



**Why 2026 Is the
Year to Own
one of the
Fastest-Growing
**Halal QSR
Franchises****

⇩ FIND OUT ⇩



CONSISTENCY. QUALITY. GROWTH.

OUR STORY

started with a single Naz's Halal cart in Queens, New York



2009 FROM HUMBLE BEGINNINGS

2018

FIRST BRICK & MORTAR LOCATION ON LONG ISLAND, NY

20+ LOCATIONS INCLUDING IN NEW YORK, RHODE ISLAND, MARYLAND, DELAWARE & CALIFORNIA

2022

TO 60+ LOCATIONS **2026**



NAZ'S HALAL WAS FOUNDED BY COUSINS NAZ AND KAREEM, WHO WERE PUBLIC SCHOOL TEACHERS AT THE SAME NEW YORK CITY SCHOOL. THEY CREDIT THEIR SUCCESS TO HELPING OTHERS BUILD THRIVING NAZ'S HALAL LOCATIONS. **WILL YOU BE PART OF THE STORY?**



\$1.5B
THE U.S. HALAL FOOD MARKET
IS FORECAST TO GROW TO
\$1.5 BILLION BY 2033
SOURCE: IMARC GROUP



WHY HALAL QSR?



yelp 

YELP RANKED "HALAL" AMONG
ITS 10 FASTEST-GROWING FOOD
SEARCHES IN 2023—CONSUMER
DEMAND IS ACCELERATING.



© 2025 Naz's IP Holdings, LLC. All Rights Reserved. All third-party trademarks and logos are the property of their respective owners.

THE CRAVE FACTOR

*A menu of bold flavors,
satisfying every taste bud.*



THE YUM

OFFERING STREET-STYLE RICE
PLATTERS WITH FILLING GYROS
AND FAVORITES LIKE CHOPPED
CHEESE—PORTIONED & PRICED
TO FUEL OUR COMMUNITIES.



WHY NAZ'S HALAL?

\$3.32M

HIGHEST UNIT REVENUE*

\$3,220,835 - \$3,422,312

\$1.69M

AVERAGE UNIT VOLUME (AUV)*

\$1,630,436 - \$1,813,180



\$270K

STARTING INITIAL INVESTMENT**

RANGE: \$270K - \$501K

*The 2024 annual sales figures are based on gross sales of 33 restaurants which operated for the full 2024 calendar year (excluding 10 restaurants that did not operate for the full 2024 calendar year). Gross sales for these restaurants ranged from \$439,666 to \$3,422,312, with an average of \$1,696,888, and 14 (42%) outlets exceeding this average. Please refer to Item 19 of the FDD for more information. Some outlets have earned this amount. Your individual results may differ. There is no assurance you will earn as much.

**The above initial investment costs are estimates only and will vary by geographic market and building size. Additional development costs may be incurred if you are engaged in developing multiple locations at the same time. Please refer to Item 7 of the FDD for more information.

© 2025 Naz's IP Holdings, LLC. All Rights Reserved. This information is proprietary and may not be copied or distributed without written permission.

IS THIS YOU?

● **GROWTH-MINDED**

SCALE AND LONGEVITY ARE YOUR GOALS IN BUSINESS

● **SAVVY OPERATOR**

THRIVE ON SYSTEMS, TRACK RESULTS AND STRIVE FOR IMPROVEMENT

● **PEOPLE-FIRST LEADER**

PASSIONATE ABOUT EXCELLENCE IN CUSTOMER SERVICE & TEAM LEADERSHIP



COMPETITIVE EDGE

OUR SUCCESS TOOK TRIAL AND ERROR
—SO YOURS DOESN'T HAVE TO.

● DATA-DRIVEN DECISIONS

FROM VALIDATING YOUR LOCATION SELECTION TO CUSTOMER EXPERIENCE INSIGHTS, OUR INTEGRATED TECH STACK HELPS YOU MAKE SMARTER, FASTER DECISIONS.

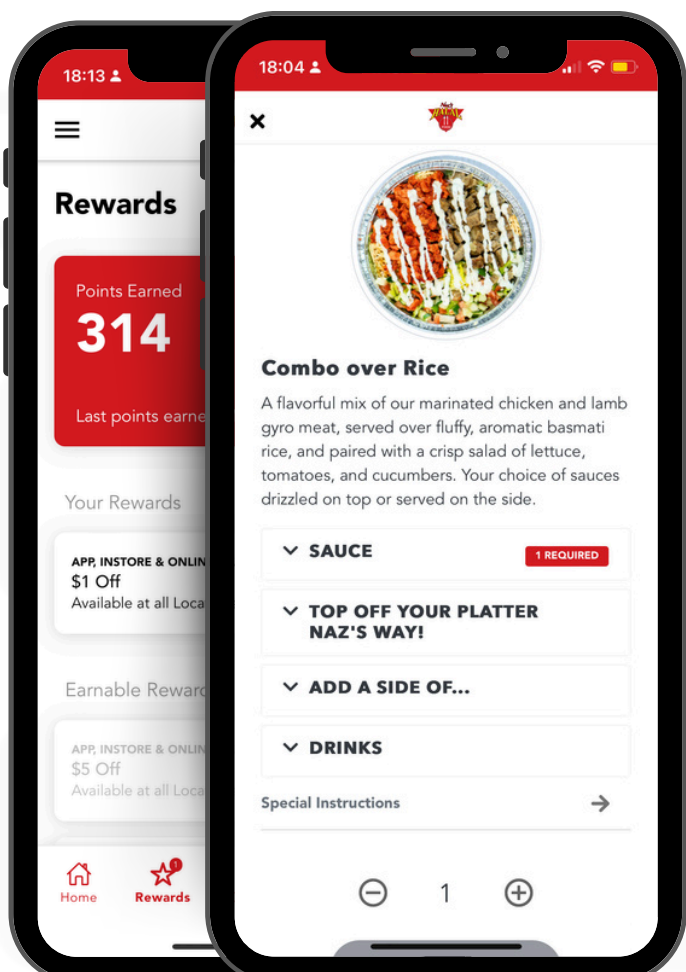
SCOUT

SUPERORDER

● PORTIONS THAT WIN LOYALTY

TRUE TO THE NYC HALAL CART EXPERIENCE, OUR PLATTERS ARE BIG, BOLD AND BUILT TO SATISFY.

A family of four can dine for under \$40—without sacrificing flavor or portion size.



● TECH-FORWARD, PEOPLE FIRST

SELF-ORDER KIOSKS, MOBILE ORDERING, AND LOYALTY INTEGRATIONS THAT DRIVE EFFICIENCY, INCREASE ORDER VALUE & IMPROVE CUSTOMER EXPERIENCE.



SUPPORT & SYSTEMS

for every step of your journey

100

HOURS OF HANDS-ON AND CLASSROOM TRAINING TO LAUNCH WITH CONFIDENCE.

14X

AVERAGE ROAS IN OUR BRAND FUNDED CAMPAIGNS.* ONGOING MARKETING SUPPORT + ACCESS TO LOCAL MARKETING GUIDANCE.

24/7

ANSWERS AT YOUR FINGERTIPS WITH REAL-TIME SUPPORT POWERED BY CUTTING-EDGE TECHNOLOGY.

* Based on internal analysis of 2024 Google Ads campaigns funded by the brand. ROAS (Return on Ad Spend) reflects gross revenue attributed to advertising spend and may vary by location, offer, and seasonality. Past performance is not a guarantee of future results.
© 2025 Naz's IP Holdings, LLC. All Rights Reserved. All third-party trademarks and logos are the property of their respective owners.



Let's Talk
OPPORTUNITY

READY TO SEE IF WE'RE
 AS GOOD A MATCH AS
 WHITE SAUCE ON A
 RICE PLATTER?

BOOK A CALL



DISCLOSURE

THIS INFORMATION IS NOT INTENDED AS AN OFFER TO SELL, OR THE SOLICITATION OF AN OFFER TO BUY, A FRANCHISE. IT IS FOR INFORMATIONAL PURPOSES ONLY. CURRENTLY, THE FOLLOWING STATES REGULATE THE OFFER AND SALE OF FRANCHISES: CALIFORNIA, HAWAII, ILLINOIS, INDIANA, MARYLAND, MICHIGAN, MINNESOTA, NEW YORK, NORTH DAKOTA, OREGON, RHODE ISLAND, SOUTH DAKOTA, VIRGINIA, WASHINGTON, AND WISCONSIN. IF YOU ARE A RESIDENT OF ONE OF THESE STATES, WE WILL NOT OFFER YOU A FRANCHISE UNLESS AND UNTIL WE HAVE COMPLIED WITH APPLICABLE PRE-SALE REGISTRATION AND DISCLOSURE REQUIREMENTS IN YOUR JURISDICTION.

DISCLOSURE

THE INFORMATION CONTAINED WITHIN THIS BROCHURE IS NOT AN OFFER TO SELL OR THE SOLICITATION OF AN OFFER TO BUY A FRANCHISE. THE FRANCHISE INFORMATION CONTAINED HEREIN IS NOT DIRECTED TO THE RESIDENTS OF ANY PARTICULAR JURISDICTION. THE OFFER OF A FRANCHISE CAN ONLY BE MADE THROUGH THE DELIVERY OF A FRANCHISE DISCLOSURE DOCUMENT.

CERTAIN STATES REQUIRE THAT WE REGISTER THE FRANCHISE DISCLOSURE DOCUMENT IN THOSE STATES. WE WILL NOT OFFER OR SELL FRANCHISES IN THOSE STATES UNTIL WE HAVE REGISTERED TO DO SO (OR OBTAINED AN APPLICABLE EXEMPTION FROM REGISTRATION) AND DELIVERED THE FRANCHISE DISCLOSURE DOCUMENT TO THE PROSPECTIVE FRANCHISEE IN COMPLIANCE WITH APPLICABLE.