



flavours of iSTANBUL

Taksim – *Flavours of Istanbul*

Taksim – *Flavours of Istanbul* – is a full course Turkish restaurant established in 2013; concept is successfully studied with the purpose of filling the gap of “high quality, gourmand, healthy fast-food” in the market.

Inviting for an original and authentic culinary experience with a contemporary interpretation, Taksim’s Turkish Chef’s leads the product development aiming to become mall visitors daily choice.



The concept

Taksim owes its success of the brand in main principle for offering healthy, tasty food at the right price combining this with an impeccable customer service.

Prime materials like spices, sun dried vegetables, special sauces, all range of nuts and many other products are regularly imported from Istanbul to maintain the original flavours of Istanbul concept.



What makes us original?

Taksim first invented tasteful recipes and then blend it with high quality ingredients by Turkish chefs who are well respected in their domains. This is the only brand that could create its own style and variety day by day.



Home style cooking gives the brand its uniqueness among the other restaurants operating in the shopping centres.

Just like home made

We only cook once in a clean pot in our kitchens,
we cook "mom" like dishes.



We are natural

Our only natural ingredients are used complying with international standards.

We are tasty

We season high quality meat with different spices and fresh vegetables and marinate them skilfully.

We are healthy

We only use fresh vegetables and products. We use healthy cooking techniques without using any formation of trans fat.



Timeline

○
2013

BANEASA SHOPPING CITY



Intending in serving in Bucharest shopping mall food courts Taksim opened it's first location in Baneasa mall food court and rapidly became one of the leading operators.

○
2015

PROMENADA MALL



In 2015 Taksim opened it's second location situated in Promenada mall food court with it's 2nd version design.

○
2016

AFI PALACE COTROCENI



In March 2016 we opened the third Taksim location situated in AFI Palace Cotroceni food court.

○
September 2016

NEW LOCATION



To be announced.

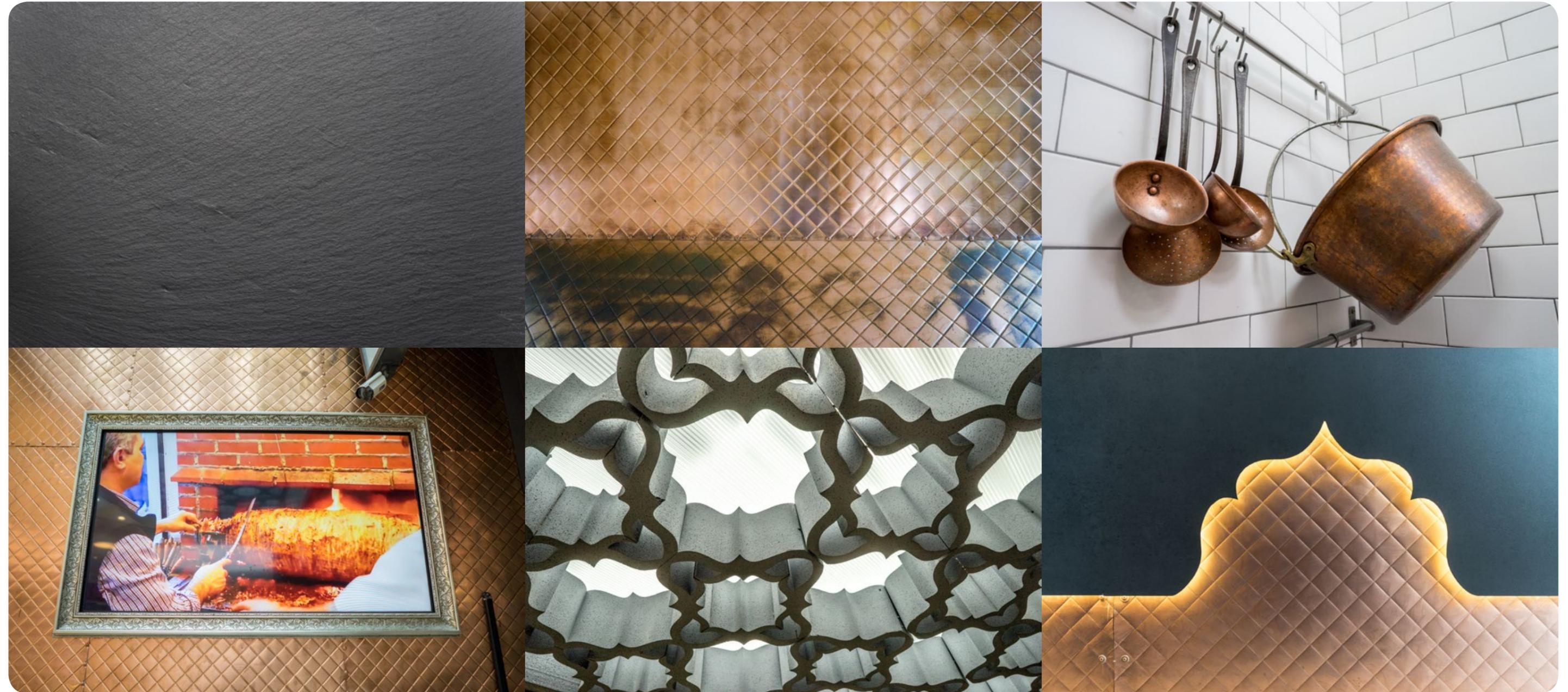
Design

The design of Taksim restaurants are inspired by historical and contemporary life of Istanbul. Natural elements like copper, antibacterial black stone and chrome are the main architectural finishing's giving the unit an upscale look as well as ensuring a hygienic daily operation.



The authentic decoration reminds the guests the legendary Istanbul spice and Grand Bazaar and it's open kitchen ensures transparency between the guest and the brand.

Large TV screens offering short video clips from daily life in Istanbul and Turkish food maintains an interactive and dynamic connection with the guests as well as easing the waiting time making it enjoyable.



MENU

Pot cooked food

Turkish Chef's are cooking daily from 18 to 25 different kinds of complex food using only highest quality, fresh materials with healthy, home-style cooking techniques. This is the core of Taksim and what makes Taksim superior to it's competitors. Changing his menu daily keeps Taksim dynamic and interesting for his clients. There are multiple choices for white or red meat lovers as well as vegetarian dishes.



MENU

Shaorma

Fresh chicken and beef shaorma is prepared daily according to the secret of Taksim recipe. Both chicken and beef are 100% natural and doesn't contain any kinds of chemicals or food preservatives. Taksim serves both chicken and beef shaorma on a plate or wrap as well as in a house made pita bread. A more special course " Iskender" can also be preferred by the guests.



MENU

Grill products

Turkish cuisine is famous with its kebabs and grills and Taksim offers a wide selection of tasty food. Our chefs carefully marinate and prepare each dish ensuring the quality. Guests can order any of those products and will be served in 5 to 7 minutes of waiting time. Beef and chicken skewers, savory lamb chops and delicious Adana kebab are some of the grill products.



MENU

Oven products

Taksim bakes its own bread for the best guest experience and serves it hot. Other famous dishes like lahmacun, and pide with cheese or meat are also indispensable choices.



MENU

Salads and mezes

A wide variety of cold and warm salads also mezes are prepared daily: humus, coban salad, eggplant salad, zucchini salad, seasoned salad are some examples.



MENU

Desserts and drinks

Lastly traditional desserts are the beatific offerings from Taksim's kitchen. Rice pudding, baklava, kadayif, gullac, chocolate pudding are daily offered. To complete the menu natural drinks, soft drinks and fresh squeezed fruits are served. Taksim also offers traditional Turkish drinks like ayran and lemonade.



Team



The internal structure of Taksim is headed by an operational manager who has under his supervision, the restaurant managers. Between them there is a strong and continuous collaboration on all aspects of the day to day operation in order to maintain a high quality of service and a permanent monitoring of the food presentation and taste.

All Taksim employees are well trained and motivated to deliver fine and prompt quality service. Their attitude is always positive and helpful, the uniforms are representing the signature of Taksim concept and they are also the ambassadors of the restaurants.



Financials

Each Taksim restaurant Baneasa, Promenada and AFI Cotroceni is serving around 4-500 clients per day, which is generating a monthly turnover of €60-80,000/month, with an average sale per ticket of around 25 lei/ticket. There is balanced distribution of turnover on the menu and all the products offered are almost equally preferred.

NUMBERS PER LOCATION

4-500

number of clients served each day

€60-80,000

monthly turnover

25

average sale price per ticket

24

employees

15,000

working hours per year

9

full-time turkish chefs



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