

## Naf-Naf Holdings

720 North Franklin Street  
Chicago, IL 60654

Phone: (312) 263-0019

Website: [www.nafnafgrill.com](http://www.nafnafgrill.com)

Corporate Email: [customercare@nafnafgrill.com](mailto:customercare@nafnafgrill.com)

Public Company N

Total stores 41

Operating or trading name/Stores/GLA

Naf Naf Middle Eastern Grill 41 stores

Preferred GLA 2,000 - 3,000 sq. ft.

Retail classifications

restaurants/bars

Locations considered

power center, community strip center, neighborhood strip center, pad site/outparcel, lifestyle center, downtown/central business district, freestanding

Percent of stores in centers or malls 60-79

Preferred co-tenants

all considered

Area(s) of operation (number of stores)

DC(1), DE(1), IL(16), MI(4), MN(9), NJ(2), OH(2), PA(4), WI(2)

Area(s) targeted for expansion

DC, IA, IL, IN, MI, MN, NJ, OH, PA, TN, WI

Company Executives

CEO: Greg Willman

CFO: Grady Metoyer

Senior Vice President, Operations: Lisa MoBeth Rott

Vice President, Brand: Stacey Snyder Murray

Vice President, Development: Brian Rich

Vice President, Facilities: Elan Burger

Vice President, Franchise Sales: Steven Corp

Vice President, Operations: Jeff Smith

News Stories

• Naf Naf Grill Inks Multi-Unit Deal in Dallas

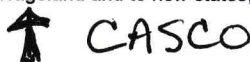
([qsr magazine.com](http://qsr magazine.com) - 1/21/2021)

Naf Naf Grill announcement that it has signed a multi-unit development agreement with Dallas-based franchisee INAA Restaurant Group. INAA will develop 10 restaurants in the Dallas-Fort Worth market, with the first location scheduled to open this year. (full story)

• Naf Naf Grill Expands Franchise Program with Four New Franchise Groups

([valdostadailytimes.com](http://valdostadailytimes.com) - 9/4/2019)

Naf Naf, the rapidly growing fast-casual Middle Eastern restaurant concept, is expanding its franchise program with four prominent new franchise groups signed this summer. These deals will expand Naf Naf locations across Chicagoland and to new states, Tennessee and Iowa, bringing their total franchise agreements to 35. (full story)



• Naf Naf Grill no longer just a Naperville upstart — company now has 37 locations in U.S.

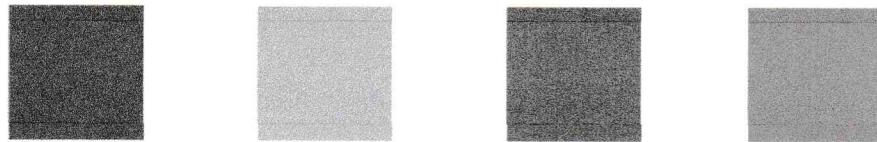
([chicagotribune.com](http://chicagotribune.com) - 5/7/2019)

The restaurant group gained momentum in 2015 when private equity firm Roark Capital Group, which has financed other restaurants, including Arby's Moe's Southwest Grill and Buffalo Wild Wings, invested in the business. Between franchise agreements and company-owned locations, Naf Naf hopes to have more than 200 opened by 2024. (full story)

From: Foremark lisabutler@foremark.com  
Subject: Naf Naf Grill - Seeking Sites in DFW  
Date: Apr 6, 2021 at 10:03:41 AM  
To: david@goldenbergcenters.com

Having trouble viewing this email? [Click here](#)

# Foremark



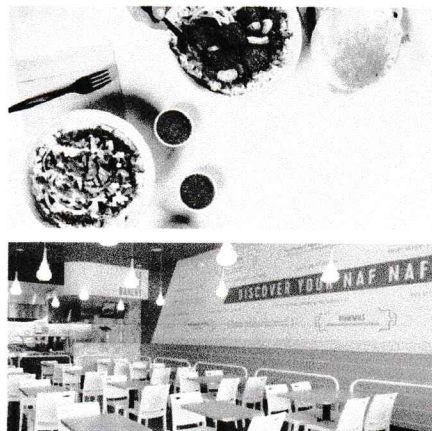
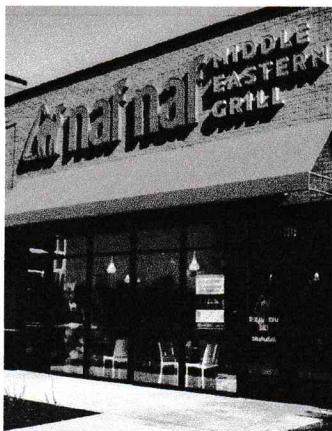
Foremark

## SEEKING SITES IN DALLAS/FORT WORTH



Naf Naf means 'Fan the Flame', and the expression is used as an invitation for friends and family to gather around the grill and share a meal together. Fresh ingredients, inspired by Middle Eastern traditions, are made from scratch in our restaurants.

33 LOCATIONS IN 8 STATES!



### MARKET CRITERIA

Naf Naf is seeking locations in high daytime population trade areas in preferred daily use centers. Target guest is primarily white collar, middle to upper income, with a college education

Primary considerations for a 2-mile radius:

- Daytime Population: 35,000+
- Daytime Employees: 30,000+
- Median Income: 65,000+
- Household Population: 30,000+ (or high GLA)
- High % Bachelor's Degree
- White Collar Employment Base

### SITE CRITERIA

- Size: 1,800 - 2,400 SF
- Frontage: 24' minimum, 34' preferred
- Patio Dining Area: 300 SF outdoor space adjacent to tenant space

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