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FRANCHISE PROSPECTUS · 2026

INTERNATIONAL FRANCHISE OPPORTUNITY

Born in Dubai. *Made for the world.*

ROAST Specialty Coffee and Cha Cha Chai: two established Dubai brands, one kitchen and one proven system, now available to franchise partners worldwide.

FRANCHISE PARTNERS WANTED IN EVERY REGION

2013

SERVING DUBAI SINCE

9

POINTS OF SALE IN DUBAI

2

BRANDS, ONE KITCHEN

5

DELIVERY APPS

4.6–4.7★

GOOGLE RATING



SCAN TO ENQUIRE

WHO WE ARE

An established Dubai brand. *Not a start-up.*

Cha Cha Chai has served Dubai since 2013. ROAST Specialty Coffee joined in 2018. Today both run as one group, with cafés, express kiosks, delivery kitchens and a corporate catering arm, all on one operating system.

Every recipe and every process is written down, tested and ready to hand to a partner.

2013

SERVING DUBAI SINCE

9

POINTS OF SALE IN DUBAI

65

RECIPE-LOCKED MENU
ITEMS

5

DELIVERY APPS, BOTH
BRANDS LIVE



ROAST Specialty Coffee

Specialty coffee, brunch and signature drinks. The morning, the office and the weekend.

ONE KITCHEN



One rent · one team ·
one stock room



Cha Cha Chai

Karak chai and desi street food. The afternoon, the evening and late night.

Five ways *we serve Dubai.*



Cafés & dine-in

Full specialty bars with brunch kitchens.



Express kiosks

Fast coffee and karak inside office towers.



Delivery

Both brands live on five delivery apps.



Corporate catering

Office pantry plans, meeting trays and flasks.



Events & exhibitions

Barista coffee carts for stands and events.

Every service runs from the same kitchens, the same recipes and the same system, and each can travel to your city.

THE MENU

Signature, *not generic.*



Nine addresses *across Dubai.*

Dubai Marina

Café · dine-in

Sheikh Zayed Road

Blue Tower · café & dine-in

Deira · Business Village

Café · dine-in

Dubai Silicon Oasis

Café · dine-in

Dubai Science Park

Flagship café, 3 express kiosks & production
kitchen

Emirates Towers Metro

Alcatraz Café

From the Marina to Deira. Hours vary by location — Deira and Dubai Silicon Oasis are open 24 hours.

PERFORMANCE & POPULARITY

Loved *in Dubai.*

4.6–4.7★

GOOGLE RATING

Across our Dubai cafés, from hundreds of real, public reviews.

12,900+

INSTAGRAM COMMUNITY

People following Cha Cha Chai at @cha_chai_uae.

5

DELIVERY APPS

Talabat, Deliveroo, Noon, Keeta and Careem, with both brands live.

Every figure here is public. Walk into any café, read the reviews, or open the apps in Dubai.



THE DUBAI EFFECT

Where the world *tastes first.*

19.59M

International overnight visitors to Dubai in 2025

95.2M

Passengers through Dubai International in 2025

No.1

Dubai International is the world's busiest airport for international passengers

Sources: Dubai Department of Economy and Tourism via Dubai Media Office, 9 Feb 2026. ACI World airport rankings for 2025, published April 2026.

Café culture is *growing everywhere.*

UNITED STATES

US\$58.5bn

Branded coffee shop market, growing 4.2% a year to more than 45,200 outlets.

EUROPE

51,042

Branded coffee shops, up 4.7% in a year, the fastest growth in five years.

MIDDLE EAST

11,163

Branded coffee shops across the Middle East and North Africa, up 11% in a year.

Source: World Coffee Portal market reports (United States, Europe and Project Café Middle East 2025).



THE FRANCHISE OPPORTUNITY

Bring Dubai *to your city.*

A Dubai name your customers already admire. Two brands in one kitchen. A system that works from day one. And a franchise team with you from site selection to opening day.

Six reasons partners *choose us*.

I

The Dubai name

Dubai means quality and aspiration worldwide. You open with that reputation already on your sign.

II

Two brands, one kitchen

Specialty coffee and karak from one site: two menus, two audiences, two storefronts on every delivery app.

III

Proven, not promised

Nine points of sale trading in Dubai. Nothing in the system is theory.

IV

Built to be copied

Recipes costed to the gram, SOPs and a cloud POS, so every cup tastes the same in your city.

V

Every format

Flagship café, express kiosk or delivery-only kitchen, matched to your sites and budget.

VI

Support at every step

Training in Dubai, a launch crew on site and ongoing field support from our franchise team.

Everything you need, *ready on day one.*

01

Recipe bible

65 items, costed to the gram

02

Operations manual

SOPs from opening to close

03

Cloud POS & data

Live sales, stock and costs

04

Training academy

Barista, kitchen and management

05

Launch crew

On site for your opening weeks

06

Supply & sourcing

Approved suppliers and specs

07

Brand & marketing

Brand kit, menus and content

08

Delivery playbook

Dual-brand listings and promotions

Three ways *to open*.



I

Flagship café

Specialty bar, brunch kitchen and dine-in seating.

High streets • premium malls



II

Express kiosk

Compact, fast coffee and karak. Proven inside Dubai Science Park.

Office towers • IT parks • transit • campuses



III

Dual-brand cloud kitchen

Delivery-only, both brands live on every food app.

Dense delivery zones • lowest set-up cost

Investment, space and staffing for each format are set out in the Franchise Pack, shared after an introductory meeting and NDA.

One site, a city, *or your whole country.*

UNIT

Single-unit franchise

One site, one format, for experienced owner-operators.

CITY

Area developer

Several sites across a city, opened to an agreed schedule.

COUNTRY

Master franchise

Rights for a region or a whole country, with the right to sub-franchise.

We look for F&B, retail or hospitality experience, access to prime sites, capital for the chosen format and a long-term view.

From first meeting *to grand opening.*



Founding partners

Priority access to our franchise team · first choice of territory · first-mover advantage

FRANCHISE ENQUIRIES

Let's bring Dubai
to your city.

Abu Amir

FOUNDER & PARTNER

Roopali Suryavanshee & Sarkar Chauhan

PARTNERS

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For information only. This is not an offer to sell a franchise. Any franchise is subject to a signed agreement, due diligence and the laws of the relevant country. No earnings or returns are represented.