

How a Falafel Shop Became a Franchise Phenomenon

The Daily Worth February 2014



"Why didn't we have anything like this in the States?" ...The owners were convinced those in their eclectic Washington DC neighborhood would embrace a quirky top-it-yourself falafel bar that served fresh, healthy food with attitude.

The Washington Post

FALAFEL BOWLS, CURRY KETCHUP AND MORE LOCATIONS FOR AMSTERDAM FALAFELSHOP

AUGUST 23, 2013 Amsterdam Falafelshop's forthcoming 14th Street location won't just boost the neighborhood's late-night dining options: It will also feature an expanded version of the rapidly franchising restaurant's menu.

WASHINGTON CITY PAPER

MARCH 21, 2014 With an updated menu and three times the seating space as the chain's original Adams Morgan restaurant, the franchise's newest post is a bigger, shinier follow-up to its predecessor.

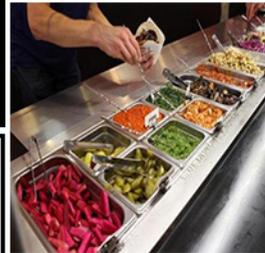
The Boston Globe

MAY 14, 2013

IN DAVIS SQUARE, CRISPY FALAFEL IN A PITA OR A BOWL



Best Restaurants in Washington, DC



"Everyone was blown away with the wonderful made to order falafels and amazing toppings bar." - Yelp review



WILL THE FALAFEL BE FAST CASUAL'S NEXT BIG THING?

September 10, 2013

"Our philosophy for our fast casual franchise concept starts with food quality."

take the trip.

UNIQUE CONCEPT BRINGS FALAFEL TO THE FOREFRONT

RESTAURANT HOSPITALITY

DECEMBER 2013 -- ...Profits are strong because the main ingredient in falafel—chick-peas—isn't pricy and doesn't fluctuate in cost like beef or milk.

Amsterdam Falafel Enters The Franchising Realm

QSR MAGAZINE September 2013



Amsterdam Falafelshop, which has turned fresh falafel into an around-the-clock snack in Washington, D.C.'s Adams Morgan neighborhood, has announced an aggressive U.S. franchise growth plan calling for expansion into select urban centers.

The Washington Post Going Out Guide

AMSTERDAM FALAFELSHOP EXPANDING TO L'ENFANT PLAZA

February 2014 -- The fast-casual restaurant has signed a lease at L'Enfant Plaza's La Promenade, with an expected August or September opening.

The Boston Globe

AMSTERDAM FALAFELSHOP EXPANDS TO DAVIS SQUARE

When the people behind D.C.-based Amsterdam Falafelshop announced they planned to open a Somerville restaurant, the foodosphere did a collective dance of joy. What's the big deal about yet another place serving the chick-pea-fritter sandwiches? Anyone who has been to the D.C. shop knows.



ZAGAT

"Hip, fresh, and oh-so-cheap" chirp reviewers who hit this Adams Morgan late-night standby for its golden fries and "awesome" falafel, "little balls of heaven" crushed into pita to make room for the "amazing array of salads and sauces" from the toppings bar.

DC SURVEY'S "#1 BEST BUY: BANG FOR THE BUCK" SINCE 2008

26-FOOD RATING: DEFINED BY ZAGAT AS "EXTRAORDINARY TO PERFECTION"