



# شادی Shadi

*Marrying Flavors, Spreading Joy*

A premium Persian-Mediterranean fusion food truck launching in Los Angeles — where ancient culinary tradition meets bold, modern street food culture.

# LA's Street Food Scene Is Missing Something Extraordinary

Los Angeles has one of the most competitive and vibrant food truck landscapes in the country – yet it remains **surprisingly underserved** when it comes to high-quality, fast-casual Persian and Middle Eastern street food.

Authentic Persian cuisine is largely confined to sit-down restaurants concentrated in Westwood – inaccessible, slow, and rarely optimized for the on-the-go diner. The Iranian-American diaspora, the largest outside Iran, deserves better. And so does every Angeleno craving something bold, fresh, and genuinely different.

## Saturated but Undifferentiated

Hundreds of trucks compete – few offer Persian cuisine with premium presentation and grill-to-order freshness.

## Community Craving Representation

Over 700,000 Iranian-Americans in Greater LA lack a street food brand that feels both authentic and aspirational.

## The Gap in the Market

Persian food is beloved – but it hasn't had its "fast-casual moment." Shadi is here to change that.

- No dominant Persian food truck brand in LA
- Middle Eastern cuisine growing faster than any other ethnic food segment
- Gen Z actively seeks shareable, photogenic, culturally rich food experiences
- UCLA corridor and Westwood have no mobile Persian option

# Introducing Shadi: Fast, Fresh, and Unforgettable

Shadi is a premium Persian-Mediterranean fusion food truck built for the modern Angeleno – grill-to-order, visually stunning, and rooted in centuries of flavor tradition. Every dish marries the richness of Persian cooking – saffron, barberries, slow-charred kebabs – with the brightness of Mediterranean and Lebanese cuisine – sumac, pomegranate, fresh herbs, and silky yogurt sauces.



## Grill-to-Order Freshness

Every kebab and rice bowl made fresh – no pre-cooked shortcuts, ever.



## Instagram-First Presentation

Dishes designed to be photographed – colorful, plated with intention, shareable by default.



## Authentic Yet Approachable

Deep enough for the Iranian community; welcoming enough for every first-timer.



## Inclusive Menu

Vegetarian, meat, and fusion options – something joyful for everyone at the window.

# A Feast Designed for the Streets

Every item on the Shadi menu is crafted to deliver maximum flavor, visual impact, and operational efficiency – priced accessibly without compromising on quality.



## Shadi Signature Kebab Plate – \$15

The crown jewel. Tender grilled kebab served over saffron-butter rice with barberries, sumac onions, grilled tomato, and a drizzle of pomegranate glaze. The full Persian-Mediterranean experience, plated beautifully.



## Shadi Combo Kebab Wrap – \$13

Grilled kebab tucked into warm lavash with herbed yogurt, pickled vegetables, fresh parsley, and a squeeze of lemon. On-the-go Persian street food at its most satisfying – no fork required.



## Shadi Dip Platter – \$11 (Vegetarian)

A shareable trio of house-made dips – Persian kashk-e-bademjan, classic hummus, and mast-olkhiar – served with warm pita and crudités. Perfect for groups, ideal for grazing.



## Crispy Tahdig Bowl – \$13

The cult hero of Persian cuisine – golden, crunchy rice crust served as a bowl loaded with your choice of protein or roasted vegetables, topped with fresh herbs and sour cherry reduction. Truly one of a kind.

## ✨ Desserts

### Bastani Sonnati

Traditional Persian saffron-rosewater ice cream – rich, floral, and utterly nostalgic.

### Faloodeh Ba Bastani

Rose-water ice with rice vermicelli and saffron ice cream – a beloved Persian summer classic.

### Rose-Pistachio Baklava Bites

Flaky, honey-drenched mini baklavas with crushed pistachios and dried rose petals – the perfect sweet finish.

# A City Built for Shadi

Los Angeles is home to the largest Iranian diaspora outside of Iran – often called "Tehrangelles" – concentrated in Westwood, Beverly Hills, Encino, and Northridge. This community alone represents a deeply loyal and underserved customer base with strong cultural appetite for authentic Persian cuisine.

Beyond the diaspora, UCLA generates tens of thousands of daily foot traffic moments right at the heart of Shadi's primary territory. And the broader foodie population of Gen Z and Millennials is actively driving demand for globally inspired, social-media-forward street food.

## 700K+

Iranian-Americans

Greater LA – the largest Persian diaspora community in the world outside Iran

## 45K

UCLA Students

Daily campus population within blocks of Westwood – prime lunch and dinner traffic

## \$28B

LA Food Truck Market

Projected size of the broader LA street food market through 2027

### Iranian-American Diaspora

Culturally connected, loyal, high spend.



### UCLA Students & Young Professionals

Daily foot traffic, social media active.



### Foodie Gen Z & Millennials

Seek authentic global flavors, Instagram-first.



### Corporate Catering Clients

Event-driven, high-volume orders.





## LOCATION STRATEGY

# Rooted in Westwood, Ready to Scale

## Phase 1: Westwood HQ

The natural launchpad – walking distance from UCLA's 45,000-student campus, deeply embedded in the Iranian-American neighborhood, and already home to a thriving Persian restaurant culture. Shadi becomes the mobile, accessible, Instagrammable option that restaurants can't be.

## Phase 2: Expansion Playbook

- **Persian community events** – Nowruz festivals, cultural celebrations, and community gatherings across the San Fernando Valley
- **Corporate catering** – West LA's tech and media companies seeking premium, culturally diverse lunch options
- **Food festivals** – LA Street Food Fest, Grand Park events, and farmer's markets
- **High-traffic corridors** – Santa Monica, Culver City, Silver Lake as demand grows

COMPETITIVE ADVANTAGE

# Why Shadi Wins



## Unique Flavor Marriage

No one else in the LA food truck space is executing Persian-Mediterranean fusion at this level — saffron-charred kebabs with sumac, pomegranate, and rose. The combination is novel, craveable, and deeply memorable.



## Operational Simplicity

The menu is engineered around a grill-and-rice core — minimal equipment, fast ticket times, high throughput. Complexity lives in the flavor, not the kitchen logistics.



## Built for Social Media

Every dish is a content opportunity. The gold of saffron, the ruby of barberries, the green of herbs — Shadi's food photographs itself. In LA's Instagram economy, this is a genuine competitive moat.



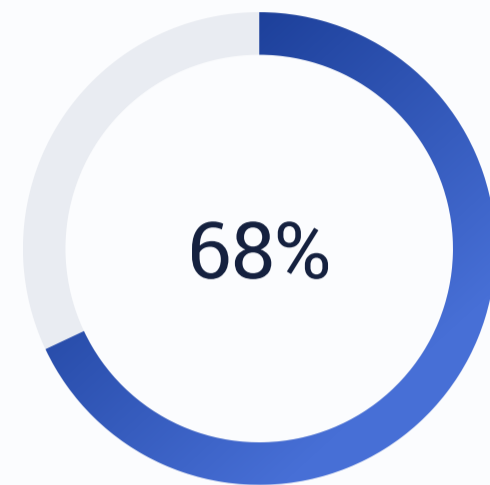
## Authentic Recipes, Modern Execution

Recipes rooted in genuine Persian culinary tradition, elevated with modern technique and premium ingredients — creating trust with the diaspora and delight for everyone else.

# High-Margin, Multi-Channel Revenue

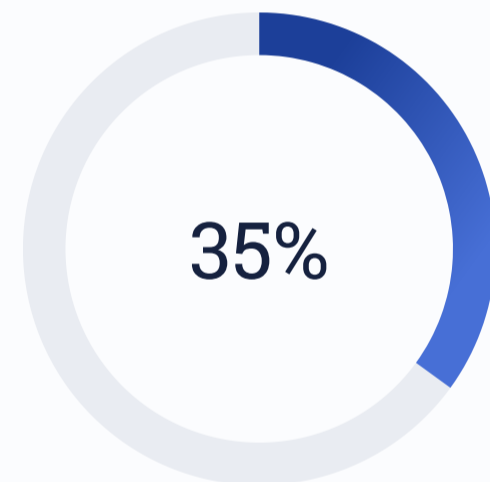
The food truck model is purpose-built for profitability – lower overhead than brick-and-mortar, flexible location strategy, and a menu engineered for operational efficiency. Shadi targets a **28–32% food cost**, consistent with best-in-class fast-casual operations, leaving healthy margin for growth reinvestment.

- 1** **Daily Truck Revenue**  
Lunch and dinner service in Westwood and high-traffic LA locations – targeting 80–120 covers per service.
- 2** **Catering & Events**  
Private events, corporate lunches, and Persian cultural celebrations – high-volume, pre-paid, premium-priced.
- 3** **Festival & Pop-Up**  
LA's robust food festival calendar provides predictable seasonal revenue spikes and brand exposure.



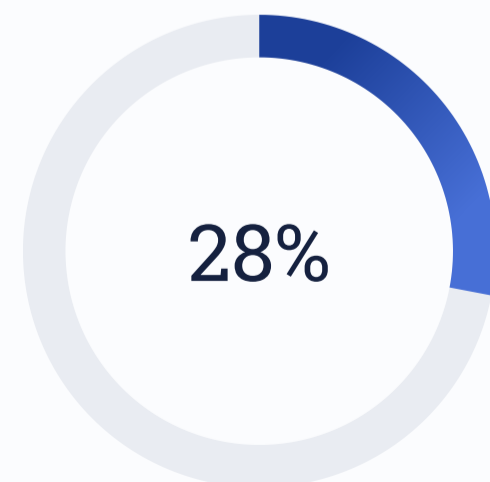
Gross Margin Target

After food and labor costs – achievable with menu discipline and volume efficiency



Catering Revenue Mix

Target share of revenue from catering and events by Year 2



Target Food Cost

Best-in-class for grill-focused street food with premium ingredients

# Community-First, Content-Driven Growth

Shadi's go-to-market strategy is built on **community authenticity first, algorithm reach second**. The Iranian-American community in LA is tight-knit, deeply loyal, and powerfully networked – a single well-executed Nowruz event can generate thousands of organic impressions and word-of-mouth referrals that no paid ad can replicate.

## → Instagram & Reels – Primary Channel

Consistent, beautiful food content. Behind-the-scenes truck life. Community storytelling. Target 10K followers within 90 days of launch.

## → Persian Community Events

Nowruz, Yalda Night, Sizdah Bedar – Shadi shows up as a brand that belongs, not just a vendor.

## → UCLA Campus Activation

Student partnerships, food influencer seeding, and club sponsorships to drive daily lunch traffic.

## → LA Food Festival Circuit

Grand Park, Smorgasburg, and specialty food festivals for broad brand exposure and new customer acquisition.

### Influencer Gifting

Seed 20–30 LA food creators at launch for authentic, high-reach content.

### Community Partners

Partner with Iranian student associations, cultural organizations, and Persian media outlets.

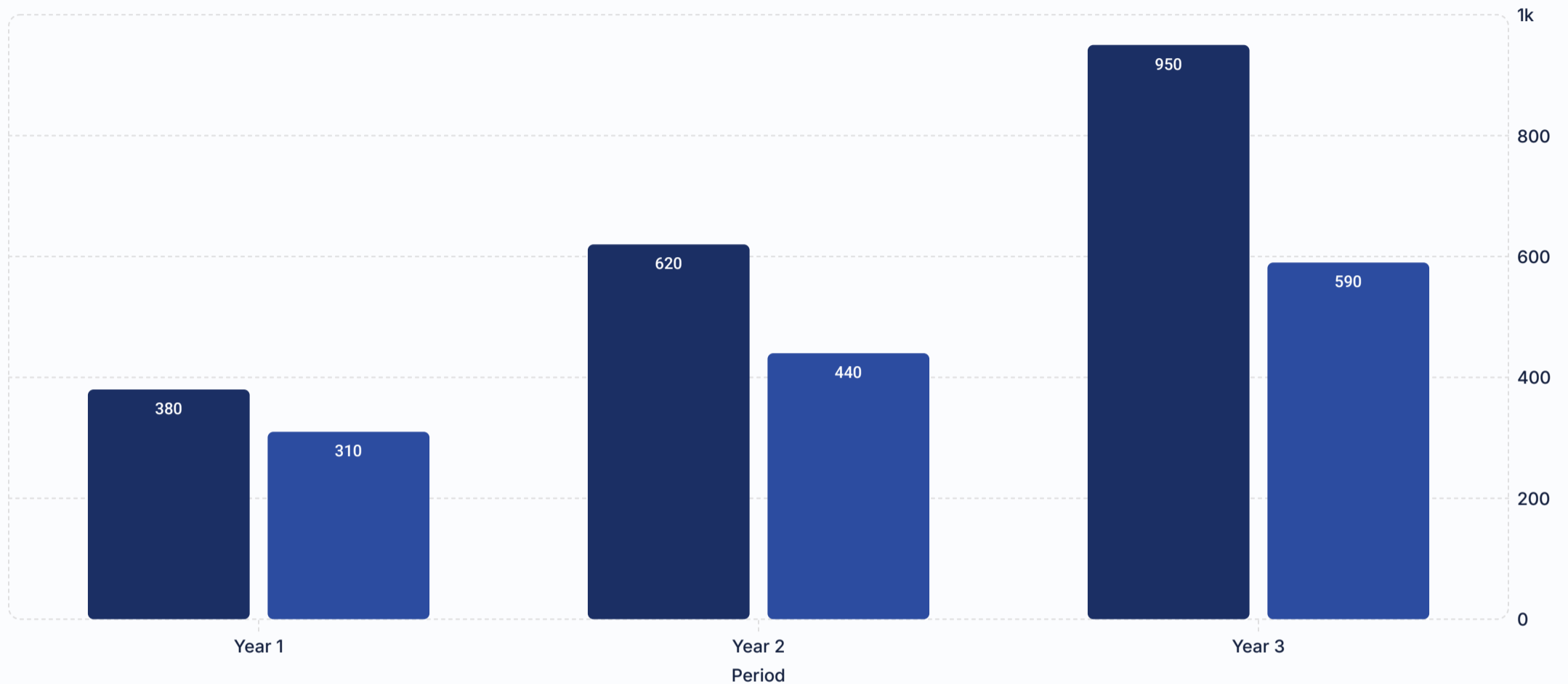
### Google & Yelp

Optimize local listings from Day 1 – where hungry Westwood diners search first.

# A Clear Path to Profitability

Shadi is projected to reach operational break-even within **9–12 months** of launch, driven by consistent Westwood lunch-and-dinner service and a growing catering pipeline. The model is capital-efficient by design – a single well-equipped truck can generate meaningful returns before any expansion capital is deployed.

■ Revenue (\$K) ■ Expenses (\$K)



## Year 1 – Launch & Establish

~\$380K revenue. Build brand, refine operations, secure catering relationships. Reach break-even by month 10.

## Year 2 – Scale Catering

~\$620K revenue. Catering reaches 35% of mix. Second location scouted. Strong social following driving walk-up traffic.

## Year 3 – Expand

~\$950K revenue. Second truck or flagship location. Potential licensing of brand for franchise model.

✔ **Break-Even Target:** Month 9–12 of operations, based on 80+ daily covers at average ticket of \$14.

ℹ **Food Cost Target:** 28–32% of revenue – achievable through menu engineering and supplier relationships built in Year 1.

## THE TEAM

# Passion, Expertise & Authentic Roots

Shadi is built by people who love Persian food – not just as a business opportunity, but as a cultural inheritance worth sharing. The founding team combines culinary authenticity, operational know-how, and brand-building experience.

### Founder & Culinary Director

Deep roots in Persian culinary tradition – recipes refined over generations. Culinary training combined with hands-on food truck operations experience. The creative and cultural heart of Shadi.

### Operations & Logistics Lead

Background in food service operations and supply chain. Responsible for truck workflow, vendor relationships, permitting, and scaling systems as the business grows.

### Marketing & Community Manager

Fluent in both Persian cultural nuance and LA's social media landscape. Owns the brand voice, influencer relationships, community events, and Instagram-first content strategy.

📌 Key advisor roles in LA restaurant development and food & beverage finance to be announced at launch.

# Join Us in Spreading Joy

## \$150K

Seed Investment Round

We are raising **\$150,000** to launch Shadi's first truck and establish our presence as LA's defining Persian-Mediterranean street food brand. This is a ground-floor opportunity in a high-conviction concept with a clear community, a differentiated product, and a path to scale.

### Use of Funds

- 1 Truck Build-Out & Equipment – \$70K**  
Custom truck wrap with Shadi's Persian garden aesthetic, full commercial kitchen build, generator, and POS systems.
- 2 Initial Inventory & Permits – \$25K**  
Premium ingredient sourcing, supplier agreements, LA County health and business permits, commissary kitchen fees.
- 3 Marketing & Launch – \$30K**  
Brand identity finalization, launch event, influencer seeding, paid social, and first 90 days of content creation.
- 4 Working Capital – \$25K**  
3-month operational runway buffer while revenue builds to sustaining levels.

Shadi isn't just a food truck. It's a cultural bridge, a joyful gathering point, and a brand built to last. **We'd love to have you at the table.**