



LE PETIT
**BE
GE**

ENJOY THE GOOD TASTE OF BELGIAN CULTURE





Le Petit Belge stands for all small things that make Belgium great.

Le Petit Belge is a unique, unpretentious spot, offering a friendly and vibrant destination where guests can unwind in a truly Belgian setting.

More than just a restaurant, Le Petit Belge is a real testament to the famous Belgian culture that fully embraces life.

The Brand Le Petit Belge was founded in 2016 and is expanding to various locations soon.

BELGIAN BEERS

Everybody knows our Belgian Beers. Le Petit Belge serves a wide variety of Belgian draft and bottled beers. From the more known brands to real unique and never seen before beer brands.

COCKTAILS

Not only are we passionate about beers, we love cocktails, as it is about the social ritual that creates a relationship with our trained bartenders and our guests.

Our mixology masters keep updating our cocktail menus regularly to keep our returning guests entertained and excited about our beverage offerings.

BELGIAN FOOD

Le Petit Belge menu focusses on a wide variety of Belgian classics mixed with some more trendy items! Expect classic mussels, steak tartare but with a contemporary twist!

SHARING

We encourage food lovers who love the home-dining, community sharing experience. They will have no problem trying as many items from the menu with our lovely sharing platters.

We know it's cheesy, but, sharing is caring!

to get started

Bierplankje	42
Cheese cuts served with mustard and gherkins and pickled onions	
LPB nachos (V)	59
Tortillas – avocado – Pico de Gallo – sour cream – melted cheese – chili beans	
Crostini (N)(R)	69
Toasted ciabatta with 1. wild mushrooms & truffle – 2. tomato & basil – 3. beef tartare – 4. humus – 5. spinach & cheese	
Smothered fries (A)	55
Belgian fries – beef stew – mayonnaise – ketchup – chopped onions – bacon crumble	
Crispy calamari (S)	48
Crumbed and fried calamari – garlic dressing – lime	
Grilled chicken salé (N)	42
Mix of spices – peanut butter sauce – herbs	
LPB meatballs (A)	54
Signature recipe meatballs – sweet and sour glaze – apple syrup – onion crumble	
Wings on fire	48
Fried and glazed chicken wings – piri-piri mayo	

tasting platters

LPB bar leasers (A)(S)(R)	179
Spicy wings – glazed meatballs – crispy calamari – signature cannibal – cheese croquettes	

croquettes

Spicy shrimps croquettes (A)(S)	38
Whisky perfumed dressing – fried parsley	
Belgian beer 'n beef stew croquettes (A)	38
Whole grain mustard	
Cheese croquettes (V)	38
Signature blend of cheeses	

sliders

Truffled wagyu	72
Grilled Wagyu beef patty – gherkins – onion – lettuce – truffled mayo	
Pulled beef	57
Slow BBQ broiled beef brisket – coleslaw – mustard	
Crispy chicken	55
Crispy cornflakes flaked chicken fillet – bell pepper chutney	
Fish tacos	55
Crispy cod fillet – salsa – garlic cream – chili	

10% service charge, 7% municipality and 5% VAT are included in the prices. (V) vegetarian (S) seafood (A) alcohol (N) nuts

Mixed croquettes (A)(S)	83
Signature croquettes mix – accompanied with dips	
Vegetarian taster (V)	95
Mushroom crostini – mini nachos – cheese croquets – avocado on toast – radishes and salt	

soups

Chicken bouillon	42
Clear chicken broth – vegetables – coriander – chilli – barley	
Peas 'n kale soup	36
CROUTONS – smoked bacon crumble and cream	

salads

Caesar's salad	49
Centre leaves lettuce – Caesar dressing – fresh sourdough croutons – crispy beef bacon – Parmesan	
LPB salad (N)	72
Lettuce – beef bacon – roasted potatoes – avocado – onion – tomato – cucumber – soft poached egg – dressing – croutons – pine nuts – Parmesan	
Super greens - buckwheat - quinoa (V)	69
Crispy buckwheat crepes – quinoa – avocado – roasted kale – sprouts – toasted seeds – radish – lettuce	
Add egg	8
Add grilled chicken breast or grilled shrimps or ½ avocado	18

sandwiches and burgers

LPB bacon burger	88
Black Angus beef patty – cheese – roasted onion – gherkins – lettuce – tomato – crispy beef bacon – fries – dressing	
Ham and cheese sandwich	59
Toasted cheese and turkey ham sandwich – fried egg – salad	
Steak sandwich	79
Grilled flank steak – black peppercorn mayo – grilled and crispy onion – lettuce – gherkins – tomato – roquette	

seafood (S)

Crispy-skin salmon (A)	122
Creamy potato risotto – fennel – citrus	
Fish 'n chips (A)	88
Battered cod fillet – minted mushy peas – lemon – fries – tartare	
North-sea fish casserole (A)	126
Cod fillet – beurre blanc – vegetables – mussels – shrimps – potatoes	
Mussels (A)	85 / 152
Small or full portion of mussels – Belgian fries and dip Mirepoix – white wine – parsley – cream	

starters

Le carpaccio (R)	68
Thin slices of Angus beef – house dressing – Parmesan – capers – crispy shallots	
Burrata (V)	82
Ratatouille – basil – extra virgin olive oil and a dash of wine vinegar	
Crispy calamari (S)	49
Crumbed and fried calamari – aioli – lime	
Tuna tartare (R)	76
Marinated handcut tuna – fried shallots and garlic – dressing – popped quinoa – tomato – red onion – coriander	
Grilled octopus (S)	88
Roasted potatoes – aioli – roasted bell pepper	
Flambeed shrimps (A)	74
Creamy tomato sauce – breadcrumbs – fresh herbs and chili	
Wild mushroom and truffle toast (V)	48
Mix of wild mushrooms and spinach – truffle oil – fresh herbs on toasted bread	
Cheese croquettes (V)	39
Signature blend of cheeses	

LE PETIT
BELGE

meat

Steak tartare & fries (R)	89
Raw diced meat – gherkins – capers – pickled onions – dressing – egg – fries	
Grain fed chicken	119
Simmered grain fed chicken – fennel and spring veggies – cream – fresh herbs – popped green pepper corns – roasted potatoes	
Chicken cordon blue	135
Stuffed with ham and cheese crumbed chicken breast – mushroom sauce – green beans	
Steak 'n speppegras (A)	118
Panfried Angus steak – pepper sauce – loads of shoestring fries	
Grilled angus tenderloin (A)	172
Grilled tenderloin medallions – red wine shallots – roasted tomato	
Grilled angus rib-eye (A)	165
Grilled grain fed beef – red wine shallots – roasted tomato	
Belgian beef stew (A)	99
Slow braised brisket in Belgian dark beer – onion and bacon crumble – mustard toast – fries	
Slow roasted lamb cutlets (N)	159
Toasted pine nuts – black olive crumble and mint – seasonal vegetables	
Truffled mac 'n cheese	69
Gratinated pasta – turkey ham – cheesy truffle sauce and breadcrumbs	



SAUCES

Green peppercorn, mushroom, stroganoff, béarnaise, green herbs butter

desserts

Fruit salad	45
Seasonal fruits	
Twisted tiramisu	29
Speculoos "Lotus" – mascarpone cream – espresso	
Dame blanche with Belgian chocolate sauce	39
Belgian hot chocolate sauce – crumble – vanilla ice cream – whipped cream	
Le Moelleux	29
Soft core hot chocolate biscuit – vanilla ice cream	
Butterscotch pots de creme	27
Served with salted caramel	
Crêpes Suzettes (A)	32
Thin French crêpes – fresh orange infusion – vanilla ice cream	



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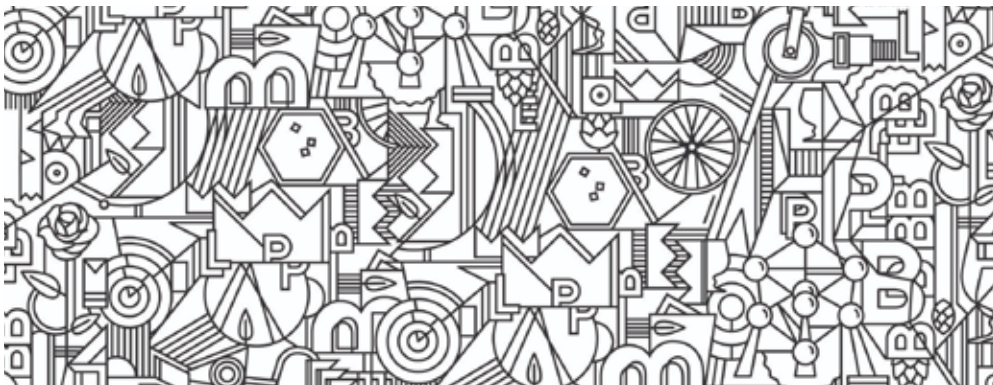
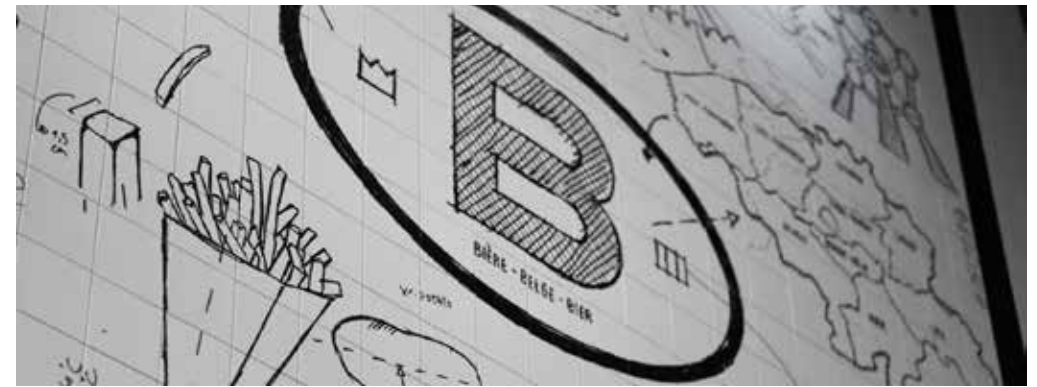
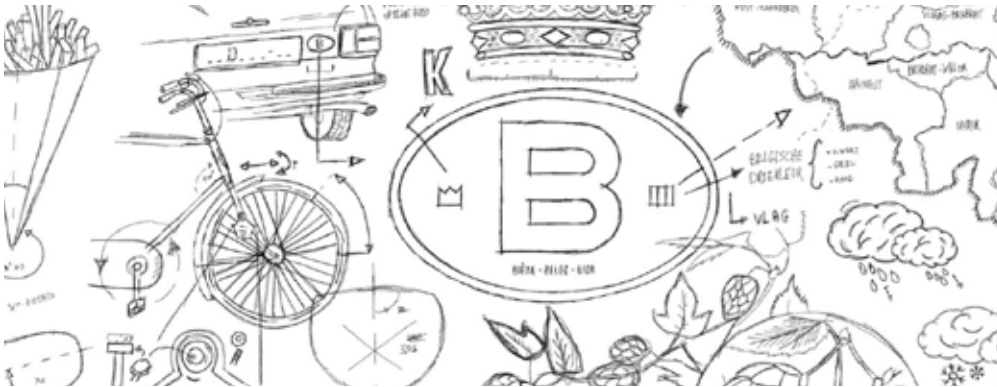
The interior & branding

A REINTERPRETATION OF THE TYPICAL BELGIAN CAFÉ

We took a centennial of Belgian cafés mixed up all different elements and materials, poured over some contemporary sauce and came up with the ultimate Belgian café. A thought through identity and communication style finish of the concept. Le Petit Belge takes its inspiration from a wide variety of Belgian cafés throughout the time.



Wall graphics



LE PETIT
**BE
IGE**



A blue-tinted photograph of a sandwich and vegetables. The sandwich is made with dark bread and filled with lettuce, tomatoes, and other ingredients. It is held together by wooden skewers. Next to the sandwich are several cherry tomatoes and a cucumber. The background is a wooden surface. A white border frames the image.

Lachen
en eten
doet leed
vergeten

The locations

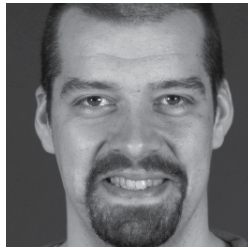
LE PETIT BELGE 'JUMEIRAH LAKES TOWERS', DUBAI
LE PETIT BELGE 'MAASMECHELEN', BELGIUM
LE PETIT BELGE 'BUSINESS BAY', DUBAI
LE PETIT BELGE 'MOTOR CITY', DUBAI
LE PETIT BELGE 'CROWNE PLAZA', MUSCAT (Q1 2019)

And many more to come!

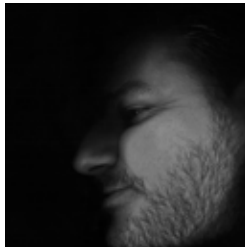




Werner Vanherle
Owner



Kris Willems
CFO



Dirk van de Haar
Director ME



Serge Haelterman
Concept Strategy



**Creneau
International**

The franchise organisation

Le Petit Belge is a concept developed and owned by Creneau International. Since 1989 Creneau is one of Europe's most trendsetting design agencies. Creneau International has a wide experience in creating successful F&B concepts (from all-round concept, to interior & branding) for clients, as well as implementing & operating own franchise concepts throughout the world.

Creneau's support offices are located in;

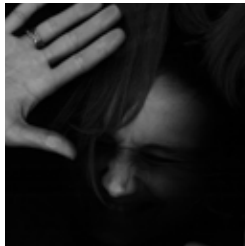
- Hasselt, Belgium
- Dubai, United Arab Emirates



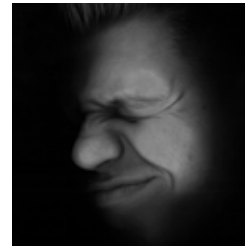
Annemie Stevens
Concept Designer



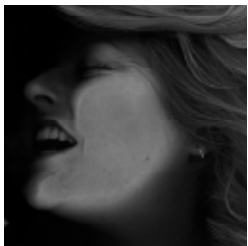
Erwin Himpes
Legal Advisor



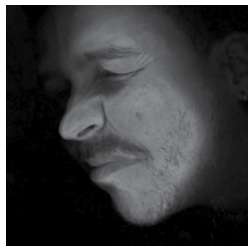
Wieneke Loohuis
Business Dev. Mgr



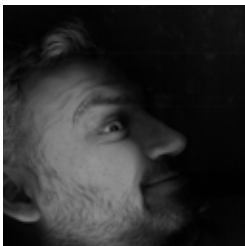
Dries Vande Velde
Head PR & Mark. ME



Raïsa Moureau
Marketing Mgr BE



Joris Put
Graphic Designer



Miguel Duarte Silva
F&B/Ops Manager



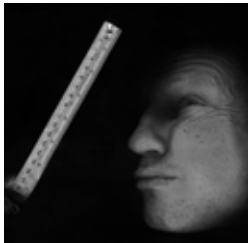
Bart Thoelen
Executive Chef

DEDICATED TEAMS

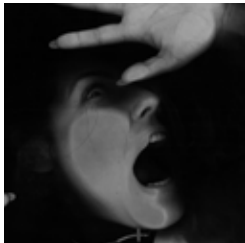
The franchisor is dedicated to the success of its franchisee network. For this reason, each of our franchisees can expect consistent support from the Creneau team. We provide support in all aspects of the restaurant operation with complete library of sample designs, operations and marketing tools and templates.



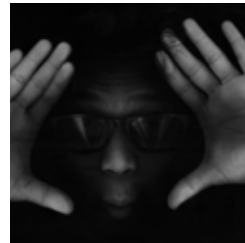
Paolo Rinaldi
Architect



Geert Steegen
Site Manager



Gabriela Toma
Social Media Exec.



Jefferson Morse
Graphic/Photography

Our brand family



AWARDS

LE PETIT BELGE

Commercial Interior Design Awards, Dubai, 2018

- Shortlisted Interior Design of the Year: Bars & Clubs
- Shortlisted Interior Design of the Year: F&B

DMCC Awards, Dubai, 2018

- Runner up for Best Hospitality Establishment Project

TimeOut Nightlife Awards 2018

- Runner up for Best Ladies Night
- Shortlisted for Bar of the year

Shortlisted Brunch Awards 2018

- Shortlisted Best Value Brunch

JLT Dining Restaurant Awards

- Winner Best European – Licensed

BBC Good Food Middle East

- Shortlisted Best Happy Hour
- Shortlisted Best Ladies Night

CHO GAO

Index Architecture & Design Awards 2018

- Winner Best Restaurant Design Project

MAISON MATHIS

Fact Awards 2017 / 2018

- Winner Best Family Restaurant

TimeOut Kids Award 2016 – 2018

- 2x Shortlisted & 1x Winner Best Family Restaurant

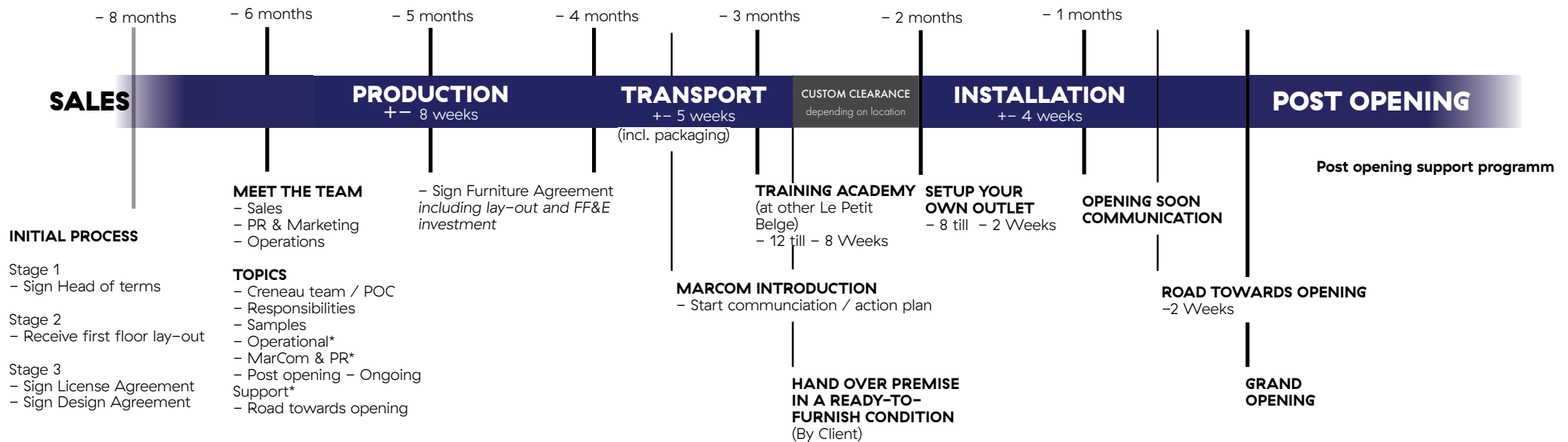
& MANY MORE...

The Timeline

KICK-OFF MEETING

DESIGN, CONSTRUCTION & BUILD

ROAD TOWARDS OPENING



Note; This is an general timeline, each franchisee will receive a detailed project planning after the Kick-Off meeting.





Franchise support



Pre-opening

- Site evaluation
- Floor plan
- Interior design
- Fit out

Road towards opening

- Soft opening training
 - o 4 weeks FOH
 - o 4 weeks BOH
- Job profiles and descriptions
- Manuals
 - o Operations
 - o List of operational equipment
 - o Brand manual
- Marketing support
 - o Local communication plan
 - o Setup opening plan + Q1

Post opening

- Quality audit (four times a year)
- F&B training (related to the audits)
- Menu development
- Yearly marketing and activation plan
- Location specific promotions
- Graphic support
- Online franchise zone
 - o Brand guidelines
 - o Brand tools
 - o Recipes
 - o Photography
 - o ...

Fit Out



Fees are including: furniture, floor and wall décor, lighting, artwork and joinery
 Fees are not including: instalation fees, civil works, MEP or kitchen
 Average sqm price based on FOH, indoor SQM

INVESTMENT	TOTAL	PER SQM
LPB CROWNE PLAZA, MUSCAT	\$414,609.71	\$1,888.02
LPB MOTOR CITY, DUBAI	\$416,173.60	\$1,375.78
LPB BUSINESS BAY, DUBAI	\$442,480.45	\$1,489.83
LPB PULLMAN, DUBAI	\$414,985.39	\$1,637.02
LPB MAASMECHELEN, BELGIUM	\$294,159.05	\$1,627.89
AVERAGE	\$396,481.64	\$1,603.71

SIZE IN SQM

	indoor	outdoor	BOH
LPB CROWNE PLAZA, MUSCAT	254	126	65
LPB MOTOR CITY, DUBAI	291	108	116
LPB BUSINESS BAY, DUBAI	303	79	138
LPB PULLMAN, DUBAI	220	97	86
LPB MAASMECHELEN, BELGIUM	181	177	140





Brussels

- | | |
|----------------------|---------------|
| Floris Chocolat | Floris Apple |
| Floris Passion Fruit | Belivrium Red |
| Fruiti | Barbar |
| Chimay Bleue | |

Schol h é Pol

A woman with long dark hair is smiling and looking towards a man. She is holding a glass of white wine. The man is holding a glass of red wine. They are clinking their glasses. The background is a blurred bar or restaurant setting with warm lighting.

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