



Crafting unforgettable moments by blending the best coffee, fabulous company, and mouthwatering bites, with an amazing experience.



Introduction

Raise a toast to good times

Every day is a celebration when you live it up with good company, good food, and a great exchange of thoughts. At Tosta, we embrace this spirit and aim to create a dining experience that sparks conversations over fun and feasting.

Our cheerful symbol next to the "O" represents the clinking of glasses when raising a toast, symbolizing camaraderie and joy.



The Brand

Tosta's brand revolves around establishing a new chain of cafes that leaves a lasting impression. We are not just any café, we are a small but mighty QSR, offering high-quality espresso-based beverages, specialty cold coffee beverages, and a diverse range of quick bites to cater to cravings of all kinds all day long.

Our mission is to become the preferred 'grab and go' brand, serving high-quality, delectable food globally, including countries like KSA, India, Jordan, and Canada at pocket-friendly prices, all in a youthful ambiance.

Vision & Objective

Vision

To build value for our customers and all working partners within the company, fostering a healthy return on investment for stakeholders through a robust franchising model.

Objective

To be an innovative cafe chain, serving high-quality espresso-based drinks, coffee alternatives, & specialty cold beverages, accompanied by a diverse range of quick bites with global influences to please cravings of all kinds. Our aim is to delight customers all day, across our chain of stores, by providing an affordable and pocket-friendly dining experience they won't mind visiting daily.





Values

Curiosity & Exploration

We are always explorative, seeking flavors that delight and balancing global standards with local creativity.

Mindful Actions

Our decision-making process is conscious and meticulous, ensuring efficient and flexible operations with positive results.

Human Approach

We treat our customers with warmth and care, providing an indulgent experience, just like they are family.

Localization & Global Standards

We embrace the best of both worlds, curiously seeking delightful flavors while satisfying diverse palates.

These values define our commitment to creating an exceptional dining experience that celebrates good food, joy, and positive vibes at Tosta.



Promise

Beyond the food, we promise an experience that matters. At Tosta, we are dedicated to bringing joy to snacking, offering an ambiance akin to visiting your next-door store and not a typical commercial setup.

@ Tosta

we are committed to a promise that is rooted in transparency & authenticity.

Target Market Segments

Our primary customer segments include millennials, young professionals, college students, and teenagers looking for light and quick meal alternatives to satisfy their everyday hunger cravings, all while embracing the "grab & go" concept.





Mission

Product

We take pride in introducing diverse range of coffee beverages complimenting with varieties of quick bites at the most affordable rates. Our menu items incorporate quality ingredients, establishing us reputation as the cleanest cafe in the market.

Service

Adopting a friendly and casual approach, we ensure our customers feel at ease in casual-dining outlets, empowering them to make decisions while ordering. Our staff is motivated to upsell and generate revenue.

Ambience

At Tosta, we aim to provide a unique and relaxing dining experience, reminiscent of dining with family and friends at home. We prioritize the well-being of our customers and staff, treating everyone with dignity and respect, reflecting the hospitality one experiences at home.

Key to Success

Repeat Business

Anticipating repeat visits and positive word-of-mouth marketing.

Specialized Team

Deploying a dedicated team of partners, creators, and baristas to craft an outstanding menu and ensure the periodic introduction of new items.

Menu

Offering a variety of menu choices, from quick bites to brews, with a healthy theme and reasonably priced to establish credibility without limiting customers.

Plan Execution & Roll Out

Ensuring timely execution of our stores is a key factor in our success.

Store Formats & Locations:

QSR

At High Streets.

Express

Malls, Campus, Compounds, Parking Areas.

Kiosk

Food Court.

Marketing Strategy

Fócus on Customer Experience

Delivering on our promises & creating a relaxed ambiance with fresh, quality food at reasonable prices

Adaptation & Consistency

Embracing customer & market trends while maintaining brand consistency.

Tech Integration

Utilizing technology to attract millennials without compromising human touch.

Employee Engagement

Becoming the preferred cafe to work for, offering job opportunities, competitive salaries, incentives, and training programs.



Brand Essence

Tosta celebrates food, joy, and positive vibes. We radiate positive energy, fueled by our young, energetic, fresh, friendly, vibrant, playful, and expressive brand personality. Fast, fresh, and fun, we embrace the spirit of enjoyment in everything we do, tossing passion into every dish we prepare.



Routes

Route 01 (Raise a toast to good times!)

Every day is a celebration when you live it up with good company, good food, and a great exchange of thoughts. The cheerful symbol next to 'O' represents clinking of glasses when raising a toast. It doubles up as an open quote unquote symbol to spark off conversations over fun and feasting.

Route 02 (Tossed with passion!)

Inspired by the sound and vibe of the name, the logo design depicts enthusiasm in the way we prepare food & drinks whether it is extracting perfect coffee, stirring up a storm in the pan, whipping up a delish cold coffee, or tossing up a fresh salad or sandwich, you can feel the zeal and love we layer up in every dish we serve.

Route 03 (Happy food! Happy mood!)

Good food can lead to an array of emotions. The logo design translates the delight of great food into varied human expressions. From a happy big smile to the jaw-dropping wow and everything in between.

At Tosta, we invite you to join the celebration of good times, good food, and good company. we aim to serve fast, fresh, and fun experiences, all tossed with passion.

Come, raise a toast with us, and experience the joy of Tosta!

In a nutshell, Tosta offers QSR formats with an economic range, covering 150-350 sq ft of space.



To explore exciting business opportunities, partnership inquiries, or for any other questions, we cordially invite you to reach out to us at:

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