



**Nostalgic Sandwiches**  
NEW EXPERIENCE OF TASTE AND FEELING



Nostalgic Sandwiches

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*“La Lezar”* is the new brand of homemade sandwiches which created by *“CanaFood Group”* company. You can find unique ideas about all parts of project. **Menu**, as the main part of our brand has special designed by our experienced chefs and food service engineers.

The most important thing is the flexibility of our menu in each country. The taste of indigenous people, the tourists of each country, also the research on nutrition and health of the people has been the subject of our collection for the design of the *“La Lezar”* brand.



**” BY THIS IDEA, YOU  
CAN TOUCH ALL YOU  
NEED ABOUT COZY  
AND PRACTICAL  
SANDWICH BRAND.“**





## MISSION

OUR **MISSION** IS CREATING A BRAND OF NOSTALGIC SANDWICH WITH NEW TASTE IN 3 TYPE. THE NAME IS "LA LEZAR" AND IT COMES FROM VERY OLD AND NOSTALGIC IRANIAN STREET WHICH WAS FAMOUS AND FULL OF MEMORY FOR IRANIAN AND TOURISTS. THE MENU ARE SANDWICHES AND DRINKS BY OUR RECIPES. ALL EQUIPMENT DESIGNED AND PROVIDED BY CANA FOOD GROUP. WE HAVE GUIDE LINE IN OUR ARCHITECTURAL AND MECHANICAL DESIGN.



**“JUST MAKE A  
DECISION AND  
START  
YOUR OWN  
SANDWICH BRAND  
BUSINESS,  
WE THOUGHT OF  
YOU INSTEAD.”**



# Contributing To The Sandwich Value Proposition

What Makes A Good Sandwich?

Customers seek **overall value** when selecting where to source a sandwich: 77% at dinner, 75% at lunch



84% are more likely to visit a restaurant that offers **customization**, and 34% are willing to pay more for that ability



Among 18-34 year olds

33%

Seek self-serve build-your-own sandwich bars



Meat Quality

86%

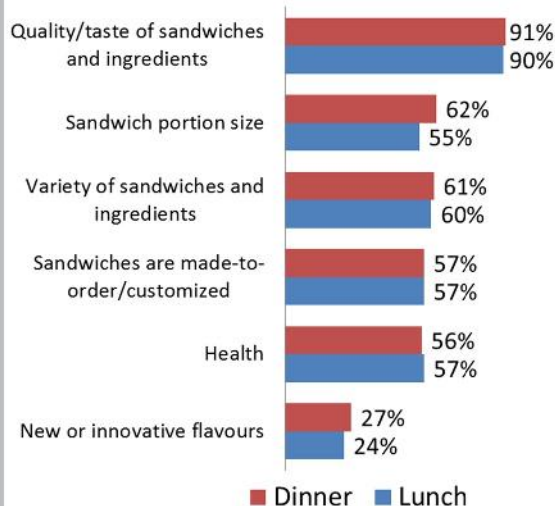
Bread Quality

86%

Ingredient Quantity

78%

Top Factors When Deciding Where To Purchase A Sandwich



Eating out has developed into something huge all over the world, and suddenly everyone cares greatly about what they eat: how healthy it is, how gourmet it is, how good it looks. It has taken the Internet by storm, especially in terms of photos posted. It is the big talking point of our times, even taking over from politics and religion as the most widely discussed topic.

Based on our experiences, market trends and consult with expert professional we create this innovative idea as a fast-growing business opportunity for national and international.





# SERVICES

Canafood group will be with you step by step. We will give all the services you will need:

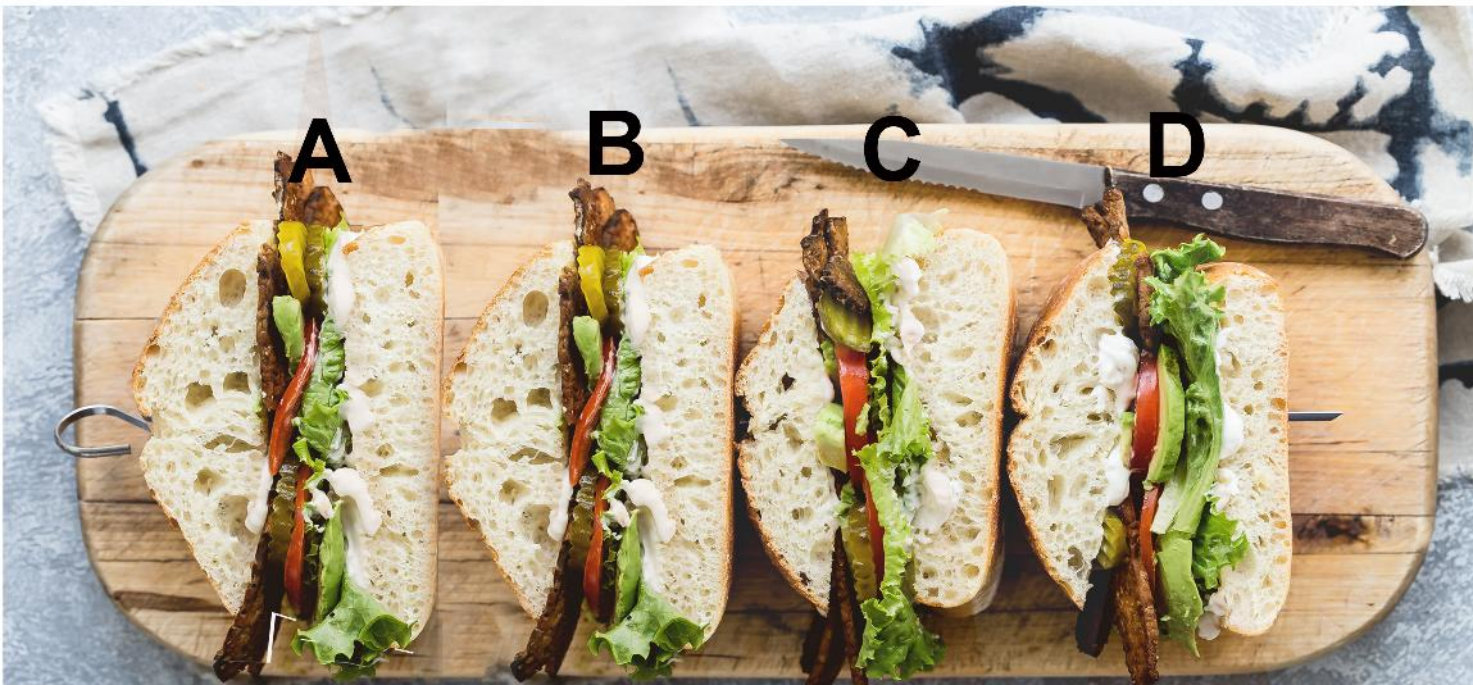
- Consultancy about your place
- Visit and check all you will need to start.
- Design and give you all technical drawings. (Architectural and MEP sheets)
- Design your kitchen equipment and all equipment which you need for La Lezar brand.
- Providing your food service equipment.
- Project management
- Construction part of your project.
- Branding of your branches.
- Training and assignment

**“LA LEZAR “is a modernised nostalgia sandwich concept with healthy cooking process, fresh raw materials with wide variety of add in items option selection.**



“La Lezar” has been categorized in 4 types for different budget

Type	SQM	Back Off		Meal	Capital Expenditure
		Preparation	Cooking	Sandwich (Add-in)	
A	88	y	y	y	246,916 USD
B	72	y	y	y	211,675 USD
C	60	y	y	y	182,709 USD
D	36	N	N	y	106,492 USD



# Cafe'

Type	Café'					Salad
	Coffee	Crepe	Waffle	Croissant	Muffin	Salad (selection)
A	Y	Y	Y	Y	Y	Y
B	Y	Y	Y	Y	Y	N
C	N	N	N	N	N	N
D	N	N	N	N	N	N



Type	Juice & Beverage					
	Fresh Juice	Herbal Beverage	Soft Drink Packed	Salad Packed	Juice Packed	Beverage Packed
A	Y	Y	Y	Y	Y	Y
B	N	N	Y	Y	Y	Y
C	N	N	Y	Y	Y	Y
D	N	N	Y	Y	Y	Y



# Juice & Beverage

**JUICE**  
Time  
Special Juice & Beverage



**Menu Concept:**

- 1-Shrinkage menu
- 2-Customization
- 3-Freshness
- 4-Tasty products
- 5-Healty Cooking



# Architecture and Interior Design

**La Lezar** Project has special guideline and standards for all architectural and interior design details. Concept design, technical drawings and all material selections are based on global standards and monitored and co-sponsored by "**CanaFood**" and "**Cana Form**" companies. Each type has its specification in Menu and Interior design. Branding and graphic designs prepared for all types. .you should just decide and strat. for each project, we will give you La Lezar's guideline to prepare and arrange all you need. If you need, we could prepare all your designs and technical drawings which will be compatible for your project. one of our issues which you should to abide will be your MEP sheets (Mechanical and Electrical drawings) and their standards. Interior design depends on your place, the shape and potentials of your project. furnish design in each type of "**La Lezar**", will be design and suggested by our team. all our experiences are here to progress your projects.



# Type A

Type	SQM	Back Off		Meal
		Preparation	Cooking	Sandwich(Add in)
A	88	y	y	y

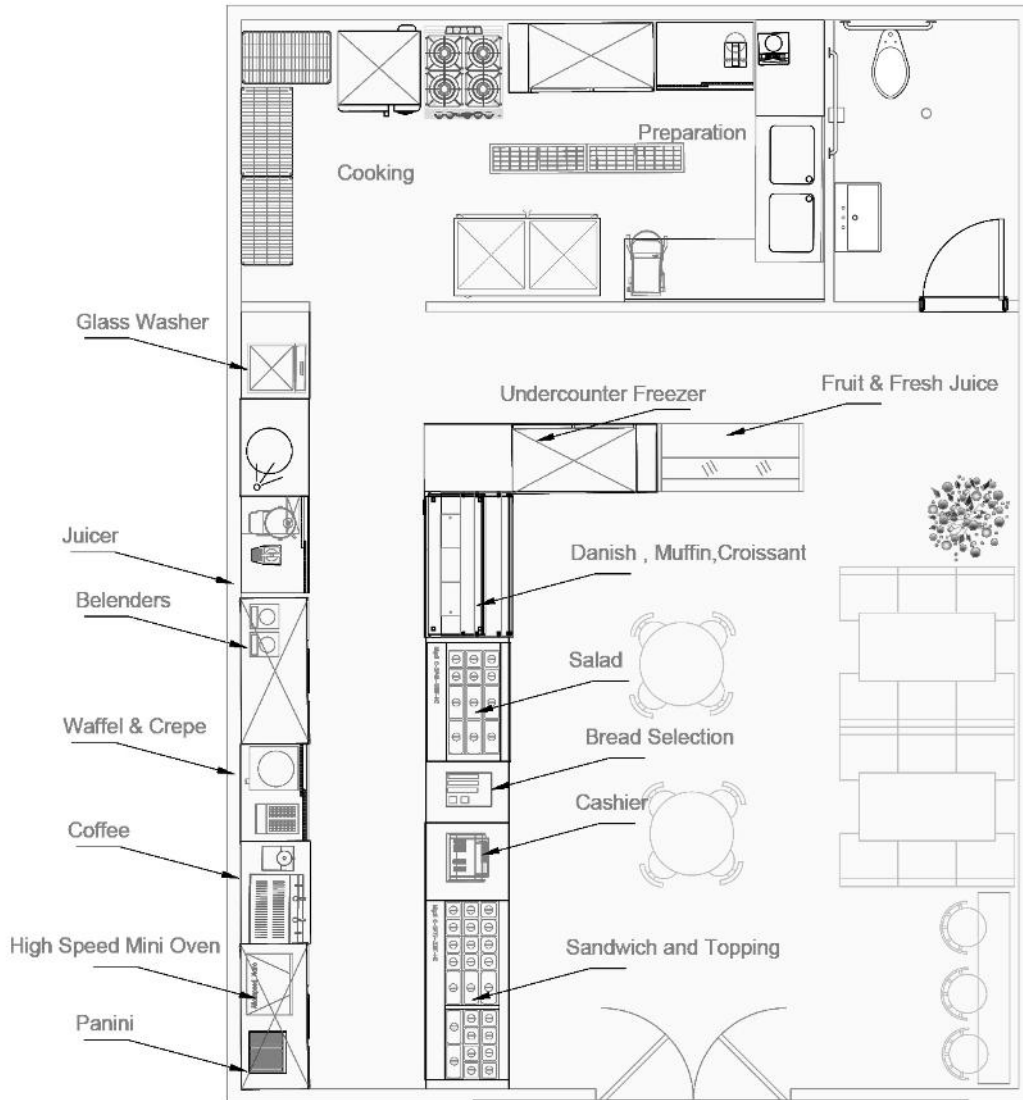
Design by: Bijan Azad	Checked : Canafood Eng.
Drawn by : David Makenzie	Approved :Canafood,CANADA E-mail :info@canafood.ca

Project No:CA-19/02	Version: 03	Scale: NTS	Canafood Group
Date : 2019/01/07	Dwg.No:CA-19/02/X	Sheet No. 06/**	

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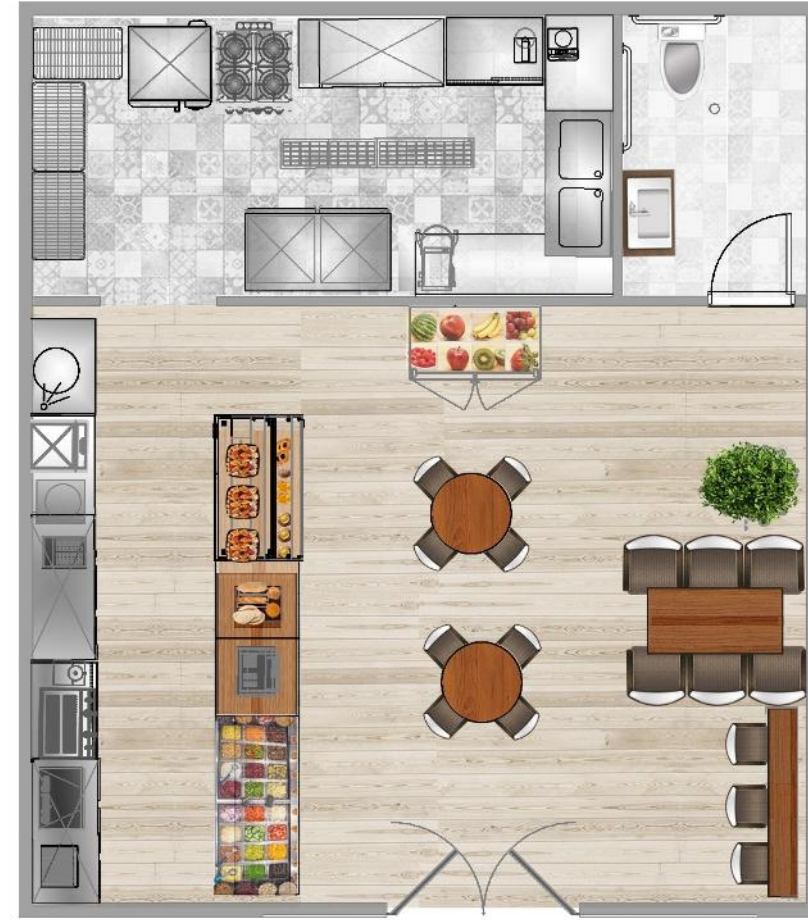
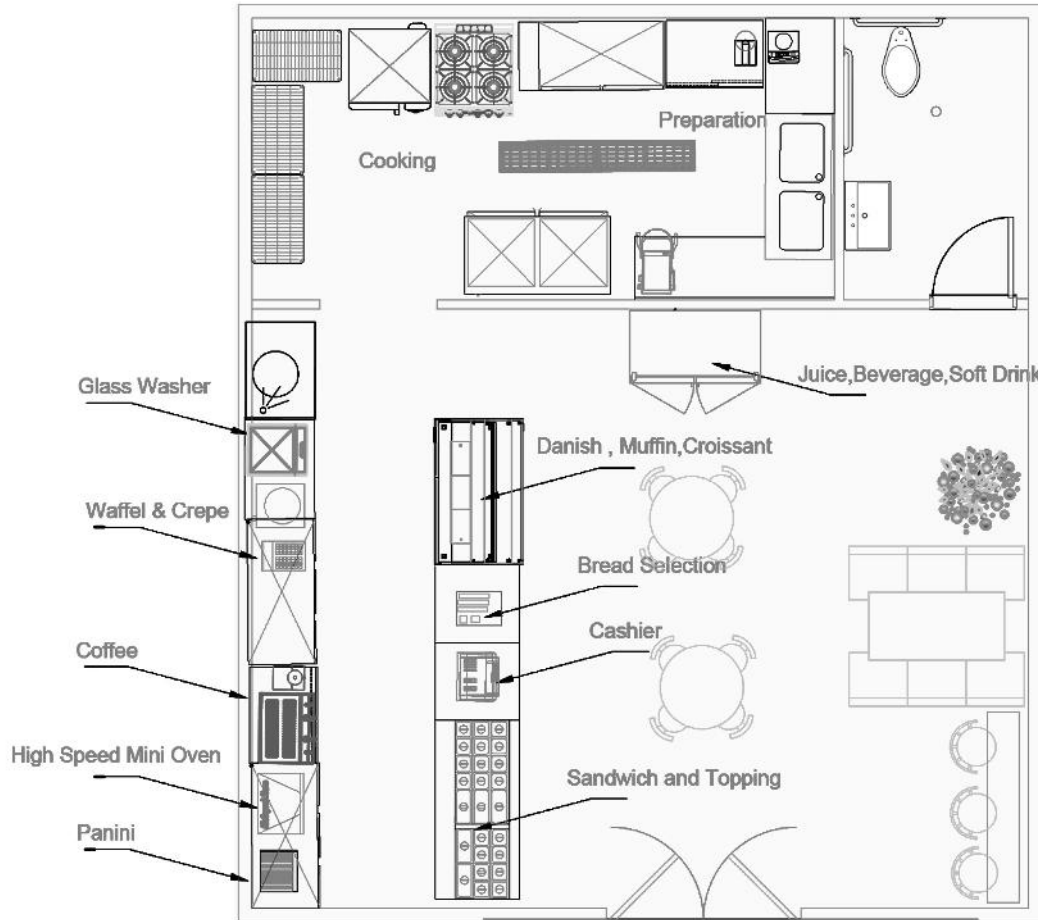
# Type B

Type	SQM	Back Off		Meal
		Preparation	Cooking	Sandwich(Add in)
B	72	y	y	y

Design by: Bijan Azad	Checked: Canafood Eng.
Drawn by: David Makenzie	Approved: Canafood, CANADA E-mail: info@canafood.ca

Project No: CA-19/02	Version: 01	Scale: NTS	<b>Canafood Group</b>
Date: 2019/02/17	Drawg. No: CA-19/02/K1	Sheet No. 06/06	

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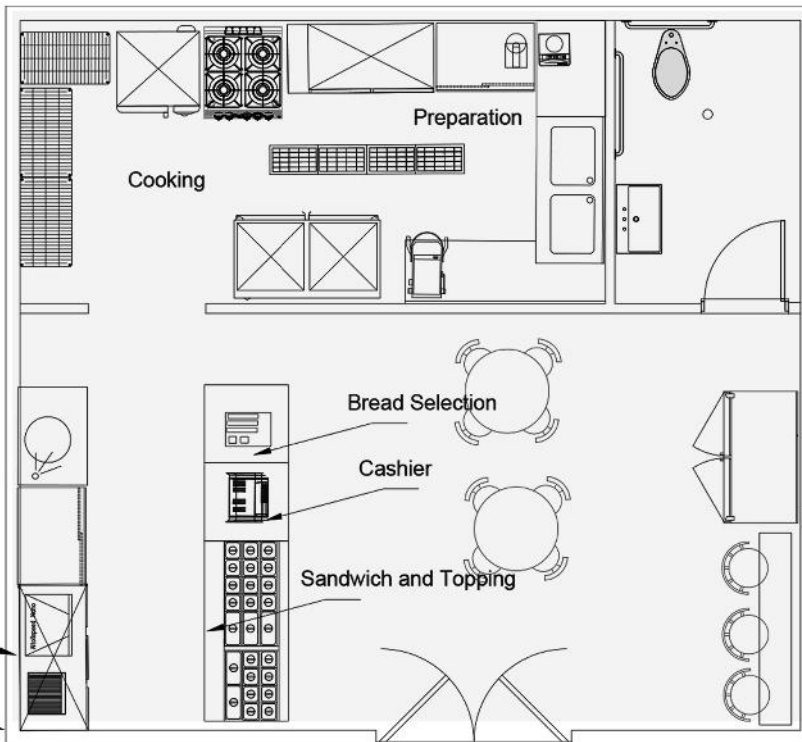
# Type C

Type	SQM	Back Off		Meal
		Preparation	Cooking	Sandwich(Add in)
C	60	y	y	y

Design by: <b>Rhjan Azad</b>	Checked : <b>Canafood Eng.</b>
Drawn by : <b>David Makenzie</b>	Approved : <b>Canafood,CANADA</b> E-mail : <b>info@canafood.ca</b>

Project No: <b>CA-19/02</b>	Version: <b>01</b>	Scale: <b>NYS</b>	<b>Canafood Group</b>
Date : <b>2019/02/17</b>	Draw.No: <b>CA-19/02/01</b>	Sheet No. <b>06/06</b>	

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High Speed Mini Oven

Panini

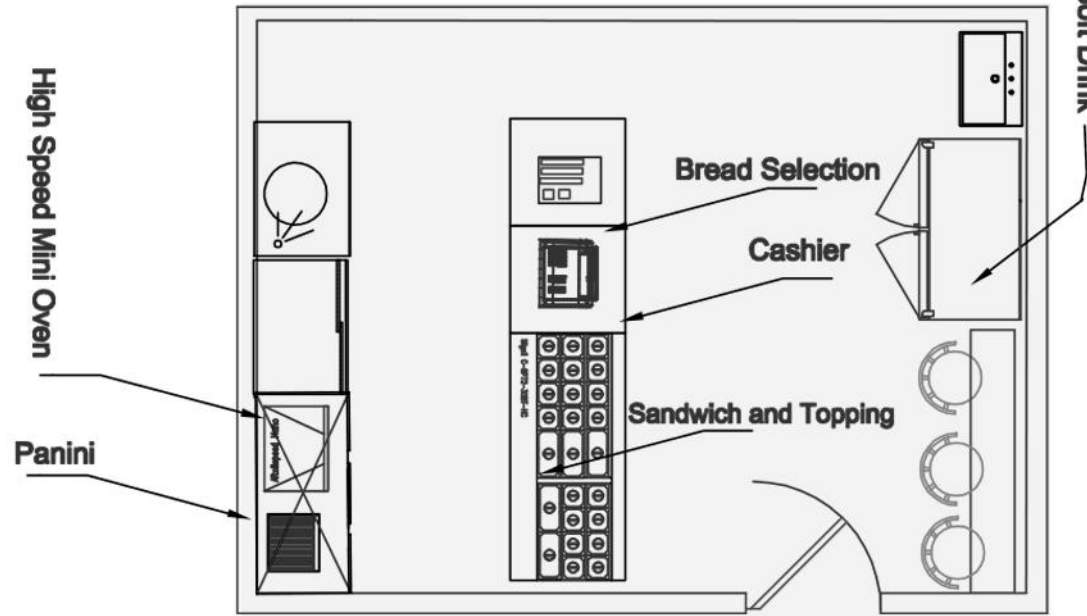
Bread Selection

Cashier

Sandwich and Topping

Juice Beverage, Soft Drink

# Type D



Type	SQM	Back Off		Meal
		Preparation	Cooking	Sandwich(Add in)
D	36	N	N	Y
Design by: Bijan Asad			Checked : Canafood Eng.	
Drawn by : David Makenzie			Approved :Canafood,CANADA E-mail :info@canafood.ca	
Project No:Ca-18/08	Version: 01	Scale: NTS	Canafood Group	
Date : 2019/08/0	Draw.No:Ca-18/08/01	Sheet No. 06/06		
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**“LA LEZAR“ IS NOT  
JUST A BRAND  
IT COULD BE SOME  
CALTURE  
IN YOUR MEALS.**



