

بیتى

B A Y T I

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## INTRODUCING BAYTI

*“I am alive like you, and I am standing beside you. Close your eyes  
and look around, you will see me in front of you”*

Khalil Gibran

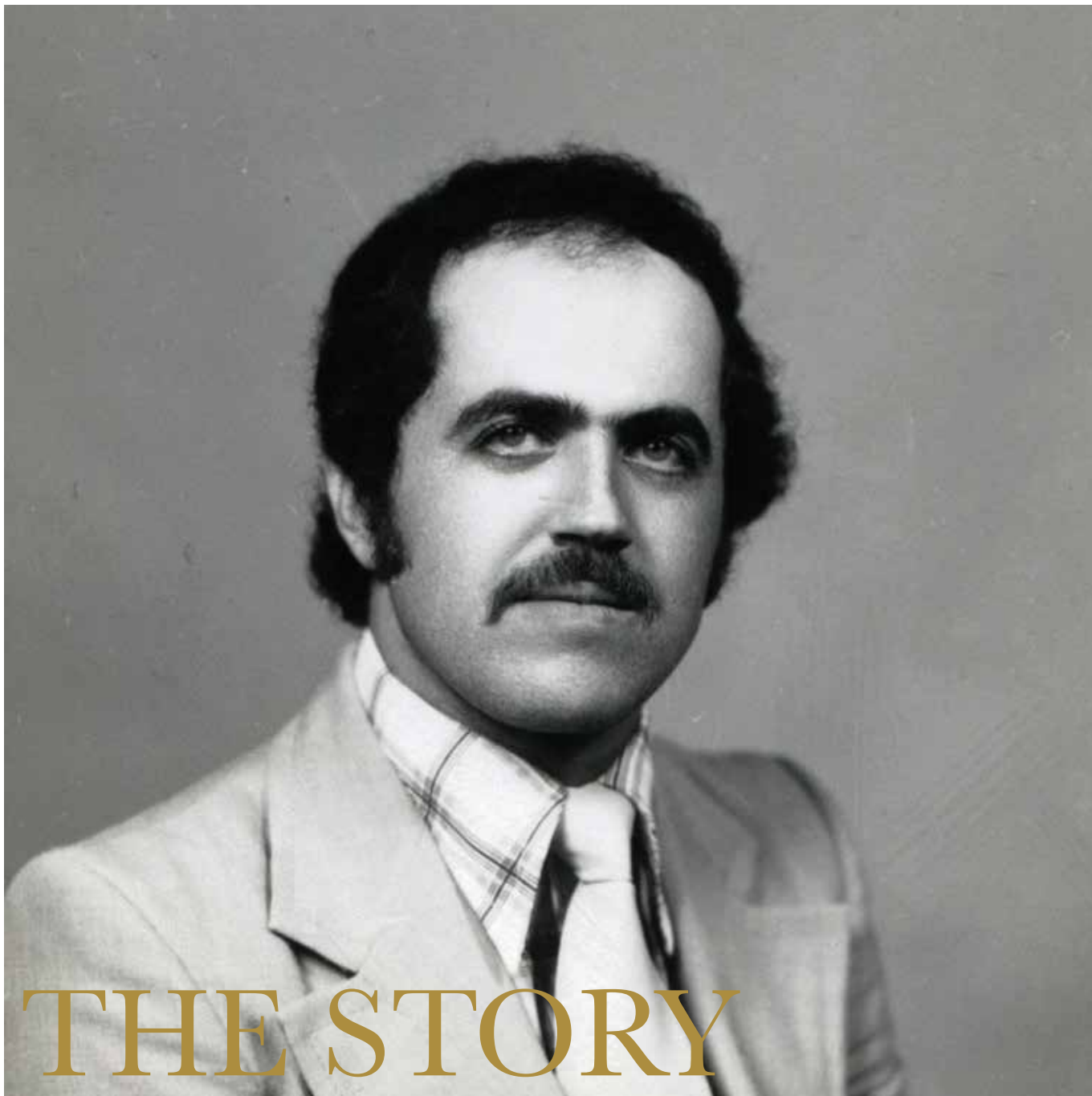


THE WORLD  
OF بيتي

To create immersive Middle Eastern dining and entertainment experience that celebrates the rich flavours, traditions, and hospitality of Lebanon, while providing our guests with exceptional food, impeccable service, and a welcoming atmosphere that feels like “home”.

From humble beginnings our foundation is based on 3 concepts: family, food and culture bringing the warmth and vibrancy of Lebanese culture to the heart of our Community.





On The 26th January 2015, Our Father George Khouzame Was Awarded The Order Of Australia Medal (OAM) For His Contribution To The Australian - Lebanese Community In NSW.

## **A LEGACY OF FOOD AND ENTERTAINMENT WAS BORN IN 1985**

*By the family of George Khouzame.*

The philosophy Bayti is a new paradigm in the luxury restaurant experience that speaks to a global, sophisticated audience, and presents an alternative concept of luxury that revels in an unabashedly cheeky, modern spirit. Bayti an Arabic word meaning "my home" offering a warm, expectational and unique experience. The vibrant Middle Eastern flavours promise a dining experience like no other.

### *The Story of George*

Born on 1st December 1950, in the village of Assoun in Northern Lebanon, George Khouzame migrated to Australia as a young man, quickly founding a non-profit help centre offering assistance to newer migrants establishing themselves in their new home.

His reputation for being the unsung hero of Lebanese migrants is as widely remembered as his humility, generosity and his desire to serve his community in any way he could.

Former Mexican President Adolfo Lopez Mateos once said that "anyone who does not have a Lebanese friend, must look for one", and George was the epitome of the kind of Lebanese friend that everyone wanted in their corner: kind, cultured, loving and fun; a man who lived to give; and one who appreciated all the things that mattered: food, family, culture and community.

*Be Part Of The Story ..*



# CREATION OF BAYTI



We created Bayti as an ode to our father and his simple dream of sharing food with family and friends.

“Food is fuel to our soul and spirit. It’s the most sincere and authentic expression of one’s identity and roots; it survives time and place. Lebanese culture celebrates time together sharing a meal is not just about eating; it’s a memory, a conversation a connection to someone’s soul and an expression of love. The ceremony of the meal for the Lebanese is ultimately about sharing, gathering people and belonging.”

If we can do it, others can too!

*Warmest,  
Priscilla and Najee Khouzame*



VISION

*Bayti Is A Celebration Of Modern Middle Eastern Culture Which Has Been Imagined Uniquely For Around The World Expansion With Different Concepts In A New Era Of Hospitality.*

### *Concept 1*

*Bayti Dining And Bar* redefines luxury by blending cultural elegance with modern sophistication.

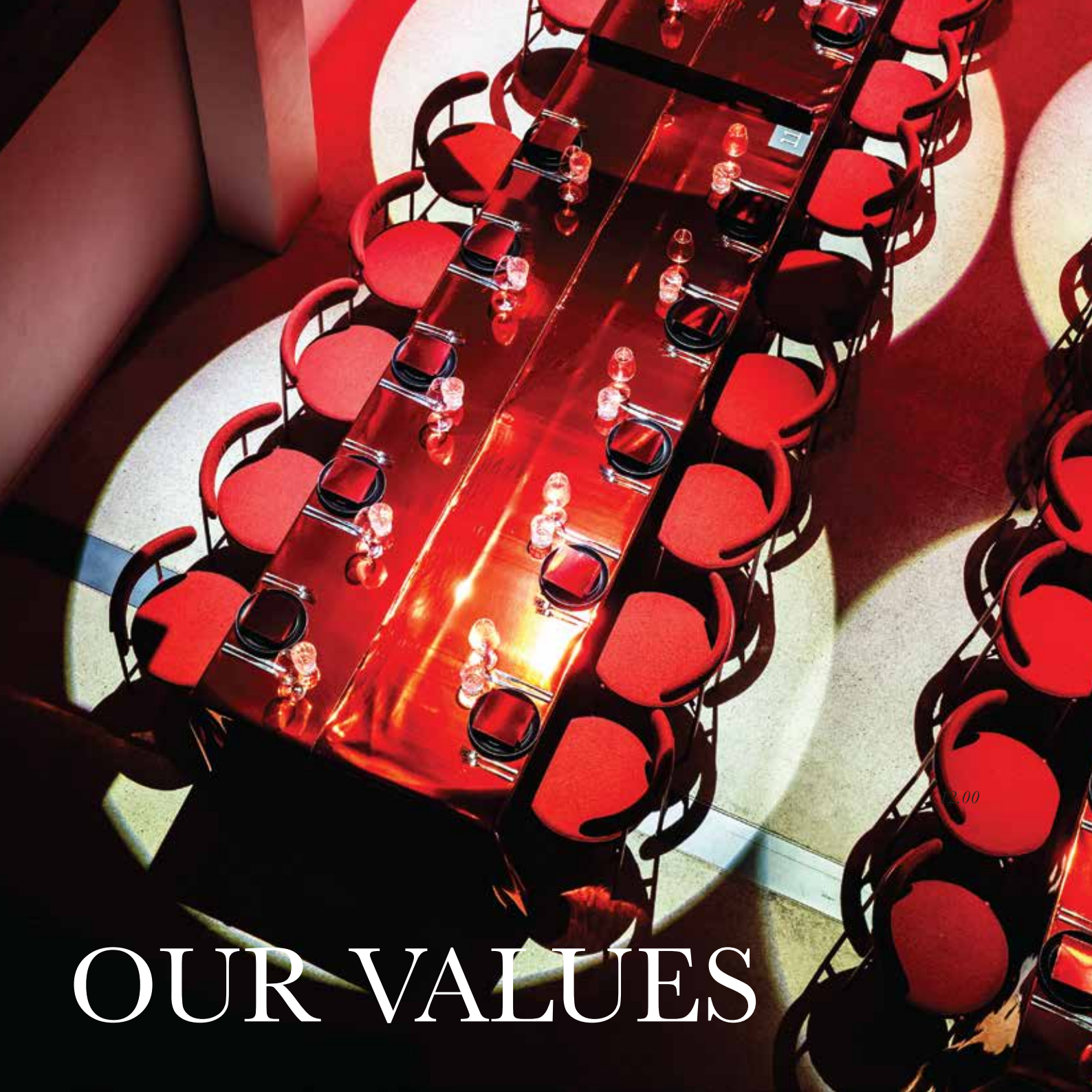
The bar creates mixology magic cocktails inspired by the vibrant flavours of the Middle East.

### *Concept 2*

*Bayti Dinner And Show* is designed to host curated events, including live performances, creating the perfect setting for both relaxation and social gatherings while experiencing a unique dining experience.

### *Concept 3*

*Bayti Private Events* Bayti will offer a stunning and sophisticated setting, perfect for both corporate and private events with exclusive access.



13.00

# OUR VALUES

### *Consistency*

Its about curating high level, memorable and seamless service experience every time. Bayti is synonymous with being a high-end luxurious restaurant.

### *Culinary Experience*

Dedicated to crafting the ultimate flavours past from one generation to the next, using the finest and freshest seasonal produce to deliver the authentic taste of the middle east.

### *Family*

Is the most fundamental of the 3 notions (*Family, Food & Culture*). We embrace the core values of respect, support and shared experiences.

### *Culture*

We embrace our Middle Eastern heritage by weaving a contemporary and modern influence in each aspect of the overall bayti dining experience.



**THE LOVE EXPERIENCE** February 16th 2021

**COLD STARTERS**

Start your evening with our chef's special, a selection of cold starters to choose from. Includes: Caviar, Truffle, Crab, and more.

**WARM STARTERS**

Choose from our warm starters, including: Lobster, Chicken, and more.

**STEAKHOOD**

Enjoy our signature steaks, including: Filet Mignon, Ribeye, and more.

**SHARED PLATE**

Share our delicious plates, including: Truffle, Lobster, and more.

**SHARED DESSERT**

Enjoy our shared dessert, including: Chocolate, Vanilla, and more.

AUDIENCE

## A CULINARY EXPERIENCE OF FAMILY, FOOD AND CULTURE

*Demographic:* A diverse range of people, primarily from Middle Eastern, affluent backgrounds in NW Sydney. Globally, it will entail expats and other nationalities which reside in the Middle East or Europe. As well as corporate, professional, business owners, university graduates from all religious backgrounds.

*Psychographic:* value fine dining, cultural experiences, and have a refined taste for modern middle eastern high-quality food. They are looking for a restaurant that provides a luxurious atmosphere, modern Middle Eastern and a connection to Lebanese culinary heritage.

*Behavioural:* they are frequent diners of fine dining establishments, enjoying unique experiences for special celebrations, or family gatherings. They are willing to pay a premium for authenticity, quality, and exceptional service.

### *Who Loves Bayti – Audience*

*Millennials (28-42):* tech-savvy, experience-driven, and social media-conscious, they seek innovative dining experiences that blend tradition with modernity. They enjoy sharing menu and dining as a lifestyle.

*Generation x (43-58):* affluent, sophisticated, and traditional in their dining choices, they value comfort, quality, and an elegant yet consistent dining experience. They appreciate authenticity of a modern Middle Eastern menu. As well as high income and self-employed business owners.

*Business/corporate clients:* Business professionals, corporate groups, and high-level executives, both local and international.

They are looking for professional and high-end dining experience, where they can impress clients or partners in a sophisticated atmosphere.

These individuals and groups often use fine dining as a way to network, celebrate employee/ company milestones, or host vip clients, making an emphasis on quality food and exceptional service experience.

### *Private Events*

Individuals or companies planning upscale events such as weddings, christenings, anniversaries, corporate celebrations, or private parties.

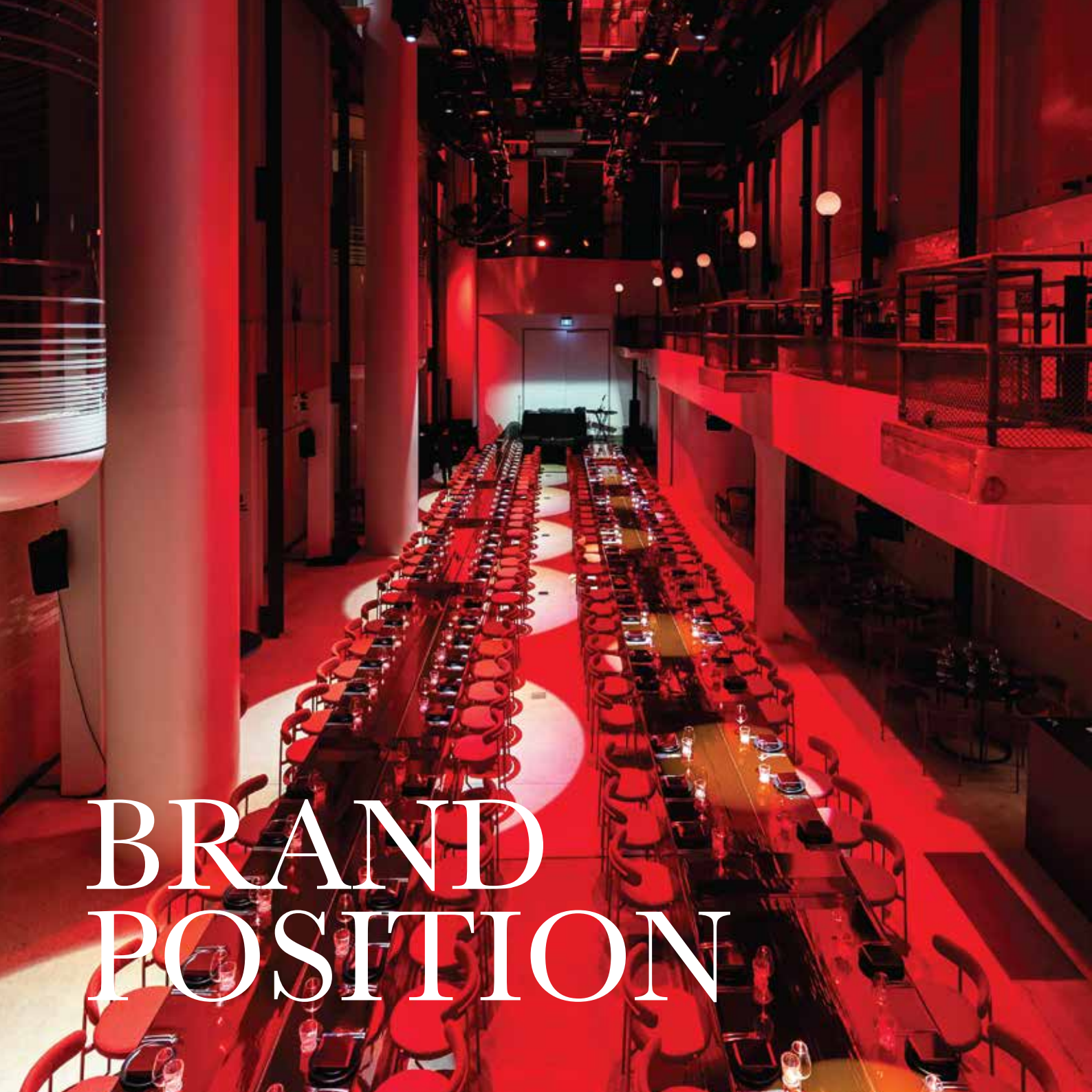
These customers are looking for a unique venue that provides exceptional food, service, and a unique dining experience. They want their event to be memorable and are willing to invest in the best possible experience for their guests. As well as a personal and consistent service experience.

Event planners and individuals choose bayti to host their special events, appreciating its ability to cater small- large groups while offering personalised, high end luxurious service.

### *Food Lovers*

People who have a deep passion for food, including food bloggers, culinary critics, reviews and those with an interest in gourmet and authentic cuisine. They have a refined palate and seek authentic, high-quality dining experiences.

Food enthusiasts are more likely to visit restaurants with strong reputations for quality and authenticity. They enjoy discovering new dining experiences and often share their thoughts on food on social media or through blogs.



# BRAND POSITION



## HOSPITALITY AND DINING EXPERIENCES

### *Brand Consistency & Legacy – Born In 1985*

A legacy of food and entertainment was born in 1985 by the family of George Khouzame.

Bayti an arabic word meaning “my home” offering a warm, expectational and unique experience. The vibrant Middle Eastern flavours promise a dining experience like no other .

### *Fine Dining & Luxury Experience*

We created an intimate space centered around an open kitchen, where each detail has been considered, and every element has a story - from the produce to the plates. Guests may walk in and find a piece or an accessory that takes them back to the old days or reminds them of something they saw in their parents or grandparent´s home.

The details also reflect a mix of modern and contemporary influence of the middle east with a traditional luxurious lebanese mansion style. Guests will be transported to live in the era of opulence and mediterranean splendor.

### *Exceptional Service & Hospitality*

Bayti has created a new paradigm in the luxury restaurant experience that speaks to a sophisticated global audience and presents an alternative concept of luxury that revels in an unabashedly cheeky, modern spirit. Described as “the place where the heart of world fusion music beats”, bayti is not just a restaurant and much more than a bar.

Today, the dream is expanding and evolving and continues to be reinterpreted through the creative visions of a diverse ensemble of leading designers, artists and chefs.

### *Fusion Of Tradition And Modernity*

Our cuisine brings the authentic flavours of Lebanese cuisine and refined artistry of our modern dishes to cities around the world. By creating unforgettable dining experiences that celebrate our culture and traditions, we aim to share the warmth of Lebanese hospitality and establish our restaurant as a cherished culinary destination.



# BAYTI GLOBAL

## BAYTI TAKES ON THE WORLD

### *The Next Step*

Described as “the place where the heart of the world fusion music beats”, Bayti is not just a Restaurant and much more than a bar ,it’s a place where people get together and enjoy that feeling of being “welcomed and at home”.

Today, the dream is expanding, evolving, and continues to be reinterpreted through the creative visions of a diverse ensemble of leading designers, artists, and chefs. We are excited to expand into Europe and the Middle East, bringing our unique culinary experience to new markets. With a commitment to high-quality ingredients, exceptional service, and a passion for innovation, we look forward to introducing our distinct flavours and family recipes nurtured over four decades.

It’s now time to expand Bayti and its growing interest in culinary experiences and diverse dining culture internationally. We are confident our brand will resonate with food enthusiasts and expand our reach to a global audience.

Bayti has been on a journey of innovation and now global expansion is the next strategic move by way of:

*Joint Venture, Partnership or Franchising opportunities.*

We are looking for partners who share our values, have a strong, positive reputation along with experience in the local market we anticipate entering. Ultimately, a hospitality operator with experience in the region.

The founders, brother and Sister duo, Najee and Priscilla Khouzame, Australian born with a deep love for their Lebanese roots.

Their parents founded the George Khouzame Companies 40 Years ago and have since then become one of the leading luxury catering and event companies in Australia. With their vast knowledge and experience in hospitality and a background in architecture, business and marketing they are now ready to share their dream globally.

*Bayti Is More Than Name Or A Feeling Or A Restaurant,  
It Is A Legacy.*













