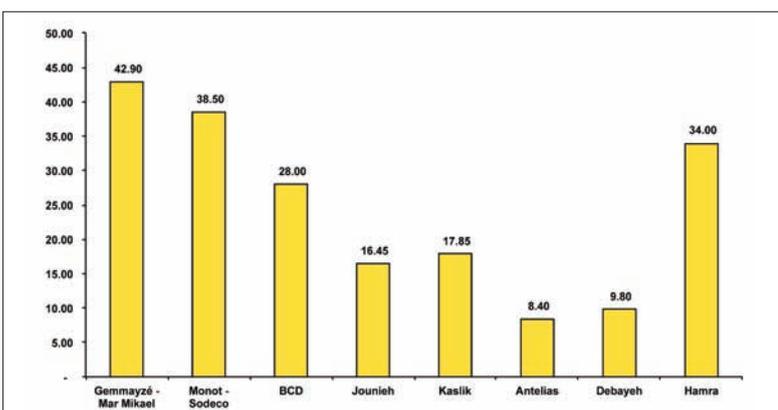
Restaurants are available in every city and village in Lebanon. Some regions have even been historically known as restaurant locations, namely the Beirut Central District, Hamra and the

Keserwan coast with its renowned sea resorts, as well as the seasonal regions of Bhamdoun and Aley. During the past decade, new districts have emerged and have contributed to the growth of the catering business in Lebanon.

In Beirut, the frenzy started at Monot and spread to Achrafieh, Verdun and Gemmayzé, then it went north to Byblos, where the old souks became the target of restaurant investors, and Batroun. Antelias is currently the new darling of investors. And market observers expect the Jounieh old-souks to become a new restaurant and pub cluster like Gemmayzé.

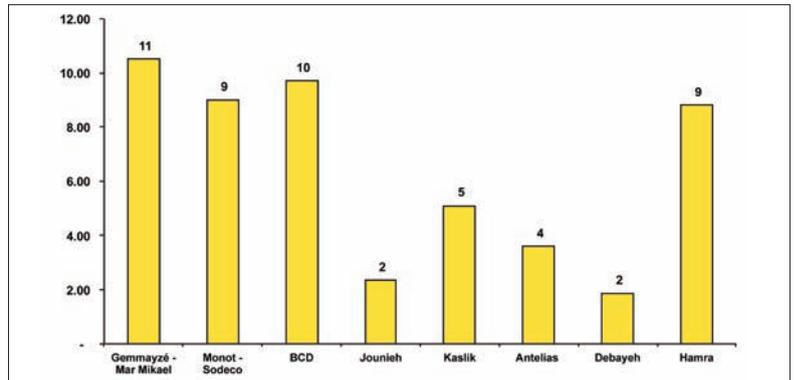
Graph 2 Total investment

Reveals investments in the restaurants business in millions of dollars per region



Graph 3 Number of seats

Reveals the number of chairs per restaurant per region times 1,000. In this example there are 11,000 seats in Gemmayzé and Mar Mikael restaurants.



Employment

Lebanon's diverse atmosphere makes it an important destination that is rebuilding itself after continued turmoil. The country offers the world renowned Lebanese cuisine, a flourishing nightlife and glamorous nightclubs. Significant private investment is currently being made in the modernization and expansion of the catering business and international hotel companies have returned to Lebanon.

The hospitality industry is one of the biggest, if not the biggest, private employment sector in Lebanon. The restaurant community in Lebanon recruits more than 80,000 men and women, 95% of them Lebanese at an average of 18 employees per entity. The Lebanese restaurant

industry alone employs more than 80,000 employees, 70% of them aged below 50. The future of this business seems promising.

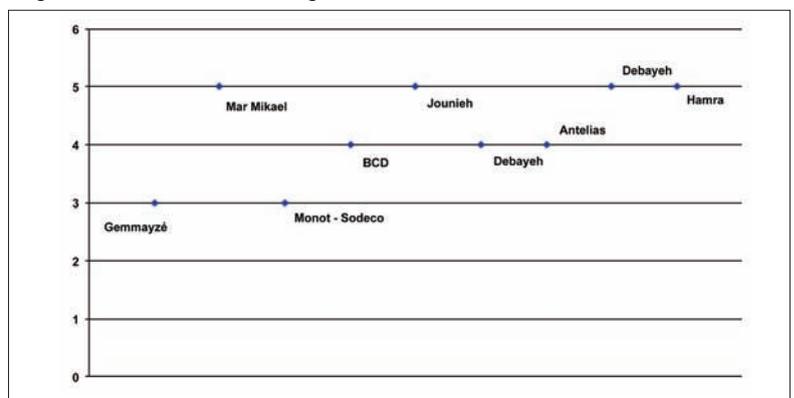
Expansion

Lebanese cuisine is spreading its wings and going international and the number of Lebanese F&B entities exceeds 10,000 in more than 150 countries around the world. From the GCC to the MENA countries, Eastern Europe, Northern, Central and Latin America, Africa, Australia and Japan, the restaurant business has no limits. This geographic expansion is due to the winning strategic expansion such as full ownerships, affiliations and management agreements as well as the joint ventures and franchise deals of over 100 brands.

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Graph 4 Investment potential

Reveals each region's potential for investment in the restaurant business, the regions are benchmarked and graded as on a scale from 1 to 6.



Graph 5 Number of entities

Reveals number of restaurants per region. In this example there are 143 restaurants in the Gemmayzé and Mar Mikael region.

