

**BIG
CHEFS**
CAFE • BRASSERIE



The Signature Behind Bigchefs

GAMZE CIZRELI, she is the hero behind the story. As a well-known entrepreneur and a successful businesswoman who created several brands in F&B sector for 25 years, Gamze Cizreli founded BigChefs with her inspiring passion for taste.

FOUNDER OF A
BIG STORY

COMPANY *Overview*

- Founded in 2007 by Gamze Cizreli, three times Woman Entrepreneur of the Year by Economist Magazine in Turkey, BigChefs is the leading and fastest growing operator of the full service restaurant chain in Turkey
- Over the last decade, BigChefs pioneered The Turkish full-service restaurant market and generated strong brand awareness in the domestic market. Trailing Starbucks, BigChefs is the most preferred and appreciated brand (including all types of cafes & restaurants) in Turkey
- BigChefs targets A/B socioeconomic segments in all age groups, offering an affordable yet attractive and delicious menu (mix of international and local food)
- The Company differentiates itself by offering a “feel at home” experience where modern and traditional tastes are harmonized, menu innovation (at least 2x in a year), best in class execution (guest experience, labor productivity, cost management and operational efficiencies) and established integrated central kitchen
- BigChefs recently acquired NumNum, a small FSR chain in Turkey targeting B/C social-economic clusters and younger population vs. BigChefs guest profile: pursuing its strategy of dominating the market via organic as well as inorganic growth

Ankara One Tower





Turkey
 USA
 Germany
 Uzbekistan
 N.Cyprus
 Kingdom of Saudi Arabia
 Kuwait
 Iraq
 Libya
 Azerbaijan
 Kazakhstan
 Holland
 Kyrgyzstan
 Belgium

FR - 2022
 Nicosia - N. Cyprus
 Almaty - Kazakhstan
 Tripoli - Libya
 Bishkek - Kyrgyzstan
 Tashkent - Uzbekistan
 Vaals - Holland

JV - 2022
 Amsterdam - Holland
 Antwerp - Belgium
 Hamburg - Germany
 Stuttgart - Germany
 Oberhausen - Germany
 Houston - USA

IN 15 YEARS

**70+
 BIGCHEFS**

SHAREHOLDING *Structure*

BÜYÜK ŞEFLER GIDA TURİZM A.Ş.

OWNERSHIP

Gamze Cizreli %30
Saruhan Tan %30
Taxim Capital %40



BIG CHEFS



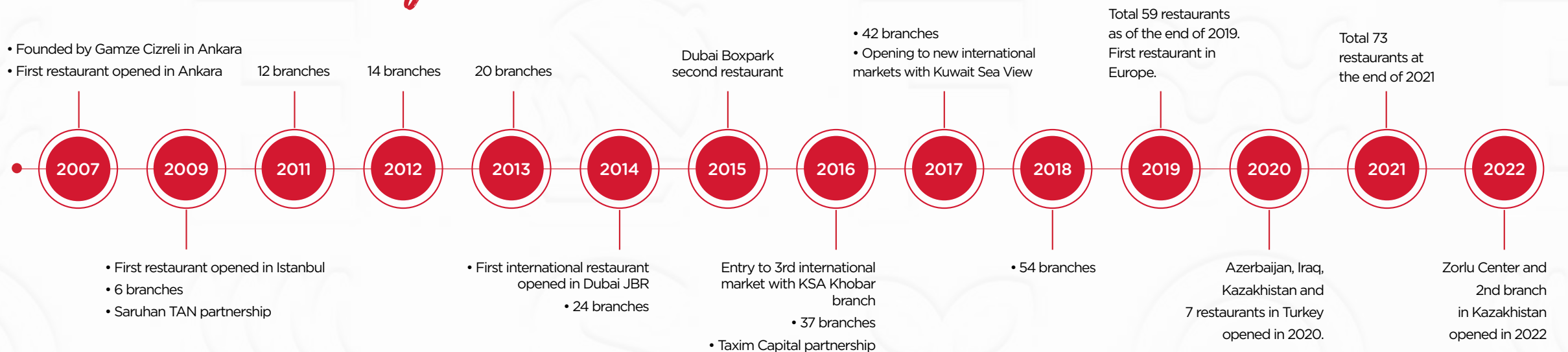
KEY *Facts* (2021 BP)

Headquarter in	Istanbul
# of Restaurants	73
# of Cor* Restaurants (Domestic)	32
# of COR Restaurants (International)	1
# of FR Restaurants (Domestic)	33
# of FR Restaurants (International)	7
# of Guests	10,8 mn
# of Cities Covered	23
Headcount	88
# of Personnel w/o HQ	4.050

* Cor: Company Operated Restaurants

CORPORATE *History*

- Founded by Gamze Cizreli in Ankara
- First restaurant opened in Ankara



BIG CHEFS

CAFE • BRASSERIE



BIGCHEFS AFFILIATED *Brands*



Buselik has opened in 2017, ever since and it offers a novelty to the old Meyhane culture by presenting delicious “meze”s and everlasting songs. After Anadolu Hisarı and Tünel Residence Teras restaurant receive a good deal of attention; other two branches are opened their doors in Moda and Fenerbahce areas.

Now the Tuzla and Bodrum branch is ready to open its doors. So Buselik currently serves in six locations.

Buselik Meyhane is based on a culture of fine food and pleasant chat. And always prefers fresh groceries in their seasons and presents unforgettable Anatolian and Istanbul tastes. We are continuing our efforts to give franchises to investors with our Buselik brand, which will continue to grow with new restaurant openings.



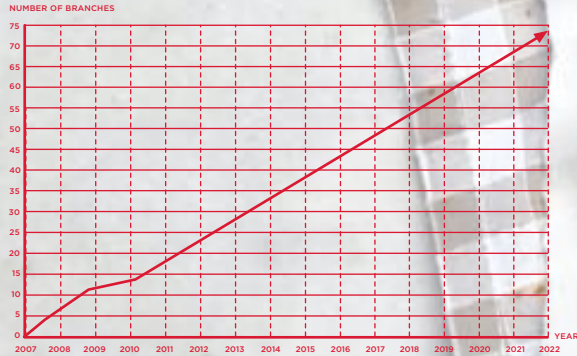
NumNum was acquired by BigChefs Group in February 2020. NumNum’s first restaurant was opened in Macka G-Mall in 2003 and now operates with a total of 8 branches; 3 in Istanbul, 2 in Ankara, and 1 in Bursa, Adana and Antalya. NumNum was founded on the dream of a “family dining” concept. As in similar models in the multinational markets, the aim was to create such a place where not only families but also young people, couples and young professionals would like to come and have «tasty and good food, with fast service and affordable prices».



2016 - 2022

100 %

BRANCHES 100%



**10.8 MILLION
GUESTS
IN A YEAR**

**4000+
EMPLOYEES**

**GAMZE CİZRELİ
ECONOMIST**

3  **ENTREPRENEURSHIP
AWARDS**

**70+
BIGCHEFS**



ORGANIZATION *Chart*

110 people work with **Big Love**,
everyday.



Ambience

Bursa Nilüfer



Marmaris



Ambience

Nişantaşı City's



Ambience



Fenerbahçe



Dubai JBR



Ambience

Ataşehir
My Prestige



Tuzla Viaport Marina Mall



Ambience

Tuzla Viaport Marina Mall



Tuzla Viaport Marina Mall



Ambience

Dubai Riverland

Dubai JBR



Ambience

Bodrum



Ankara One Tower



Ambience



Sabiha Gökçen Airport

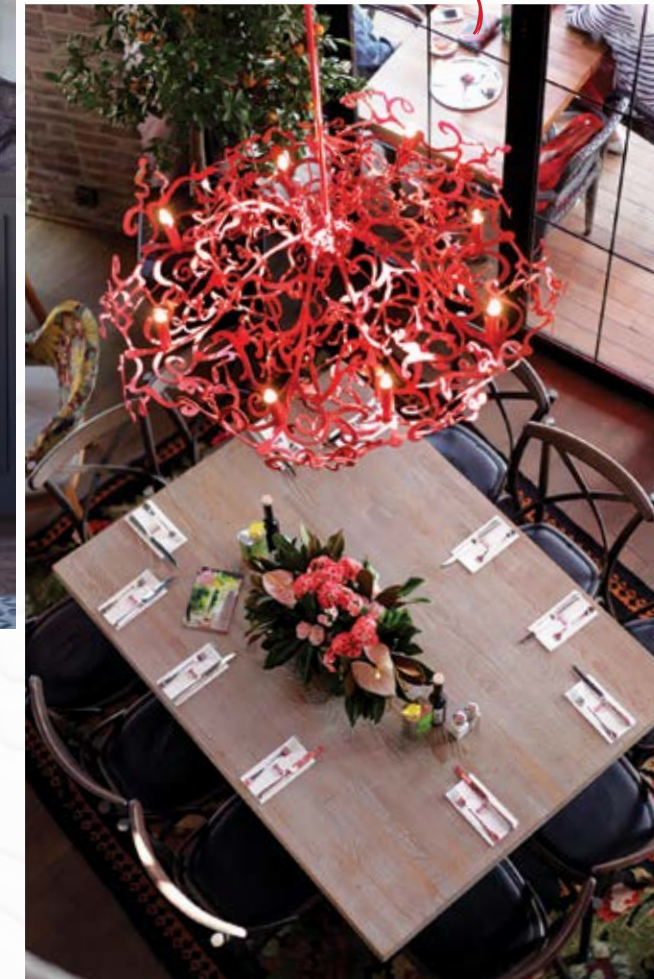


Feel at home, enjoy our library with a cup of coffee.

Capitol Shopping Mall



Wooden consoles, china plates and chandeliers are a part of our authentic decor.



Menu Highlights

MEALS

BREAKFAST
STARTER
SALAD
BURGER & WRAP

PIZZA
MEAT & GRILL
SEAFOOD
PASTA
NOODLE
DESSERT

ALCOHOLIC BEVERAGES

BEER
WINE
HOUSE WINE

LIQUOR
BIG COCKTAIL
BIG MARGARITA
MOJITO
ALTERNATIVE DRINK

NON ALCOHOLIC BEVERAGES

COFFEE
TEA

BIG FROZEN
HOMEMADE ICE TEA
MILKSHAKE
LEMONADE
COLD BEVERAGE
VITAMIN-PACKED BEVERAGE

HEALTHY CHOICE

GLUTEN - FREE
LACTOSE - FREE
VEGAN



BIG *Menu*

As a brand that hosts tastes from the world, traces of our culture, great values and precious memories, we want life to continue with the beauties we have.

While witnessing the most beautiful moments that you “Wish to never end...”, we do not want to watch the end of the natural beauties in the world.

We want life to go on, beauty to last forever.
Being aware and then paying attention is necessary for this mission.

As BigChefs, we aim to create sustainable values in many areas of life with the works we carry out in line with the Sustainable Development Goals of the United Nations.

We know that a healthy system that can be sustained will be the guarantee of the future.

We direct our actions today to meet the needs of the next generation and to ensure that they can lead their lives safely.

Within the scope of sustainability goals, we care about generating benefit for a sustainable life, people and all living creatures, through the things we do in our restaurants.

We have many suggestions in our menu for you to protect the beauties of the world, to create meaningful stories and to continue life together.



BIG Menu

Breakfast

A myriad of warm and wholesome choices...
A flavorsome luscious experience worth of
the world-famous Turkish breakfast.



EGGS BENEDICT



LENTIL SOUP
WITH BLACK CHICKPEAS
AND CHARD



GREEN SALAD WITH
MEATBALLS

Lunch

Brief get-a-way from work...
Deliciously fulfilling meals right on time.
Exquisite presentation... Freshly prepared...

Tasty homemade pasta,
sizzling steaks, juicy burgers,
farm to table salads,
heavenly pizza selections and sandwiches,
fresh seafood...



VINE LEAF ROLLS
WITH MEAT AND RICE

BIG *Menu*

Warm aromatic teas perfectly matched with the scent of freshly-baked cookies...
With pleasant conversation on the side.

IT'S TEA *O'clock!*



MILLE FEUILLE
CREME BRULEE

Dinner

BEEF SCHNITZEL
WITH PARMESAN



GRILLED KING PRAWN &
KALE SALAD



CHAR GRILLED
BEEF TENDERLOIN



'SINOP
MANTI'

The delightful evening hour..

The spirit of dinner is inspired by BigChefs' rich and appetizing dishes.



MEZZE MEZZE

BIG Menu

Perfectly brewed fresh ground coffee, relaxing herbal tea...
Homemade iced tea... Yummy freshly squeezed juice... Healthy Smoothie...
Exclusively produced house wines for BigChefs...
We care about our guests' eating and drinking habits. We include Vegan, Vegetarian, Gluten-free and lactose-free options in our menu.

Drinks



GLUTEN FREE



VEGAN



LACTOSE FREE



PURPLE SMOOTHIE

STRAWBERRY GINGER BEET



DJ PERFORMANCE

Night

BigChefs' restaurants continue to come alive from day to night... And into the late evening hours.

Engaging guests after dinner with an array of signature cocktails and wines.



PINK PANTHER

OUR SPECIAL HOUSE WINES



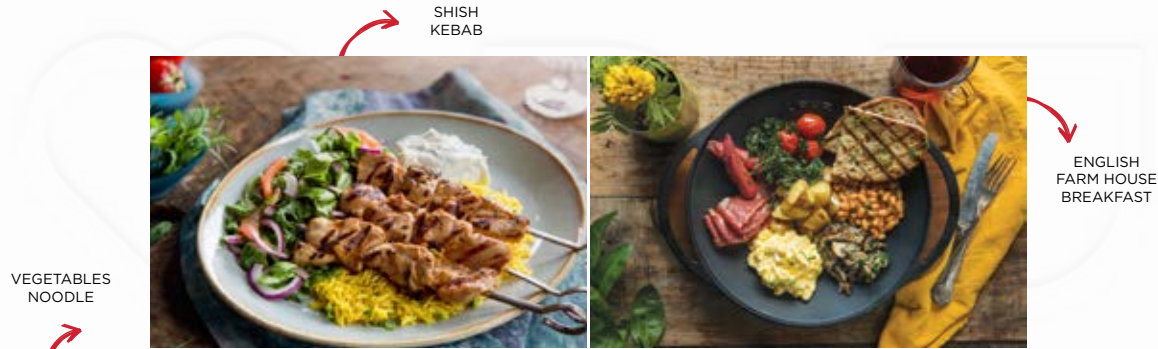
BIG KISS RED



BIG TOUCH WHITE



BIG LOVE ROSE



SHISH KEBAB

ENGLISH FARM HOUSE BREAKFAST

VEGETABLES NOODLE



MUESLI WITH CHIA SEEDS
'TANTUNI' PIZZA

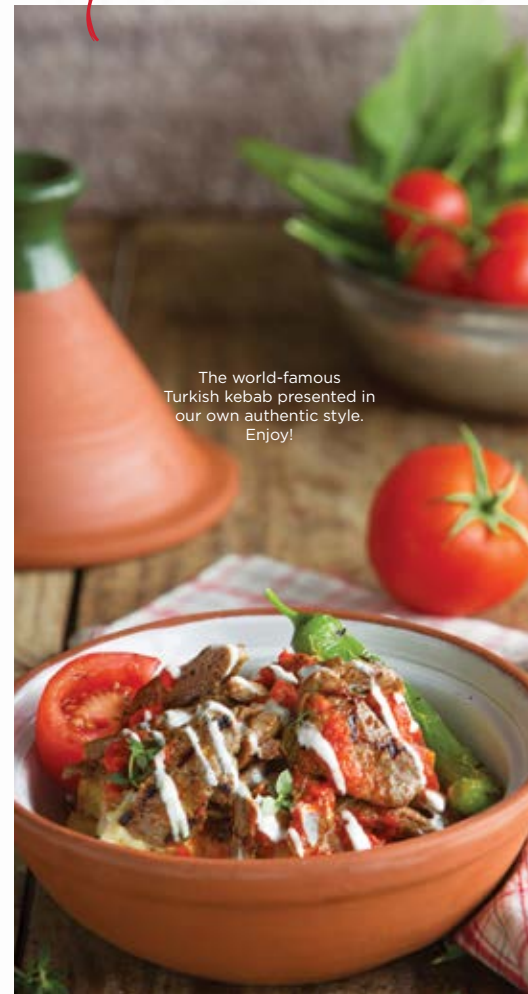
'KÜNEFE' WITH BLUEBERRY AND MOZERELLA



Our core value is that we do our job with love and passion...
We bring you meticulously prepared exquisite presentations.

BIG FABULOUS Presentation

KEBABI



The world-famous Turkish kebab presented in our own authentic style. Enjoy!

GREEN CURRY CHICKEN



BREAKFAST 'PIDE'



SHAKSHUKA WITH EGG



GLOCAL Taste

In addition to the Mediterranean and Aegean cuisine, which we have sophisticated with the Turkish touch, the essential tastes of our country and city find their place within our menu.

We love to be nourished by the spirit of the city while preserving our own culture.

We Take Care of Kids

We love and care about children. Because they are the biggest energy, joy and the color of Big Chefs restaurants... We are pleased to welcome our little guests and bring together their favorite tastes with a special menu we designed for them.



Special mini presentations for our little guests

Cheerful hygienic disposable bibs



BIG FUTURE

BIG-C

Robots



Orwi



BIGCHEFS *Gastro*

With our BigChefs Gastro products, carefully selected from the BigChefs kitchen and prepared with very special recipes, we aim to bring the different eating and drinking experience of BigChefs out of its restaurants, into the kitchen of gastronomy enthusiasts.



BIG *Catering*



GATE *Plus*

We also cooperated with the Gate Plus brand, which installed vending machines in large workplaces so that employees can have certain brands of food and drink. BigChefs products reach professionals in offices through this channel. Today, there are BigChefs branded products in 80 workplaces, thanks to the collaboration with Gate Plus, and this number is increasing day by day.



BIGCHEFS HOME *Delivery*

As BigChefs, while we offer take away option to our guests for our home delivery products, we are also in cooperation with Yemeksepeti and GetirYemek, the largest fast delivery service companies in Turkey.



→ SIGNATURE PATTERN GLASS



We offer our guests numerous hand-selected designs that reflects the heart and soul of BigChefs, from jams to noodles, olives to hand-crafts... Pieces to spark happiness.

Bigmarket

CORPORATE SOCIAL RESPONSIBILITY

We care deeply about women empowerment!

Through our project "From Our Female Farmers to Your Table" we aim to acquire certain products for our menu from local female farmers and agriculturalists from the countryside, and thereby support such valuable female communities.

While calling on local women to establish co-operatives, we aim to pioneer the support shown by nation-wide brands towards local female agriculturalists by creating awareness in the service sector.



Melek Menemen
Melenoğlu Soujouk
Bolu / Mengen



Sibel Gözüyükarı
Mayı Tuz
Spring Salt
Kırkkale / Delice Mevki



Atiye Laçın
Atiye Laçın Gıda
Jam
Canakkale



Cansu Öztürk
Naturelka
Chestnut Flour
Aydın



Petek AUF
Börekçiar
Patty
İstanbul



Hülya Çitak
Orijin Couscous
Tekirdağ / Hayrabolu



Aslı Aksoy
Elibelinde Tarım
Asparagus
Muğla / Yeşilçam Köyü



Gökçe Susam Nazlıcan & Nilay Şensoy
Mare Çiftliği
Cucumber Pickles
İzmir



Gülsüm & Hasibe Akın
Soframda Ne Var
White Goat Cheese
Balıkesir / Kaz Dağları



Güler Açıkgöz
Peanuts
Gaziantep / Ticar Köyü



Öznur Alkan
Nova Granola
Granola
İstanbul



Sevim Özsoy
Siyez Evi
Siyez Bulgur
Kastamonu



Hanım Araç Yıldırım
Kızılcahamam Bazlama Konağı
Bazlama Bread
İstanbul



Sinem Say
Soma Women's Workshop
Cooperative
Tomato Paste
Manisa / Soma



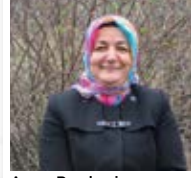
Filiz Aynacı
Hazelnut
Düzce / Soğuksu Köyü



Eda Çelebi
Artichoke
Bursa / Mustafakemalpaşa



Sevim Avcı
Tunca Gıda
Pomegranate Syrup
Mersin / Tarsus



Aynur Bozdemir
Soma Women's Workshop
Cooperative
Rosehip Marmalade
Manisa / Soma



Tuğba Çaylak
Amesia Ari Women's
Cooperative
Rice
Amasya / Osmancık



Aliye Akbulut
Green Vegetables
İzmir / Menemen



İnci Özcebeci
Veggy
Vegan Schnitzel
İstanbul



Esra Zirhioğlu
Bazaar Gıda
Black Olives
İstanbul



Semra Kirteke
Bahçemden Kayısı
Dried Apricot
Malatya / Akçadağ



Beyhan Dağ
Amesia Ari Women's
Cooperative
Chickpeas
Amasya / Merzifon



Nilüfer Kart & İklim Yaşar
Sisters of Anatolia Cooperative
Carrot Jam with Orange
Ankara / Polatlı



Medine Alkoç
Amesia Ari Women's
Cooperative
Homemade Noodles
Amasya / Yolüstü Köyü



**Çukurca Governor's
Office Social Aid and
Solidarity Fund**
Zap Cooperative - Tahini
Hakkâri



Özge Özer
Coffeionado
Filter Coffee
İstanbul



Esra Özcan
Kombucha 2200
Kombucha
İstanbul



**Hülya Altınöz from
Altınöz Family**
Antakya Green Broken Olives
Hatay / Antakya



Nurcan Yıldırım
Nurcan Hanım Unlu Mamülleri
Mantılar
İstanbul



**Yağmur Durmuş & Tuğba
Hacibekiroğlu**
DUHA-CO
Mint Candy
İstanbul



Gülşen Yılmaz
Vegan Pasta
Gebze / Kocaeli



Pınar Polat Güven
Pinoa
Quinoa
Sanliurfa



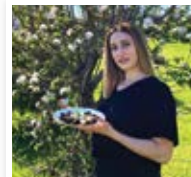
Miray Dirim
Mimicim SÜT Reçeli
Dulce De Leche
İzmir / Foça Başarısı Köyü



Ceyhan Kolak
Cey Natural Foods
Quinoa Chips
İstanbul



**Yağmur Durmuş & Tuğba
Hacibekiroğlu**
DUHA-CO
Mint Candy
İstanbul



Mahinur Sarı
Leaf Wrap with Meat
Tokat



Hatice Şahan
Doğancı Village Women's
Solidarity Association
Couscous
Bursa / Osmangazi



Suzan Mantar & Sezin Çetin
Biga Women's Cooperative - KEDV
Tarhana
Canakkale / Biga



Burcu Türk Saraçoğlu
Jungle Healthy Food
Jungle Red Beet Kvass (Drink)
Ankara



Tuğba Aydoğan
Kechy Gurme Dondurmaları
Goat's Milk Ice Cream
Karaman / Ermenek,
Toros Mountains



Sengül Erez
Pizza Dough
İstanbul



Didar Diri
Moodfit
Peanut Butter
İstanbul

CORPORATE SOCIAL RESPONSIBILITY



**Together we overcome disabilities!
We change their perception!**

We are working with individuals with Down Syndrome, helping them remove obstacles in their lives and find new meanings.

Go Green! Eat to Cure!

Our sensitivity for energy consumption required for food preparation and cooling and maintenance of the environment; water consumption for cleaning; supply chain; usage of chemicals; waste management during and after food preparation has won us WWF-Turkey's Green Generation Restaurant Certificate.



We care about our children's future!

We built a van with a professional kitchen inside. Then we toured Southeastern region of Turkey visiting schools teaching our beloved students how to become impeccable chefs.

We love to see children love to cook...



Big News



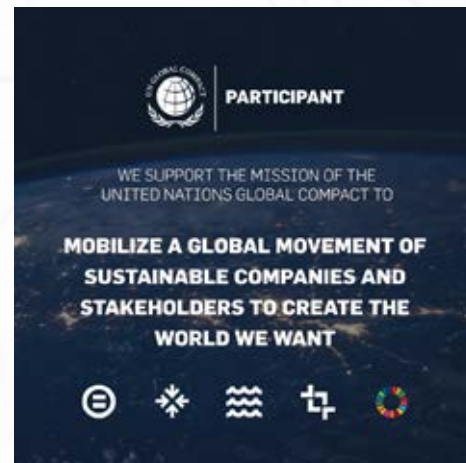
“Gamze Cizreli made us proud with her speech at United Nations”

BigChefs Founding Partner and Member of Board of Directors Gamze Cizreli, was applauded in United Nations yesterday with her speech concerning sustainable life and the power of Turkish woman.



“We have joined the United Nations Global Compact”

Today, BigChefs is pleased to announce that we have joined the United Nations Global Compact initiative — a voluntary leadership platform for the development, implementation and disclosure of responsible business practices.



“Women of Land” in UNDP Forum

Gamze Cizreli, the Founding Partner of BigChefs, which supports economic and social development of local female producers with From the Women of Land to Dining Tables project, participated in Gender Equality Forum, held in Tunisia, on invitation by UNDP Turkey. In the forum, in which Tunisia Prime Minister Youssef Chahed also made a speech, Gamze Cizreli spoke in the panel of private sector representatives, who have undertaken exemplary projects for the empowerment of women. In the panel, Cizreli was accompanied by Asli Aksoy, one of our local supplier in the project.



“From the Women of Land to Dining Tables’ project at Business Call to Action”

BigChefs, who has imported Anatolian world cuisine to its menu in the tastiest manner, continues to attract attention with its social accountability project “From the Women of Land to Dining Tables,” which has been kicked off last year. The project, aiming to reach more women in the coming years, has participated in Business Call to Action program of United National Development Program.





**BIG
CHEFS**
CAFE • BRASSERIE