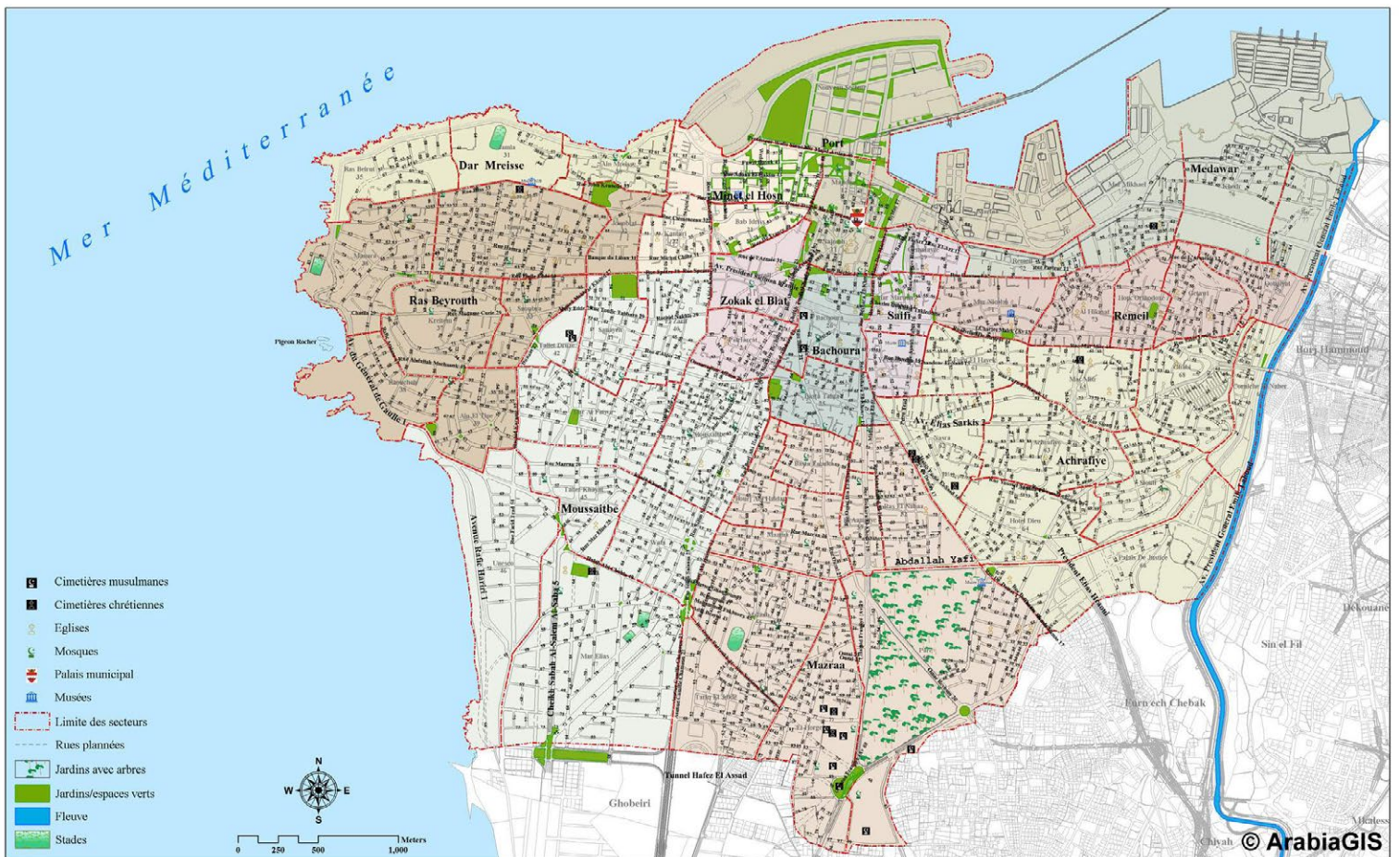


HODEMA MARKET INSIGHT

Beirut F&B report 2023

Beirut *Rebuilding on unstable ground*



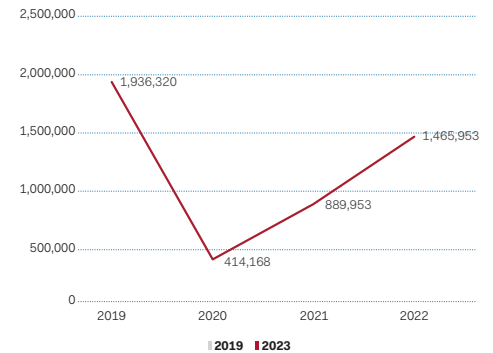
In the last four years, Beirut has experienced continuous downfall after multiple setbacks. In 2019, Lebanon fell into economic crisis, as banks ran out of dollars and subsequently locked depositors out of their savings. The protests against the political elite at the end of 2019 sent fractures through the Lebanese society, and also inflicted damage on many businesses

in Downtown where they were focused. The demonstrations eventually fizzled out at the start of 2020. Covid-19, as was the case across the globe, created restrictions on businesses, especially Food & Beverage (F&B) outlets, like never seen before. The lockdowns brought service to a standstill even though establishments needed to continue to pay rents. Record high inflation

rates, especially on food, further crippled clientele and businesses alike, with nominal food inflation reaching 352% by May this year according to the World Bank. At the same time, as the Lira continued to lose value, reaching LBP 130,000 to the dollar earlier this year, a dramatic fall from its LBP 1,500 peg to the dollar which was maintained for decades prior.



Total number of tourists arrival



Source: Lebanese Ministry of Tourism, 2019-2022

Since 2010, Hodema has been surveying, analysing and studying 11 F&B zones that we shortlisted in Beirut. The survey and analysis were published in *Le Commerce du Levant* until 2019, inclusive. To determine the F&B zones of the capital during the month of April 2023, we visited the 722 establishments present in these 11 zones - restaurants, cafés, bars, nightclubs, and counters. We noted since 2010 the number of establishments open per street, the number of seats, the positioning, the concept, the average ticket and the type of food offered.

The statistics and developments presented and analysed in this file come from all of these parameters. The 11 zones we have chosen are zones with a high concentration of F&B establishments or high progression. They do not include certain parts of Beirut such as Raouche, Aïn Al Mreisseh or Tabaris nor any outlets outside of the chosen zones. Moreover, we did not take into consideration any unannounced projects nor new outlets opening after April 2023.

Across the 11 zones surveyed in Beirut by Hodema, 233 new outlets have opened since 2019, meaning the average rate of newly opened establishments is 30.6%, whereas in 2019 it was 17.9%. This figure appears to be growing at a fast pace considering the rapid increase in new announcements since April 2023. This major difference can be explained by the rejuvenation occurring following the Port explosion. Still, in the broader picture, there is an overall

Above all, the Beirut Port explosion on August 4th, 2020 was most traumatic for the capital. The blast which occurred due to thousands of tons of improperly stored ammonium nitrate, decimated much of the inner city and killed over 200 people. Not only were lives lost among staff members of F&B establishments, many owners had to start their own crowdfunding campaigns to rebuild and get back on their feet in the aftermath due to the absence of the state. Many NGOs also worked together to rebuild Beirut, as well as support F&B outlets following the explosion. They include local NGOs such as; Nusaned, Live Love, Baytna Baytak and Beit el Baraka as well as international NGOs like Acted, Medair, NRC and Save the Children.

Even with all of these events combined, miraculously none have transpired into a completely debilitating situation for the capital's F&B sector as a whole. Although the areas impacted by the blast are still not rebuilt in their entirety, and the country as a whole is still experiencing economic crisis, by the end of summer and beginning of fall 2022 until now, Beirut has been opening up again after covid-19 and the streets are feeling more alive.

The tourism sector is the backbone of the national economy

"The success of the past 2022 summer season is evidence of our colleagues' good management during the economic crisis and their resilience to survive despite the government not providing any incentives for this sector," Tony Ramy, President of the Syndicate of Owners of Restaurants, Cafes, Night-Clubs & Pastries in Lebanon told Hodema.

According to His excellency (H.E.) Mr. Walid Nassar, as he told Hodema, "within the current economic crisis, it has been shown that the tourism sector is the backbone of the national economy ... especially in the Greater Beirut area."

Based on the Lebanese Ministry of Tourism's official data, today the total number of tourist arrivals for 2023's first quarter shows an increase of 22.5% compared to 2022's first quarter, with the numbers being 274,787 and 212,950 respectively.

Despite 2022 having shown signs of recovery from the pandemic, the total number of tourist arrivals in 2022 was still 24.3% less than the one recorded in 2019 with the numbers being 1,465,953 and 1,936,320 respectively.

drop of 25% in the total number of outlets in Beirut since 2019, and a 23.5% drop in the number of seats. This drop is apparent across all 11 zones.

The zones with the two lowest drops in Beirut are Badaro and Zaitunay Bay, experiencing a 5.5% and 10.5% drop in the number of outlets since 2019, respectively. Impressively, Gemmayze and Mar Mikhael, the two zones closest to the Port explosion, follow in the top four areas with the lowest drops. Gemmayze only experienced a 12.6% drop in outlets since 2019 and Mar Mikhael 16.8%, which speaks volumes about the neighbourhoods' being home to a strong F&B sector and the value of persistence. Even though the majority of establishments were destroyed in the blast, most are currently operating again, plus there are many new concepts attracting clientele. Gemmayze has experienced a growth rate of 57.5% of newly opened concepts since 2019 and Mar Mikhael witnessed a growth rate of 44.2% which is more than double the growth rate of newly opened outlets recorded in 2019. Gemmayze's crowd remains different to that of Mar Mikhael, with higher purchasing power clientele being more attracted to Gemmayze because of mid-high positioned F&B outlets such as Ditto, Terre and Le Petit Gris whereas Mar Mikhael has

more pocket friendly concepts, fast food eateries and bars.

The zone coming in fifth in Beirut with the least decrease in outlets is Downtown's Park Avenue, which can be explained by it being a more upper-class destination, home to establishments with a mid-high and high-end positioning, therefore attracting wealthier clientele and people who like to indulge themselves. The zone has a growth rate 17.5% higher this year standing at 40.6% compared to what was recorded in 2019 which was 23.1%. Lebanese cuisine is particularly booming, with Downtown's Park Avenue welcoming newcomers such as Kun, Kalila and Al Beiruti.

Sassine has proven itself an ageless zone, although it has lost landmarks such as La Cigale and has witnessed a decrease in outlets – 23.9% since 2019, which is close to the average of 25%, – new concepts, particularly establishments selling gourmet sweets, are emerging and investors are still engaged with the area.

Badaro is truly the star of Beirut with its impressive growth rate of 32.9% being 8.7%

higher than 2019. Its number of 86 F&B establishments draws very close to its 2019 numbers – which stood at 91 – despite Beirut experiencing such difficult years.

The zone buzzing with Beirut's students, Bliss, has seen a drop of 30.8% in outlets since 2019, which is higher than the city's average decrease of 25% which can be explained by a decrease in the purchasing power of students due to inflation, the toll the economic crisis has had on parents' salaries and the rates of tuition. This means the question for students frequenting Bliss is not where to eat today, but rather what is more convenient and pocket friendly to eat at.

Zaitunay Bay is still a touristic zone in Beirut, meaning it has not been greatly affected by the country's situation in terms of offerings.

“The success of the past 2022 summer season is evidence of our colleagues’ good management during the economic crisis and their resilience to survive despite the government not providing any incentives for this sector,”

Since 2019 it has witnessed a 35.3% growth rate of newly opened concepts and only a 10.5% decrease in number of outlets.

While Sodeco, which includes the neighborhood of Monnot, has experienced a drop of 28.9% in total number of outlets – which is just above the average drop across Beirut of 25% – nor has it welcomed a large number of new concepts, the zone has been able to preserve its well-known landmarks such as Albergo Hotel, Em Sherif, Abd el Wahab, Al Falamanki and Bread Republic, all of which are still busy and appreciated by clientele.

The zone in Beirut which experienced the biggest drop in outlets since 2019 was Downtown, which witnessed a whopping 65.5% decrease – the largest across the capital – primarily attributed to the protests starting in 2019 and the constant road closures by security forces at Parliament. Though within Downtown, there is a booming section: Saifi Village. In contrast to the completely dead street of Uruguay Street, Saifi Village has seen an increase of 13.8% in new concepts in the dark years since 2019.

It is clear that Beirutis have shifted their preferences from areas such as Verdun and





© Em Sherif

report, and also from the lived experience of the last four years, or even the last three decades, Lebanon regularly sees its fair share of crisis, which unfortunately reflects on business, including the F&B sector. It is hard to predict what the future will hold, especially when still standing on unstable ground, but if the last four years can be taken as evidence that Beirut constantly rebounds back, then surely the next year will be as impressive.

It shouldn't be forgotten that the figures analyzed in this report are compared to that of 2019. The last report written was pre 'Lebanese life downgrading', although the decrease is there, we are looking at the full part of the cup, and for the sector in Beirut to experience only a 25% decrease on average after all it has been through is an impressive achievement. This feat is thanks to the investors, the F&B groups, the independent operators and also the customers, and the Lebanese love for food and life,

Hamra and have moved on to more vibrant zones such as Mar Mikhael and Gemmayze. In the past four years, both Hamra and Verdun have lost their charm and have been abandoned. The decrease in the number of outlets in Verdun reaches 33.7% - making it the second biggest decrease in Beirut - mostly associated with the decrease in the number of outlets in ABC Mall due to covid-19 restrictions. Hamra, which once was a hub for nightlife, has also seen a high decrease of 29.4% in outlets since 2019, due to a shift in demographics and more visible homelessness.

It is notable that the report was written just before the summer season commenced, so it will be interesting to see how the bright, sunny weather will impact Beirut's F&B sector and whether it will bring with it more openings and bigger numbers of clientele, therefore boasting the success of existing outlets.

Tony Ramy is optimistic of the coming season. "With our persistence and determination, we will witness a successful 2023 summer tourism season," he told Hodema.

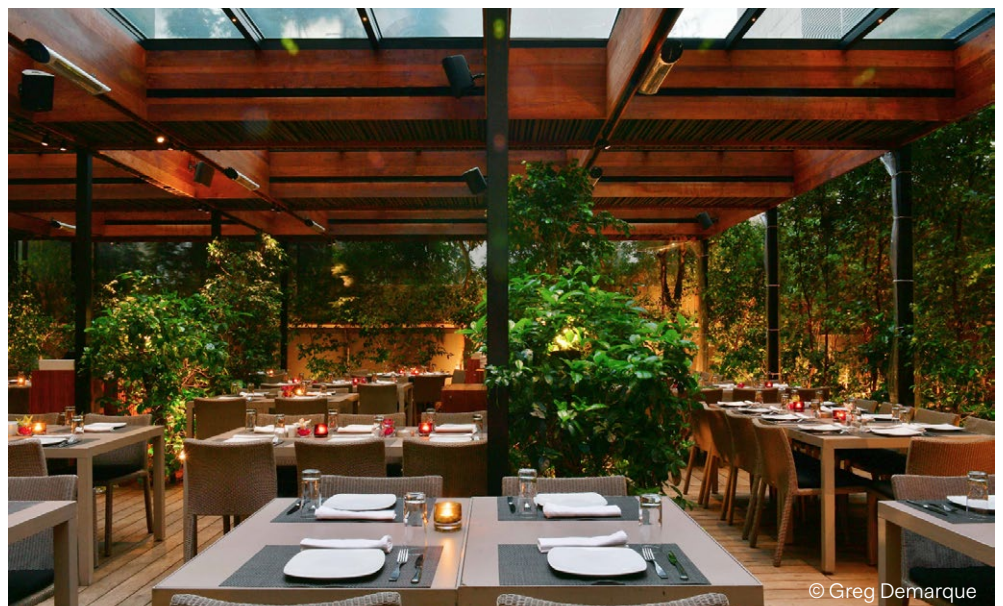
"This success will be achieved thanks to the efforts of colleagues and the diligence of our workers, whom we are working hard to keep amid the migration of our authentic and experienced labor to other countries."

Will this summer take Beirut's F&B sector to better places? Also, at the time of writing, Lebanon is still without a president, and still operating under a caretaker government. It will be interesting to see if a new cabinet and president will be voted on soon, and how this will impact the future of F&B in terms of regulations and investments in the zones mentioned. As can be seen throughout the

Badaro is truly the star of Beirut with its impressive growth rate of 32.9% being 8.7% higher than 2019

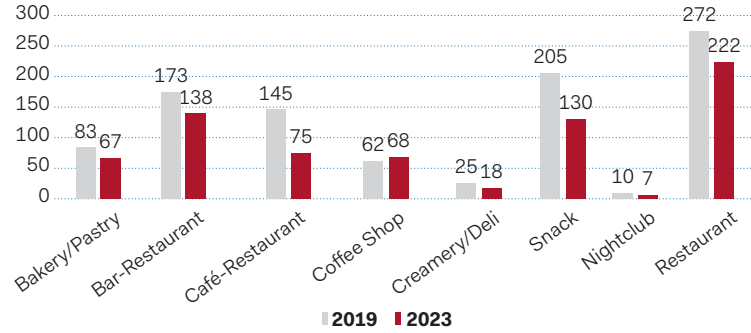
which has allowed for life to continue after the country has been given so many reasons not to. We, as Hodema, are looking forward to

seeing where and how the sector grows from now, and to comparing and analyzing the results again next year, because the next year will determine or confirm if there is real growth in the sector. - www.hodema.net



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Number of F&B outlets per category

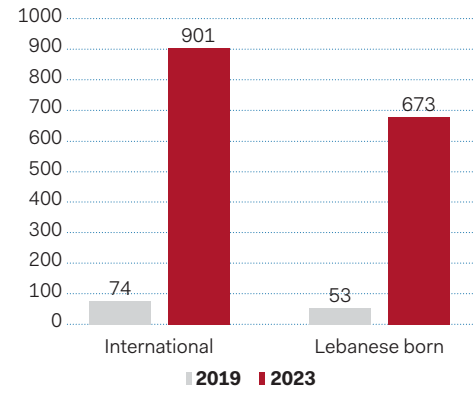


F&B outlets

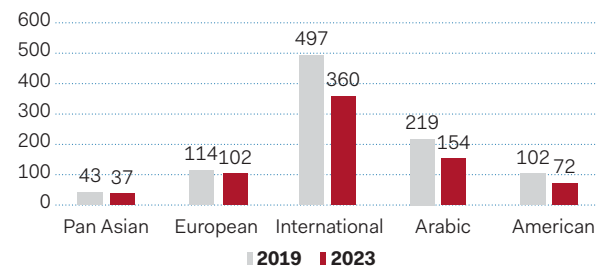
977^{IN}
2019

722^{IN}
2023

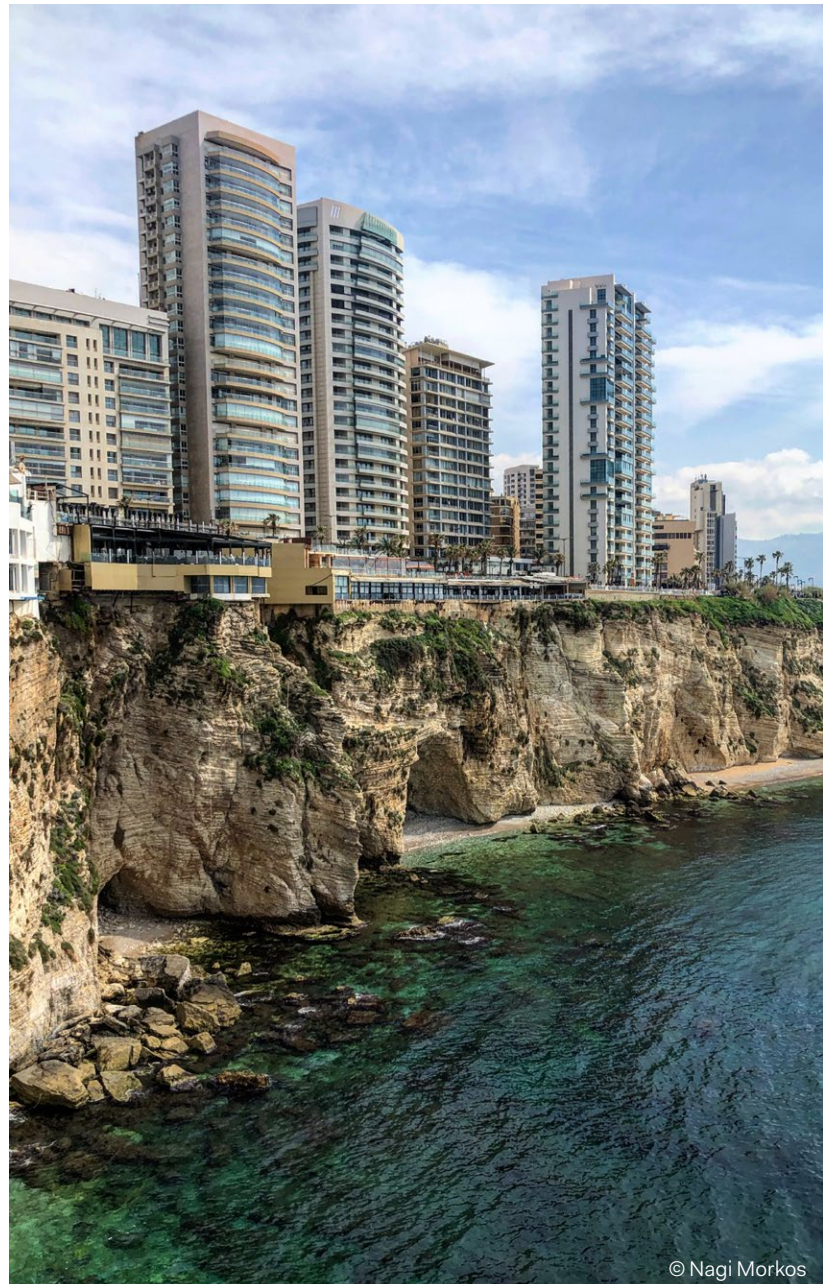
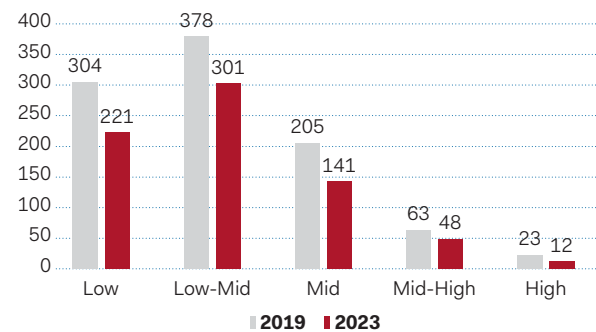
Number of F&B outlets per concept origin



Number of F&B outlets per type of cuisine



Number of F&B outlets per positioning



Badaro *Steady and striving*

The laid-back atmosphere of Badaro, nestled in a residential area with wide-open streets flanked by trees, remains a welcoming area offering a diverse range of coffee shops, restaurants, café-bars and bars.

Badaro is equally a day destination as it is night, with a large selection of coffee shops open throughout the day and restaurant bars welcoming people for happy hour and late-night drinks. The neighborhood hosts an interesting mix of people considering its proximity to tourist attractions, hotels and embassies coupled with the mix of residential and office buildings in the area.

Despite the hardships the country has been through in the last three years, Badaro has managed to stand strong in the face of the many crises, boasting 86 outlets today, only 5.5% less than in 2019 (pre-Covid-19, inflation, economy crisis, port explosion etc.) 32% of today's outlets are new, marking an impressive growth rate of newly opened F&B outlets of 32.9%, 8.7% higher than 2019. This makes Badaro the quickest zone amongst the 11 surveyed to come close to achieving 2019 results again.

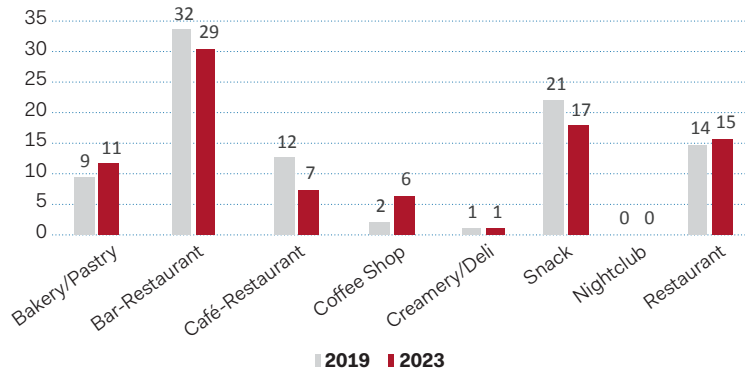
While Badaro has seen New Yorker, the sushi hub of Olio & Soto and the bistro dining of Villa Badaro close down since 2019, important landmarks such as Lina's the international Café-resto, Onno the classic Armenian bistro and The Smallville Hotel with its unique design and interior remain along with the Café-bar Kissproof which has been operating since 2013, and continues to strive throughout the challenges of the last years.

Seeing as Badaro is both a night and day destination, the zone has seen an increase in coffee shops since 2019, and the opening of four new Italian restaurants, including Di Farina and Pazzi, which appears to be a surfacing trend and the most fast-growing cuisine across Beirut, due to its simplicity as a cuisine, its flavorful offering, and its inexpensive preparation.

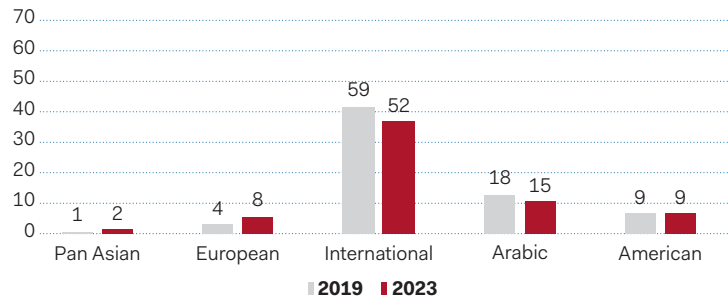
As for upcoming openings, Néo is expanding from Monnot and has chosen Badaro for their new Café-resto "Néo Beirut" to be launched by June 2023.

With the majority of Badaro's outlets being owned by independent operators and its positioning currently at low-mid, it is an affordable zone which emanates through casual and convenient dining and relaxed bar outings.

Number of F&B outlets per category

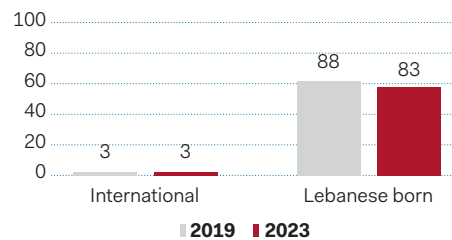


Number of F&B outlets per type of cuisine

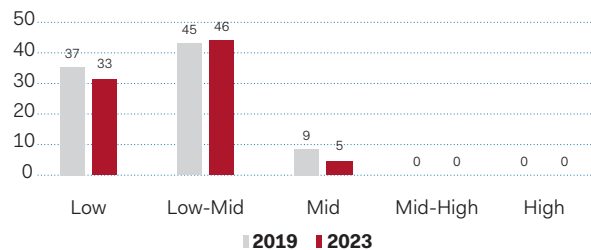


50% INCREASE IN EUROPEAN CUISINE

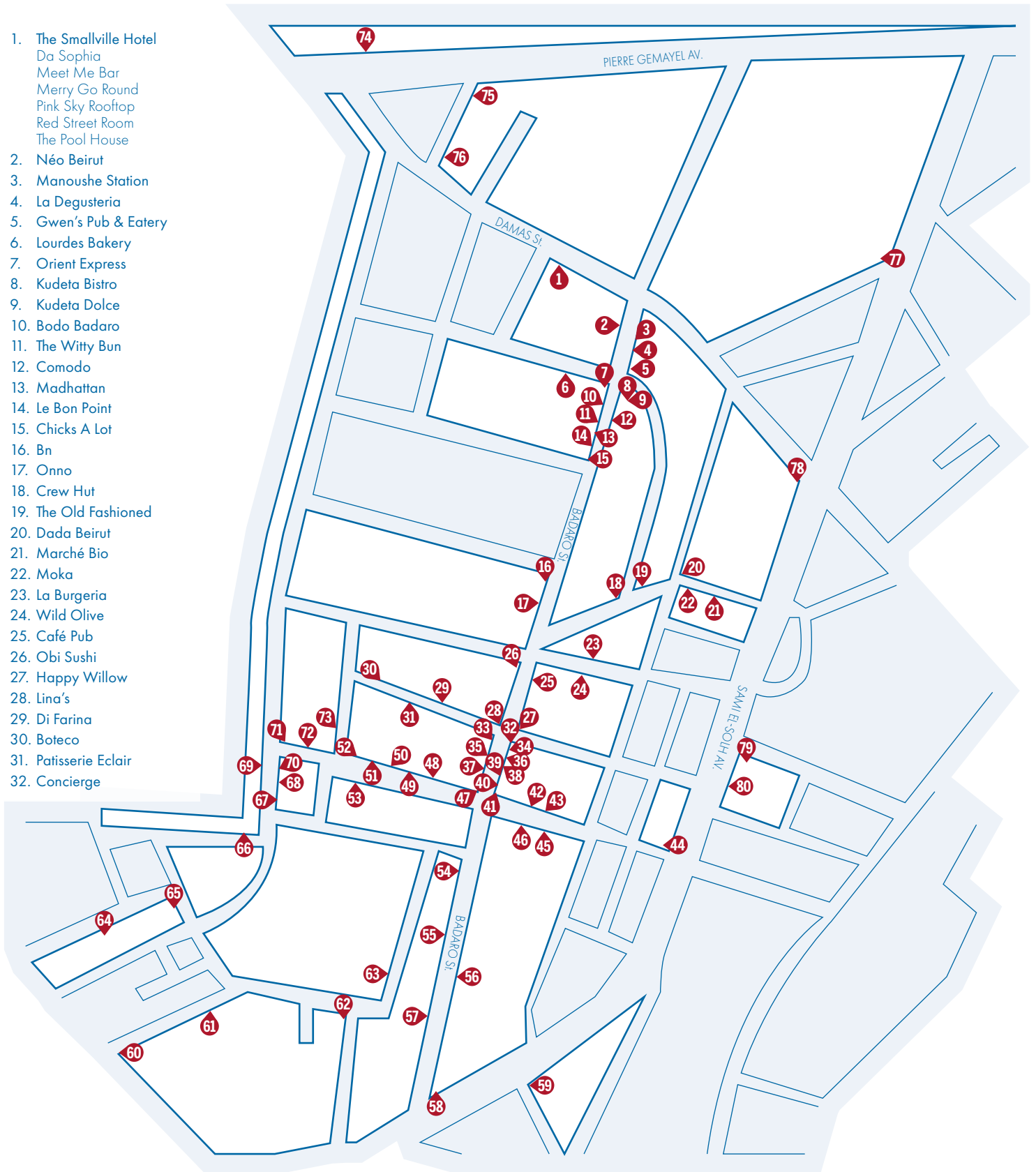
Number of F&B outlets per concept of origin



Number of F&B outlets per positioning



1. The Smallville Hotel
Da Sophia
Meet Me Bar
Merry Go Round
Pink Sky Rooftop
Red Street Room
The Pool House
2. Néo Beirut
3. Manoushe Station
4. La Degusteria
5. Gwen's Pub & Eatery
6. Lourdes Bakery
7. Orient Express
8. Kudeta Bistro
9. Kudeta Dolce
10. Bodo Badaro
11. The Witty Bun
12. Comodo
13. Madhattan
14. Le Bon Point
15. Chicks A Lot
16. Bn
17. Onno
18. Crew Hut
19. The Old Fashioned
20. Dada Beirut
21. Marché Bio
22. Moka
23. La Burgeria
24. Wild Olive
25. Café Pub
26. Obi Sushi
27. Happy Willow
28. Lina's
29. Di Farina
30. Boteco
31. Patisserie Eclair
32. Concierge



33. The Attic Bar
34. Lekmé
35. Curl
36. El Paseo
37. The Cavern Pub
38. Super Vega
39. Kissproof
40. Sift
41. Newbury
42. Pazzi

43. Sputnik V
44. Café De Penelope
45. Lennon
46. Roy's
47. Café Younes
48. The Jerry Thomas Experience
49. Chez Fadi
50. Meshoir
51. Poke District

52. Vagabond
53. Molo
54. Community
55. East Village
56. Boneless
57. Café Badaro
58. Don Baker + Hanson Doughnuts
59. La Pinède
60. Al Baba Sweets

61. Sweet Industry
62. Maz
63. Sawani Falfoul
64. Coffee House
65. Kahwet Al Rasif
66. Snack Al Watan
67. Le Chef Inn
68. Chiban Snack
69. Al Moualem
70. Al Zad Snack

71. Mint
72. Badaro Bakery
73. Pizza Enzo
74. Snack Al Mathaf
75. Mum & I
76. Le Marzipan
77. Café Du Coin
78. Mcdonald's
79. Pizza Hut
80. Bachir

Bliss *A changing face*

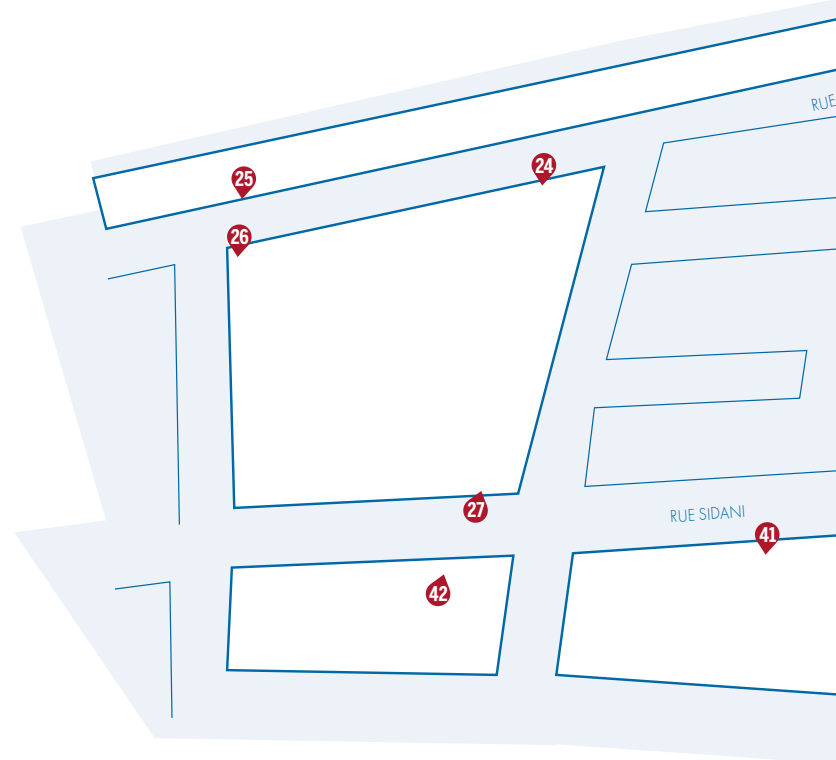
Bliss is a vibrant area situated in front of the American University of Beirut (AUB) in which F&B outlets are primarily frequented by students and employees of the university. It can be described as an open-air food court historically offering street food.

Bliss currently hosts 54 outlets in total of which 29.6% are new since 2019. Though overall, Bliss has seen a major decrease of 30.8% in outlets since the same year, particularly in snack food. Landmarks such as La Cigale, Hardees, Subway, and two branches of Café Younes have all unfortunately closed since 2019. The large drop in outlets in Bliss correlates to the decline in students and professors in AUB. Before the crisis, AUB welcomed 9,000 students, though in 2023 there are only 6,500. Similarly, the number of professors before the crisis was 3,000 while today there are 2,200. This is a total decrease of 22% of clients for the outlets of Bliss.

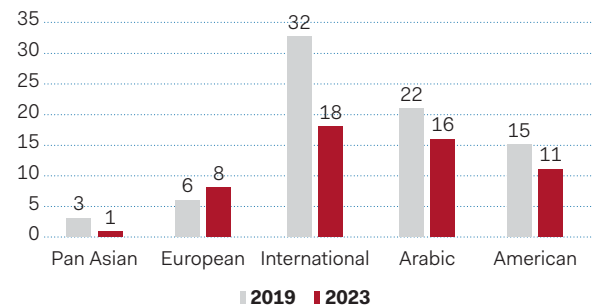
While the positioning of the market in Bliss was also low to low-mid in 2019, in the last four years there has been an 80% decrease in outlets with mid-end positioning, signaling the decline in client's purchasing power, particularly as university fees have become heavier on the pocket considering inflation caused the tuition to be less affordable.

Even though there are many decreases concerning Bliss, the zone has witnessed a 16% increase in coffee shops, such as Stories, a coffee shop in a small alley of Bliss, with a capacity of 100 seats open from 7 am till 12 am. Also, of the 40 outlets which closed since 2019, 37.5% have opened as new concepts such as Bartartine replacing Urbanista with a capacity of 100 seats in 1866 Tower and Suites. Bliss Hall has also been replaced by Cheese On Top, which has expanded from its location in Furn El Chebbak and Zouk Mosbeh.

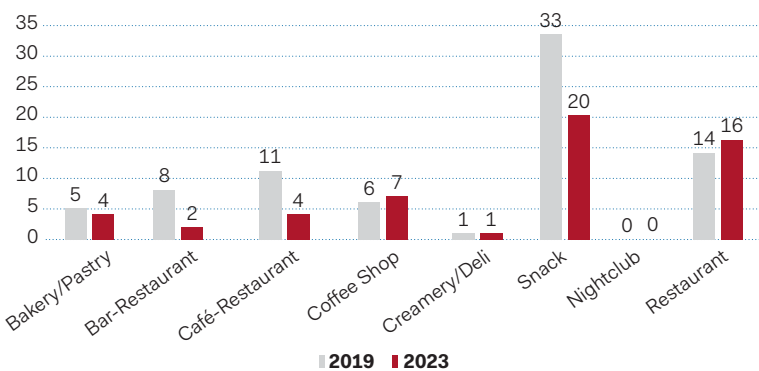
Landmarks that remain until today are Faysal Snack that has been operating in Bliss since 1984 as well as Bliss House, that has been present in Hamra as far back as 1978, and Socrate that remains open since 2009.



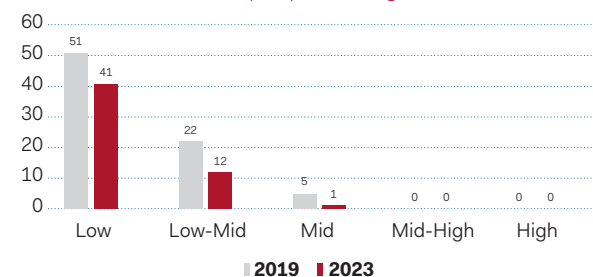
Number of F&B outlets per type of cuisine

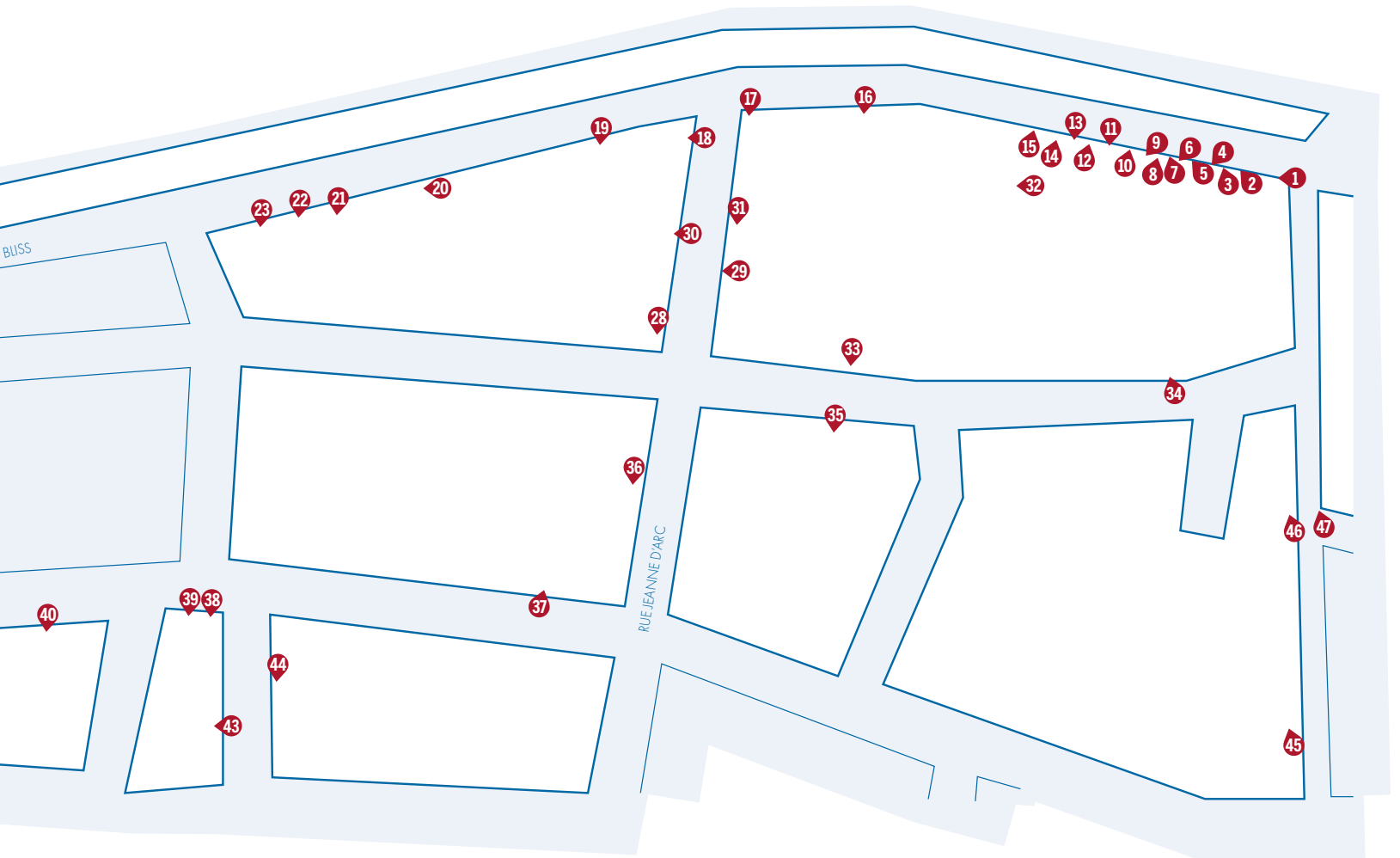


Number of F&B outlets per category

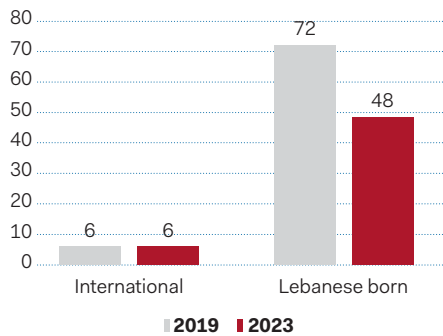


Number of F&B outlets per positioning





Number of F&B outlets per concept origin



Newly open F&B outlets in 2023

1 NEW LOCATION

15 ROTATIONS

- | | | | | |
|--------------------------|----------------------|--------------------|-----------------------|-----------------------------|
| 1. Zaatar w Zeit | 9. Bliss House | 20. KFC | 31. The Food District | 37. Mouajannat Jeanne D'Arc |
| 2. Charlie's Hotdog | 10. Latte Art | 21. Dip'n Dip | City Wok | 38. Falafel Karim Sahyoun |
| 3. 1866 Tower and Suites | 11. Comsi Comsaj | 22. Domino's | Fiori | 39. Zaarour bakery |
| Bartartine | 12. La Forchetta | 23. Cheese on Top | Soul Food | 40. Fiber |
| Paul | 13. Boneless 28 | 24. A-305 | Sweet Greens | 41. Frun Beit Manouche |
| Roadster Diner | 14. University Crepe | 25. Snack Faysal | Taco Diablos | 42. Socrate |
| 4. Bakerloo | 15. McDonald's | 26. Taj Al Moulouk | 32. Stories | 43. Abou Karam Falafel |
| 5. Tonino | 16. Dunkin Donuts | 27. Al Hamra Snack | 33. L'Autre | 44. Mouajannat el-Hamra |
| 6. Malak Al Taouk | 17. Le Sam | 28. Le Sage | 34. Kafkir Barometre | 45. La Molina |
| 7. Front Door Coffee | 18. Universal | 29. Pizzanini | 35. Impasto | 46. Casper & Gambini's |
| 8. Chatime | 19. KB Döner | 30. Three O Nine | 36. C-triple | |

Downtown *Has died, and died again*

What was designed to be the heart of Beirut, Downtown has reflected all the difficulties of the country. The ambition of Downtown as the center meeting district, rebuilt and renewed after the Civil War, failed. Downtown took the brunt of the 2019 protests centered in Martyrs Square when many businesses were attacked and looted, then, what remained was destroyed in the 2020 Port Explosion. Unfortunately, Downtown was perhaps doomed from the beginning considering its proximity to Parliament meaning police and security forces often closed roads and public access was never free flowing.

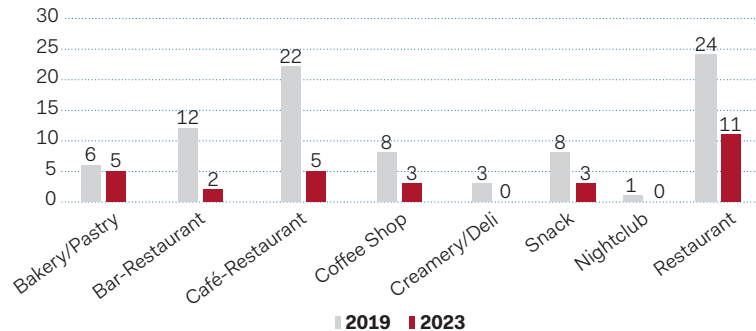
Downtown has seen a 71.3% decrease in outlets since 2019, the largest decrease across all 11 zones surveyed by Hodema. Proximity to the explosion and the protests made owners steer away from reopening. Uruguay street which was to be developed as an alternative to the bustling Mar Mikhael district is now completely dead, with no outlets at all. The major drop also relates to the Beirut Souks experiencing a 70% decrease in outlets alone; 14 establishments are to date closed inside the Souks, as well as the hotel Le Gray, having previously been a home to four outlets, is still closed since the blast. Since 2019 Downtown also lost the landmark Place de l'Etoile, which had weathered all the previous crises in Lebanon. It had been deemed a historical establishment as it was the place former prime minister Rafic Hariri took his last coffee.

There are still 29 establishments throughout Downtown, of which 13.8% are new since 2019. Saifi Village, an area known for its high-end F&B offerings, and always attracting wealthy clientele, is the only area in Downtown that has an increase in outlets, with four new openings since 2019. We note Riccello, a pizzeria that has opened its doors in February 2022 to offer authentic Neapolitan pizza and Laymoon offering a contemporary Eastern Mediterranean cuisine.

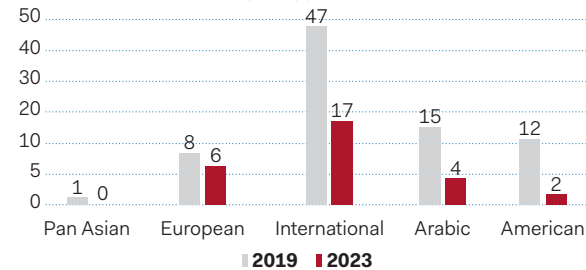
The outlets that have remained across Downtown in the last four years include the Japanese restaurant Clap on top of the Annahar building, the French restaurants Burgundy and Paname and as well as Meat the Fish, all of which represent a mid to high end positioning and continue to be busy. In September this year the contemporary Lebanese eatery Maryool – which used to be located in Mar Mikhael – will also open in Downtown, as a new neighbour to Paname.

Last but not least, as we were finalizing the report, it has been announced that the reopening of Beirut Souks F&B outlets is under discussion, and Buco, a burger and cocktail bar by Chef Tarek Alameddine is coming to life in Saifi Village soon.

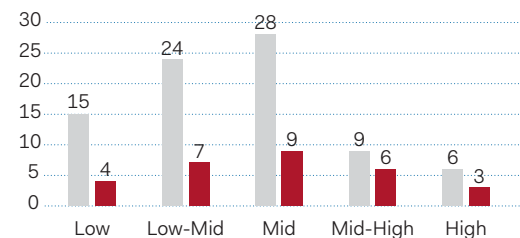
Number of F&B outlets per category



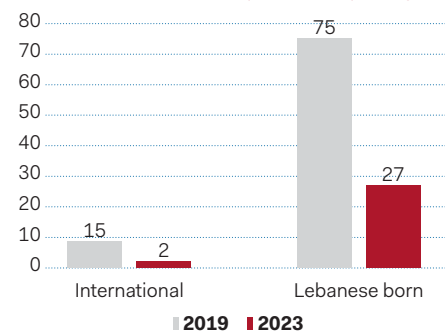
Number of F&B outlets per type of cuisine



Number of F&B outlets per positioning

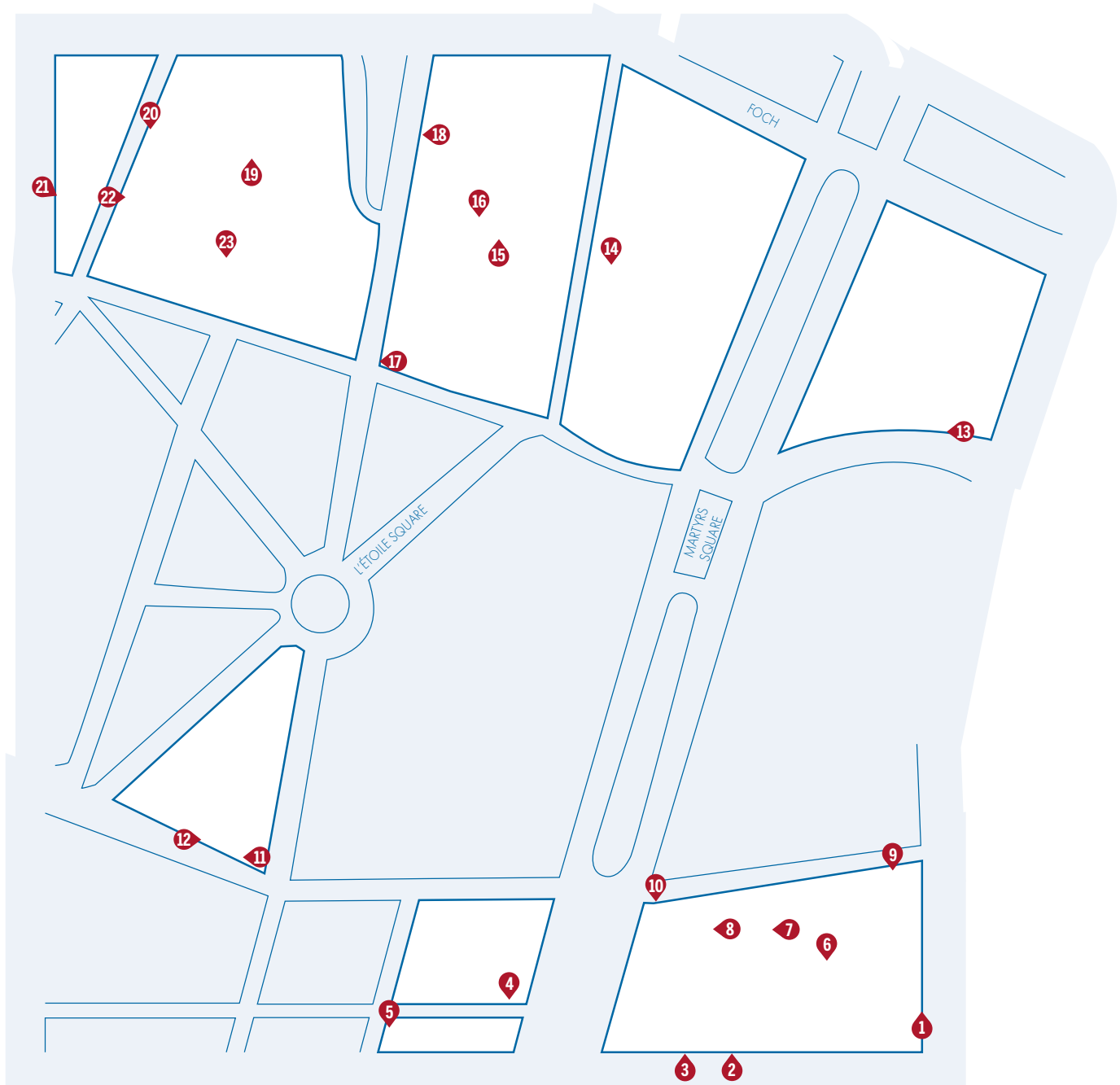


Number of F&B outlets per concept origin



F&B outlets since 2019

71.3% DECREASE



- | | | |
|--|--------------------------|--------------------|
| 1. The English Teacher Bakes | 10. The Backburner | 20. Brgr.co |
| 2. Riccello | 11. Bohsali | 21. Skirt |
| 3. Laymoon | 12. Capitale by Analogue | 22. Ummi |
| 4. Maatouk Maison du Café | 13. Clap | 23. Beirut Souks |
| 5. Centre Markazia
Markazia snack
Soha Snack and Grill | 14. Casanova Café | Al Antabli |
| 6. Paname | 15. People | Grid |
| 7. The core | 16. Paul | Patchi |
| 8. Meat the Fish | 17. Patchi | Snoubar |
| 9. Burgundy | 18. Salata | Spinneys Signature |
| | 19. Café Centreville | Starbucks |

Downtown's Park Avenue *Still ritzy despite the crisis*

Park Avenue is a destination which grew organically by surprise in a residential area next to in Downtown, located between Four Seasons Hotel and Kantari Street inclusive. Today Park Avenue is a vibrant, flourishing area frequented by lavish clientele with high purchasing power.

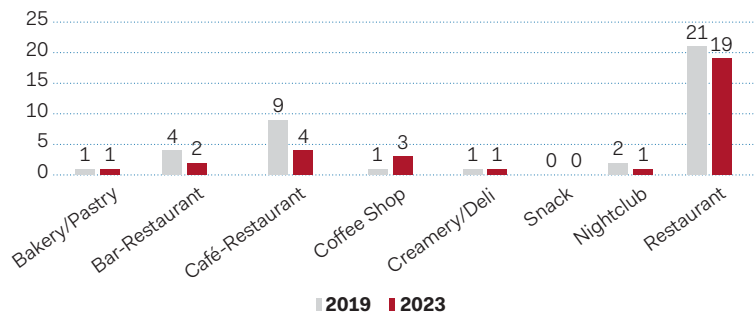
Even amid the economic crisis, Park Avenue remains attractive for people of mid to mid-high end purchasing power where the average check is between \$50 to \$70, which might lend its hand the zone's stable success. While the neighborhood is far from reflective of the state of the country, the zone is buzzing nonetheless.

Park Avenue has 32 establishments in total and in comparison, to 2019, 40.6% are new, making the growth rate of newly opened concepts 17.5% higher. Additionally, outlets offering Lebanese cuisine have increased by 11% within the zone.

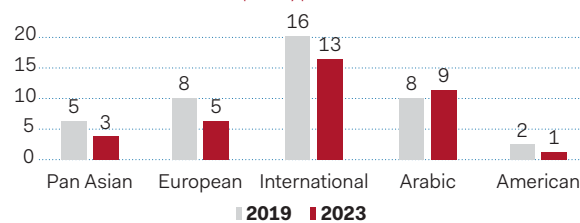
Impressively, Park Avenue has seen only a 0.2% decrease in the total number of seats compared to 2019, even though there was a 17.9% decrease in establishments within the zone which can be explained by the closure of Four Seasons Hotel (contained five outlets alone) and Monroe Hotel. Although the area is prominent and demonstrates activity, we bid farewell to the area's first F&B outlet, after having been in business for 20 years, Balthus has closed its doors in May 2020

Today Park Avenue is an important destination for Lebanese food enthusiasts. While more than 50% of the neighborhood's outlets have closed in the last four years many new destinations opened such as the Lebanese cuisine of Al Beiruti, Kalila and the international cuisine of Leo La Terrasse by Al Mandaloun Group. The first and only Starbucks Reserve in Lebanon also made its home in Park Avenue and, since 2021, Ai Bar & restaurant – the sister of Kampai - nestled into an apartment block offering innovative Asian cuisine. Em Sherif Café also moved to a new location in the neighborhood in February 2022 expanding its seating capacity from 110 to 230.

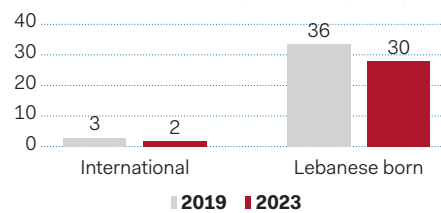
Number of F&B outlets per category



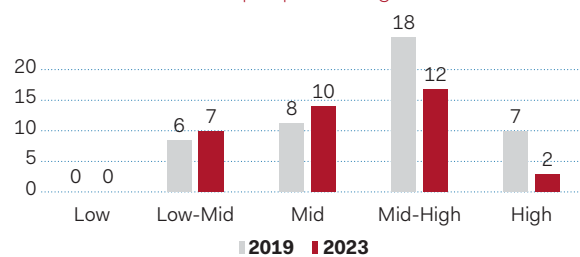
Number of F&B outlets per type of cuisine



Number of F&B outlets per concept origin



Number of F&B outlets per positioning



F&B outlets seating capacity

0.2% DECREASE ONLY



- | | | | |
|--|---------------------|-----------------------|-----------------------------|
| 1. Phoenicia Hotel
Mosaic
Amethyste
Cascades Lounge | 7. Café Monaco | 15. Starbucks Reserve | 23. Cold Stone |
| 2. Darling | 8. Métropole | 16. Kalila | 24. Ramada Hotel
Scarlet |
| 3. Ai | 9. BeBabel | 17. L'avenue Beirut | 25. Starco Music Hall |
| 4. Léo La Terrasse | 10. Thanna B Beirut | 18. Cocteau | 26. Noura |
| 5. Avanti | 11. Kun | 19. Lily's Café | 27. Lakkis Farm |
| 6. Em Sherif Café | 12. Amar Café | 20. Seray | 28. Osaka |
| | 13. Le Sushi Bar | 21. Al Beiruti | 29. Blend |
| | 14. Patchi Café | 22. Gavi
Kampai | |

Gemmayze *Transformation of status*

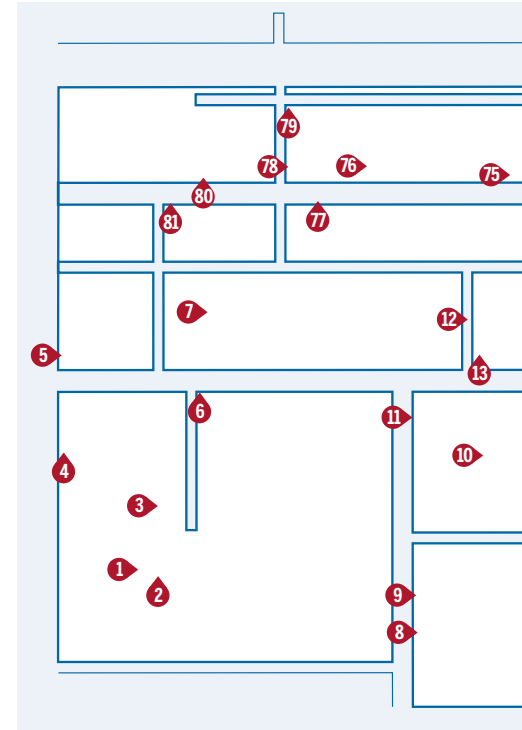
Another area hard hit by the Beirut Port explosion in August 2020, Gemmayze had made a remarkable comeback considering the damage it experienced. The entire zone has been renovated, and continues to be to this day, bringing new life along with a facelift of new concepts, though in keeping with the previous cuisine offerings. The lighting of the streets in Gemmayze earlier this year - through an initiative of local NGO Rebirth - also brought an added sense of energy back to the neighborhood. Even though Gemmayze flows out from a one-way street with little parking spots, its growth has not been limited after the event of August 4, or the economic crisis starting the year prior.

Gemmayze hosts 83 outlets in total with 55% of them being new since 2019 such as Boozalb, opening in 2022 and offering natural, artisanal ice cream as well as Salata, opening its third outlet on Gouraud street in Gemmayze. The zone has experienced a growth rate of 57.5% of newly opened concepts which is 36.4% higher than the one recorded in 2019 by Hodema's last survey. There are more than double the number of new establishments now, compared to 2019. Seeing as the area had to be rebuilt from scratch, the regeneration brought with it exciting new concepts, many of them with a mid- high positioning.

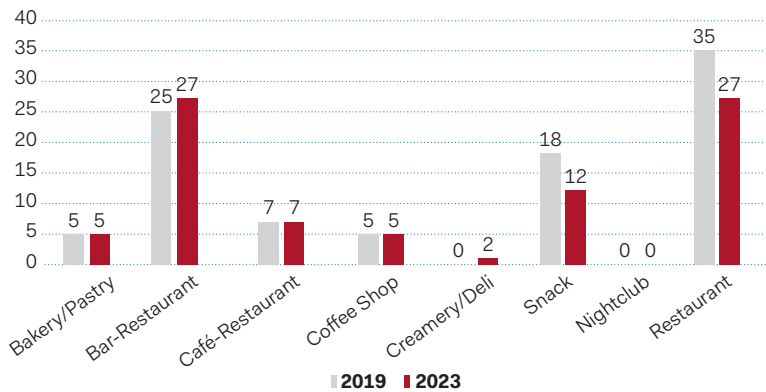
Pasteur Street is a good example of this booming new vibrance, where it has welcomed the newcomer Ditto, an upscale restaurant bar, as well as the Japanese restaurant Mon Maki A Moi which arrived in April 2023. The street also expanded with the addition of the French bistro Pastis and Terre eatery and cocktail bar which offers creative menus based on local produce.

Across Gemmayze, there is only a 12.6% drop in establishments since 2019 and a 12.3% drop in the total number of seats. This drop clearly relates to large capacity places such as Em Nazih, Coup d'Etat and Lodge not reopening after the blast. While the big operator and landmark Zaatara w Zeit closed, as well as Margherita, landmarks such as Paul, Ginette, Le Petit Gris, Le Chef, Couqley remain open.

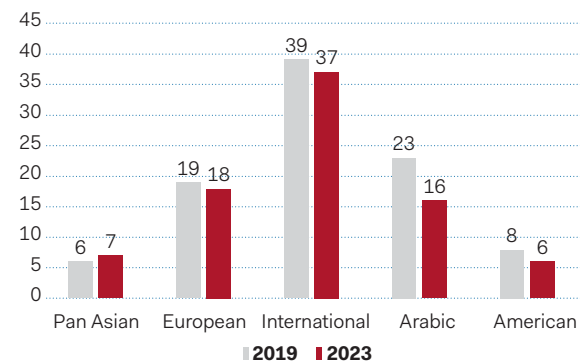
Lost has also expanded its offerings to include a restaurant, bar, pizzeria and the hotel, operating across both sides of the street. The guesthouse and restaurant of Arthaus had opened, devastatingly, on the same day as the explosion suffering great damage before being able to serve guests, but they too have rebuilt and stand today in a unique location with spacious terraces.



Number of F&B outlets per category

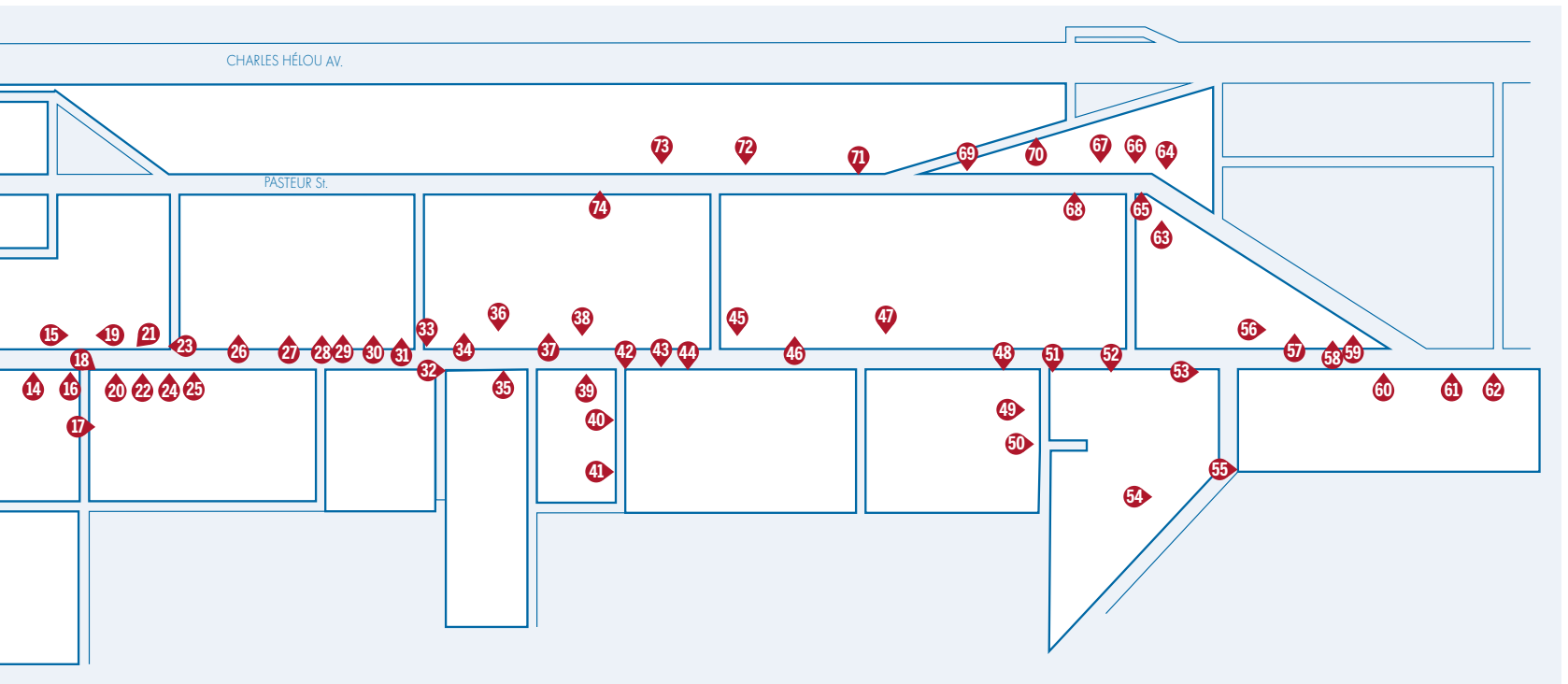


Number of F&B outlets per type of cuisine

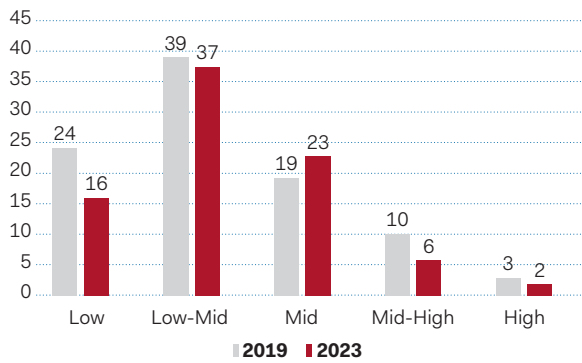


F&B outlets since 2019

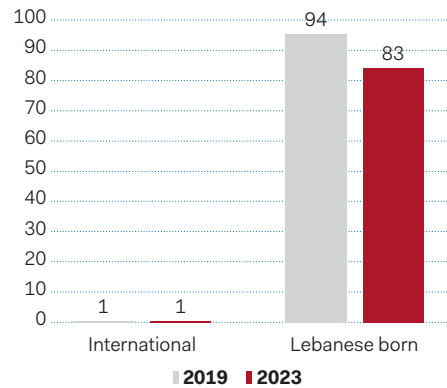
55% NEW OPENINGS



Number of F&B outlets per positioning



Number of F&B outlets per concept origin



- | | | | | |
|---|----------------------|--------------------------------------|----------------------|------------------------|
| 1. Centrale | 16. Outline | 33. 16mm | 48. The Barn | 65. Olga's Shawarma |
| 2. Ground Floor | 17. Arthaus | 34. Peck | 49. Couqley | 66. Cyrano |
| 3. Saifi Suites
Society Bistro
Society Wine Bar | 18. Bn | 35. Le Chef | 50. Mavia's Bakery | 67. Mayrig |
| 4. The Wine Haven | 19. Ramen-Ya | 36. Pizza Guys | 51. Alia's Bookstore | 68. Flav |
| 5. Paul | 20. Torino | 37. Sip | 52. Pizzaria | 69. Appetito Trattoria |
| 6. Boozalb | 21. Yakniku | 38. Lost Hotel
Lost Bar | 53. Fern Ghattas | 70. Dead End Paradise |
| 7. Le Petit Gris | 22. Dragonfly | 39. Lost Pizzeria | 54. Mama In Cuccina | 71. Paloma |
| 8. Furn Khodr | 23. Tabliyit Massaad | 40. Bavaglino | 55. Koi | 72. Zola |
| 9. Demo | 24. Mitsu-Ya | 41. The Grand Meshmesh
Hotel Café | 56. Lekmet Em Ali | 73. Loris |
| 10. Arayess Beirut
Steak Crush | 25. Neighborhood | 42. Saj Stories | 57. Kassab | 74. House Of Buttlers |
| 11. Cupola | 26. Cosmic Burger | 43. Streetbun | 58. Em Ali | 75. Ditto |
| 12. Snack Hayek | 27. Pub 22 | 44. Ginette | 59. Piabisou | 76. Terre |
| 13. Dar Beirut | 28. Maallem Arteen | 45. Moons | 60. Tequila | 77. Sld Bar |
| 14. Drink & Sing | 29. Urbanista | 46. Paulie's | 61. Matt's Burger | 78. Mon Maki À Moi |
| 15. Swiss Butter | 30. Hachichit Albé | 47. Munchease | 62. Orso Bianco | 79. Jive |
| | 31. Salata | | 63. Pint | 80. Pastis |
| | 32. Café Standard | | 64. Furn Saadé | 81. Husk |

Hamra *Begging to be seen*

While Hamra used to be the hub for nightlife - the Soho of Beirut you could say - the zone has been severely impacted by the economic crisis and the refugee influx. The number of homeless people and beggars in the street entering restaurants appears to have dampened the mood of Beirutis who have now abandoned the area for other destinations, with investors following them. At night, the streets don't feel as safe as they once were, and the demographics have shifted massively considering the zone has been severely impacted by the crisis compared to other neighborhoods surveyed.

The reliance on money exchange houses - which has been forced on the population during the economic collapse - has also changed the feel of Hamra considering the number of services available in the zone. The most present positioning is low and low-mid which reflects the clientele's purchasing power and also the atmosphere of the streets.

In total, there are 101 outlets in Hamra of which 25% are new since 2019. The 24.3% growth rate is only 4.7% higher than what was recorded in 2019. Hamra has seen a decrease of 29.4% in outlets in the last four years, with 68 establishments closing and only 25 openings, due to its loss of attractiveness over the past few years. Specifically, there has been a drop in Arabic cuisine.

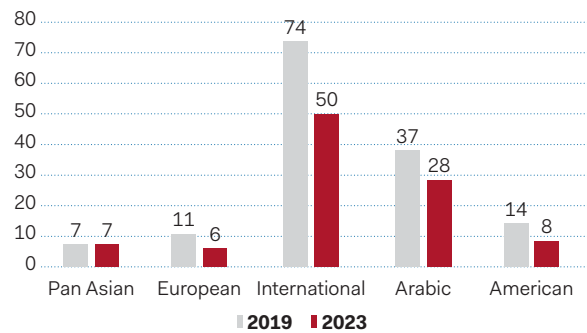
No new investments are being made in Hamra, especially not by large F&B groups, plus restaurant chains such as Mr. Brown, Roadster and Sushi Star have closed their Hamra outlets. Retail franchises have also deserted Hamra which has led to a decrease in the daily number of visitors to the zone, subsequently grinding down F&B outlets.

While the landmarks Bardo, Café Hamra, and Caribou have all closed, a landmark that has relocated but remains in Hamra is the Gastro-pub Ferdinand.

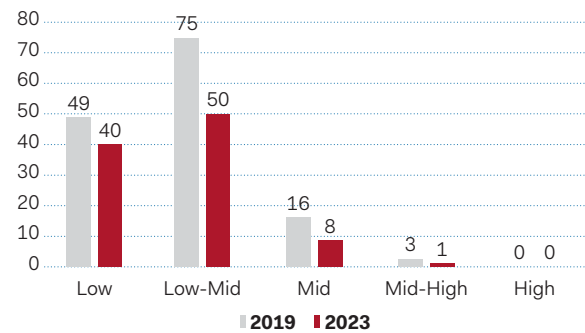
A small glimpse of hope for Hamra is the opening of Praliné in 2023, a café-restaurant and pastry shop with a seating capacity of 100.



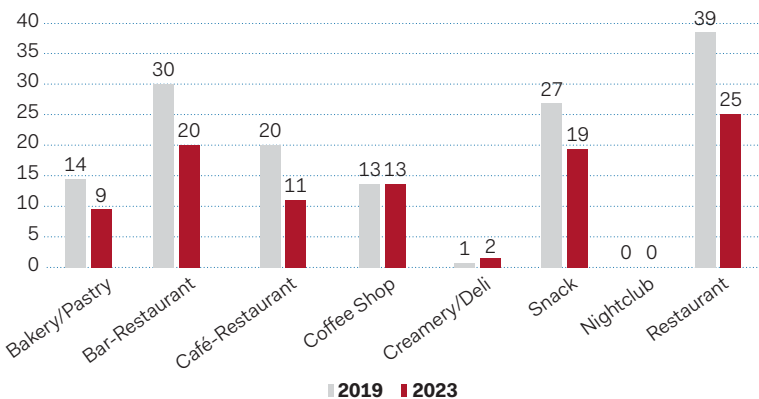
Number of F&B outlets per type of cuisine



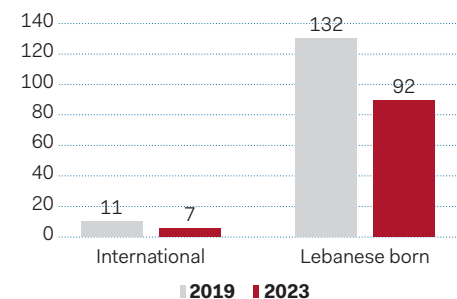
Number of F&B outlets per positioning



Number of F&B outlets per category



Number of F&B outlets per concept origin



F&B outlets since 2019

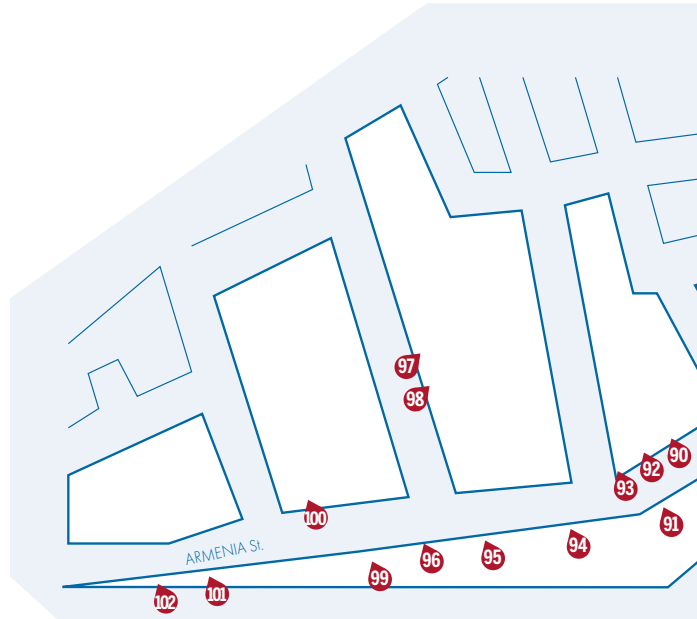
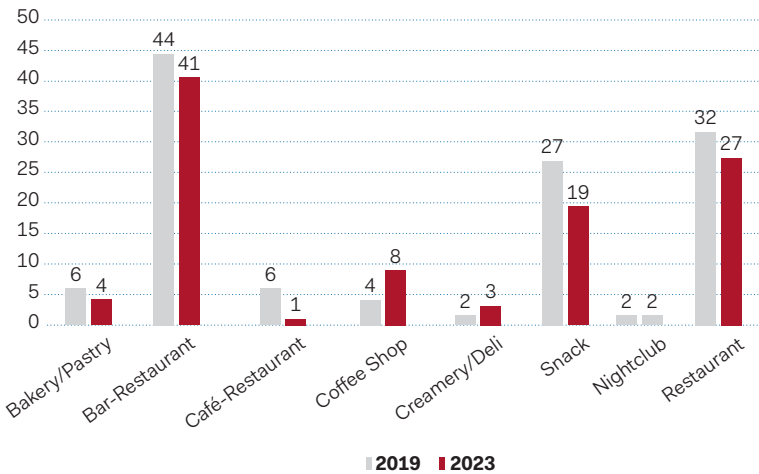
68 CLOSED



- | | | | | | | |
|------------------------|-----------------------|---|--|------------------------------|--|---------------------|
| 1. Jai | 14. Terghalle | 28. Iraq El Kheir | 40. Topsy Goose | 50. Bedivere Eatery & Tavern | 62. Gustav | 74. Sandwich W Noss |
| 2. Friendly Café | 15. T-Mart | 29. Rossa Café | 41. Hamra Express Bar | 51. Nougatini | 63. Appetito Trattoria | 75. Crepaway |
| 3. Zeina | 16. Burj Al Tayeb | 30. Kabset Zer | 42. Silver Crumbs | 52. Tasty | 64. Calibri | 76. Ferdinand |
| 4. Uncle Joe | 17. Furn Al-Makdissi | 31. Dandana-Leb | 43. Hamra Kitchen | 53. Kuruma | 65. London Bar | 77. Neighbours |
| 5. Falafel Abou El Ziz | 18. Good To Go | 32. The Godfather Coffee Shop | 44. Ka3kaya | 54. Blue Window Bar | 66. Ales & Tales | 78. Citizen Smith |
| 6. Special Bakery | 19. Beit Em Nazih | 33. Abou Naim | 45. Rainze | 55. Chicks.co | 67. Rabbit Hole | 79. Barjees |
| 7. Dar Wadieh | 20. Pool D'etat | 34. Café Al-Habayeb | 46. Toot Beirut | 56. D'coffee Shop | 68. The Twelve Bar | 80. Chocolate Bar |
| 8. Salon Beyrouth | 21. The Bruws | 35. Patchi | 47. Afandina | 57. Snack Chehab | 69. Li-Beirut | 81. Tomatomatic |
| 9. Praliné | 22. Spiced And Sliced | 36. Hamra Square Hamra Juices Little Birut Starbucks T-Marbouta | 48. Food Hub The Food Hub Gelato Show Ushi Sushi Arouset Labne Prince Pizza The Hub Café | 58. Benihana Cucina | 70. Mi Carino | 82. Al Mouajjanati |
| 10. Golden Sheep | 23. Kababji | 37. Mezian | 49. Booza Society | 59. Café Younes | 71. Villa Celia | 83. Zaatara W Zeit |
| 11. Patchi | 24. Dunkin Donuts | 38. Pasta Bl Eelbe | | 60. Sam's | 72. Crown Plaza Hotel Chopsticks Deek Duke Vivaldi | 84. B-Hive |
| 12. Asir Al Salam | 25. Snack El Hamra | 39. Propaganda | | 61. Roi Des Frites | 73. Shah | 85. Abou Abdalla |
| 13. Furn Abdul Aziz | 26. Sushi Lovers | | | | | 86. Crackers |
| | 27. Hani's Snack | | | | | 87. The Oven Bakery |

Mar Mikhael *Resurrected with a face-lift*

Number of F&B outlets per category



F&B outlets since 2019

46% NEW OPENINGS

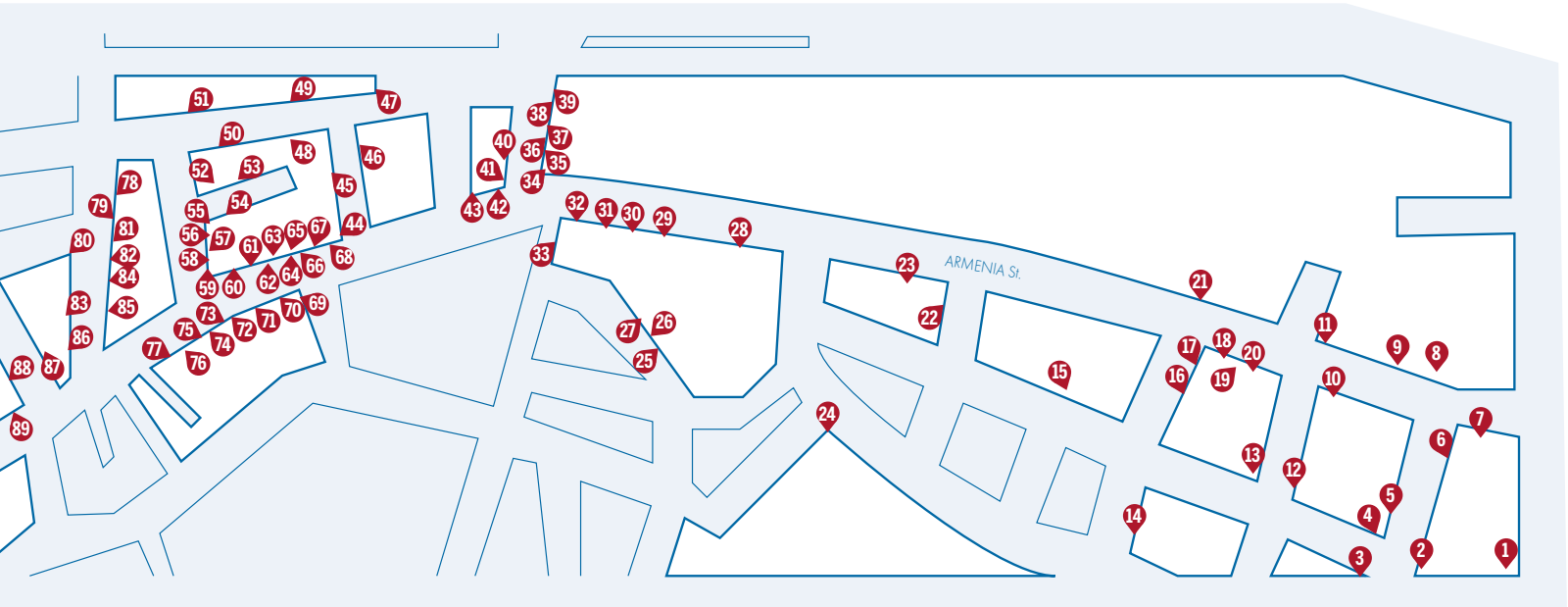
The neighborhood of Mar Mikhael was the most severely affected by the Beirut Port explosion in August 2020, considering it runs parallel to the port. Not only the establishments but the residential buildings and apartments were completely destroyed. In a state of shock and great grief due to the number of lives lost, including staff members of outlets such as Tavolina, Cyrano and Bar Tartine, Mar Mikhael became a ghost area for at least six months until reconstruction commenced with the help of NGOs. In the absence of the state, some operators even paid out of their own pockets to have new light bulbs installed on street lamps in order to bring the zone out of complete darkness.

Miraculously, Mar Mikhael has now completely re-emerged as the star of Beirut. The zone has experienced a complete rejuvenation, hosting 104 outlets of which 46% are new since 2019. There has only been a 17.6% drop in outlets since 2019 which can understandably be explained by businesses that remain closed since the blast such as Happy Prince and By Skirt. The buzzing Pharaon street which the book shop and café Paper Cup was on has remained almost entirely closed after the blast, with the exception of Baron Restaurant reopening in December 2020. Today, it is surely gaining back life through openings such as O's Focacceria, Flat White and the Wooden Cellar.

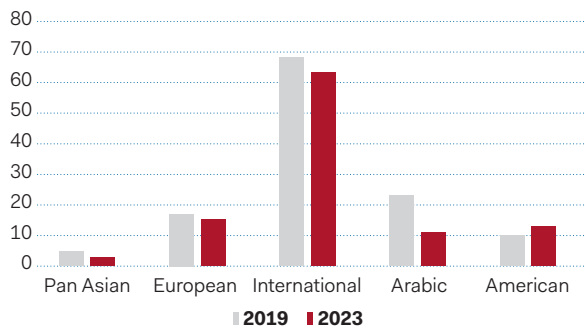
The growth rate of newly opened concepts in Mar Mikhael is 44.2% which is more than double the growth rate of newly opened concepts recorded in 2019. The reconstruction of the zone after the port explosion has definitely aided the 25% higher growth rate, attracting new business owners to the area following its renewal. After the explosion some building owners were helping establishments by not taking rent or accepting Lebanese Lira instead of dollars, which certainly would have encouraged new faces.

Mar Mikhael is now full of vibrance with 47 new openings, and a noticeable increase in small and simple coffee shops such as Cluster001 and Flat White. Starbucks has also opened in Mar Mikhael with a seating capacity of 85 and an outdoor area. While there has been a significant drop in Arabic cuisine, there has been an increase in American style restaurants such as 101 Burger, Boneless and Firebird. Kintsugi, a new guesthouse and restaurant offering international cuisine with 100 seats has replaced Villa Clara. Notably, Kintsugi is aptly named after the Japanese art of putting pottery pieces back together with gold – a reference to piecing life back together after the blast. In the near future, the owner of Tom & Mutz will also open a new restaurant project in Mar Mikhael, adjacent to Starbucks.

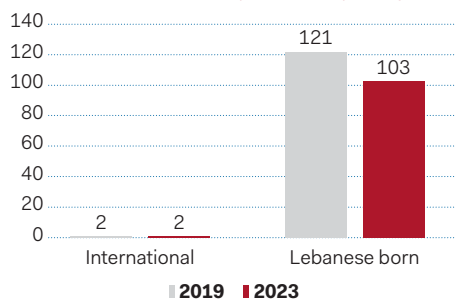
The main thoroughfare of Mar Mikhael; Armenia Street, is still a bar destination in 2023, with popular establishments such as Central Station, Vyvyan's and Lockstock. While Mar Mikhael has lost the landmarks of Al Mandaloun nightclub which was replaced by Michel Fadel's La Scene, as well as Bartartine, and Sud, the landmarks of Internazionale - open since 2012, and L'Osteria – one of the few Italian bars in Beirut serving since 2009, remain regular hotspots. While Baron was heavily damaged in the blast it impressively reopened shortly after in December 2020. Some outlets moved to bigger location in Mar Mikhael after the explosion, such as Tawlet which now replaces Seat's showroom along with its two other concepts: the organic farmers market Souk el Tayeb and Dekkene. Tavolina also increased its seating capacity by acquiring Le Petit Resto. Finally, The Bros moved from Madrid Street to Armenia Street in Mar Mikhael, taking over what used to be The Sage Parlor and expanding its menu as well as seating capacity to 75.



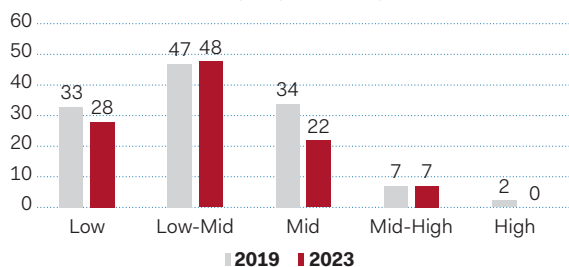
Number of F&B outlets per type of cuisine



Number of F&B outlets per concept origin



Number of F&B outlets per positioning



1. Tota
2. The Slow
3. Mario E Mario
4. Seza
5. Orenda
6. La Scène
7. Bachir
8. Leon Snack
9. Boneless Bar
10. Chop Suey
11. Starbucks
12. Riwaq
13. 100 Hala
14. Kintsugi
15. Makan
16. Tusk
17. Distrikt
18. Vino E Sake
19. Pageo
20. Salt Fish
21. Sister Wrap
22. While We're Young
23. Four
24. Kalei Coffee Co.
25. Strada
26. Escalier
27. Sole In Sight
28. Tom & Mutz
29. Madame Om
30. Beyt
31. Cone D'amore
32. Ya Ghezayel
33. The Bros
34. Smoking Bun
35. Nfd
36. By The Slice
37. Kaakeh Square
38. Taquitos
39. Mylos
40. Smoak
41. The Wok
42. Frunch
43. Mac N' Cheese
44. Tawlet Souk El Tayeb
45. Beit Oven
46. Cluster 001
47. Frooza Booza
48. Baron
49. The Wooden Cellar
50. Flat White
51. O's Focacceria
52. Mashawish
53. Somā
54. Caffeine
55. Anise
56. Chaplin
57. Divvy
58. 101 Burger
59. Internazionale
60. Singing Mama
61. Smushkies
62. Vyvyan's
63. Lockstock
Stairway By Lockstock
64. Crew Hut
65. Amelia
66. Central Station
67. Favela
68. Eclipse
69. Target Shot
70. Abbey Road
71. Bohemian
72. Fabrkr
73. Bonavida
74. Floyd The Dog
75. Bodo
76. L'osteria
77. Stoa
78. The Retro Pub
79. Prune
80. Tavolina
81. Martin
82. Uniun
83. Loddy's
84. Slate
85. Firebird
86. Das Kuche
87. Marinella
88. Delish Shawarma
89. Catrinas
90. Meet The Vegans
91. Bar 35
92. Joe Peñas
93. Oslo
94. Fuego
95. Okra
96. Boneless
97. Karma
98. Parallel
99. Kaos
100. Chicken W Bas
101. Fuente San Miguel
102. Tamashii

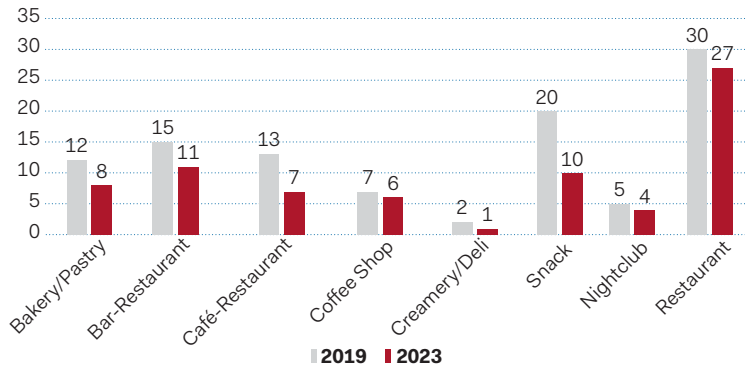
Monnot-Sodeco *No drastic change*

The zone of Monnot-Sodeco is split in terms of its offerings, where one half, Sodeco, is home primarily to Lebanese restaurants near the historical Green Line and subsequently more impacted by the protests in 2019, as well as the Beirut Port explosion in 2020. The other section, Monnot, is a residential area with high purchasing power. Overall, Monnot-Sodeco is not the most vibrant zone due to there being little foot traffic - the outlets themselves are the destination – but it is stable and Sodeco’s landmarks in particular continue to do well. The clientele of the larger outlets is generally older, while students of the Saint Joseph University as well as those working in Beirut Digital District frequent the more budget friendly establishments.

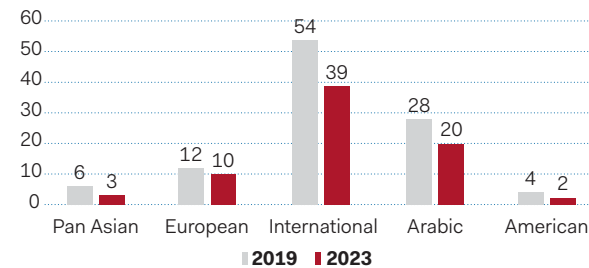
There are a total of 74 outlets in Monnot-Sodeco of which 24% are new since 2019, making its growth rate 12.3% higher, or almost double, what was recorded four years ago. Situated in a heritage, old stone house, Jnaynet el Khaweja is new to Monnot-Sodeco serving Lebanese cuisine. Also, Analogue is a new restaurant bar replacing Stem, with 170 seats and bringing with it a mid-high-end positioning. Another Lebanese cuisine restaurant which has arrived in Monnot-Sodeco from Sioufi is Kebbet Zamen. Abdel Wahab Street will also soon welcome the new Pizzawa, an interesting mix of omakase and Italian restaurant with a mid to high end positioning.

While the area has seen a decrease of almost 29% in outlets since 2019, landmarks such as Albergo Hotel, Em Sherif Restaurant, Pacifico, Stove, Le Relais de L'Entrecôte, Abd el Wahab, Al Falamanki and Bread Republic still remain and continue to attract their faithful clientele. Albergo Hotel expanded and is still expanding with 27 new suites to add to its offering and 3 F&B outlets operational: The restaurant and Terrace with a seating capacity of 160, The Swim Club; an upscale cocktail bar with a seating capacity of 150, and last but not least, the Lobby Café and Courtyard that was once Al Dente Restaurant, currently providing an international menu and a 120 seating capacity.

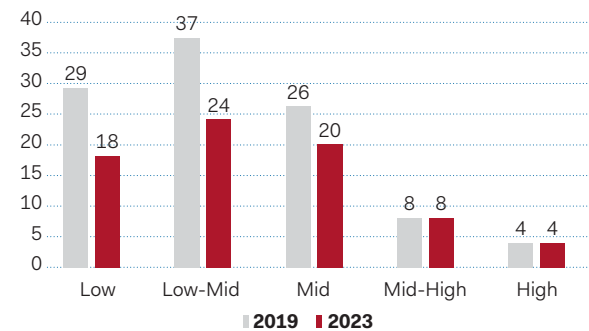
Number of F&B outlets per category



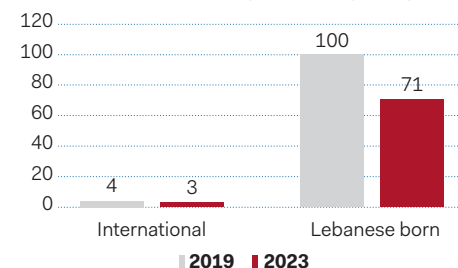
Number of F&B outlets per type of cuisine



Number of F&B outlets per positioning



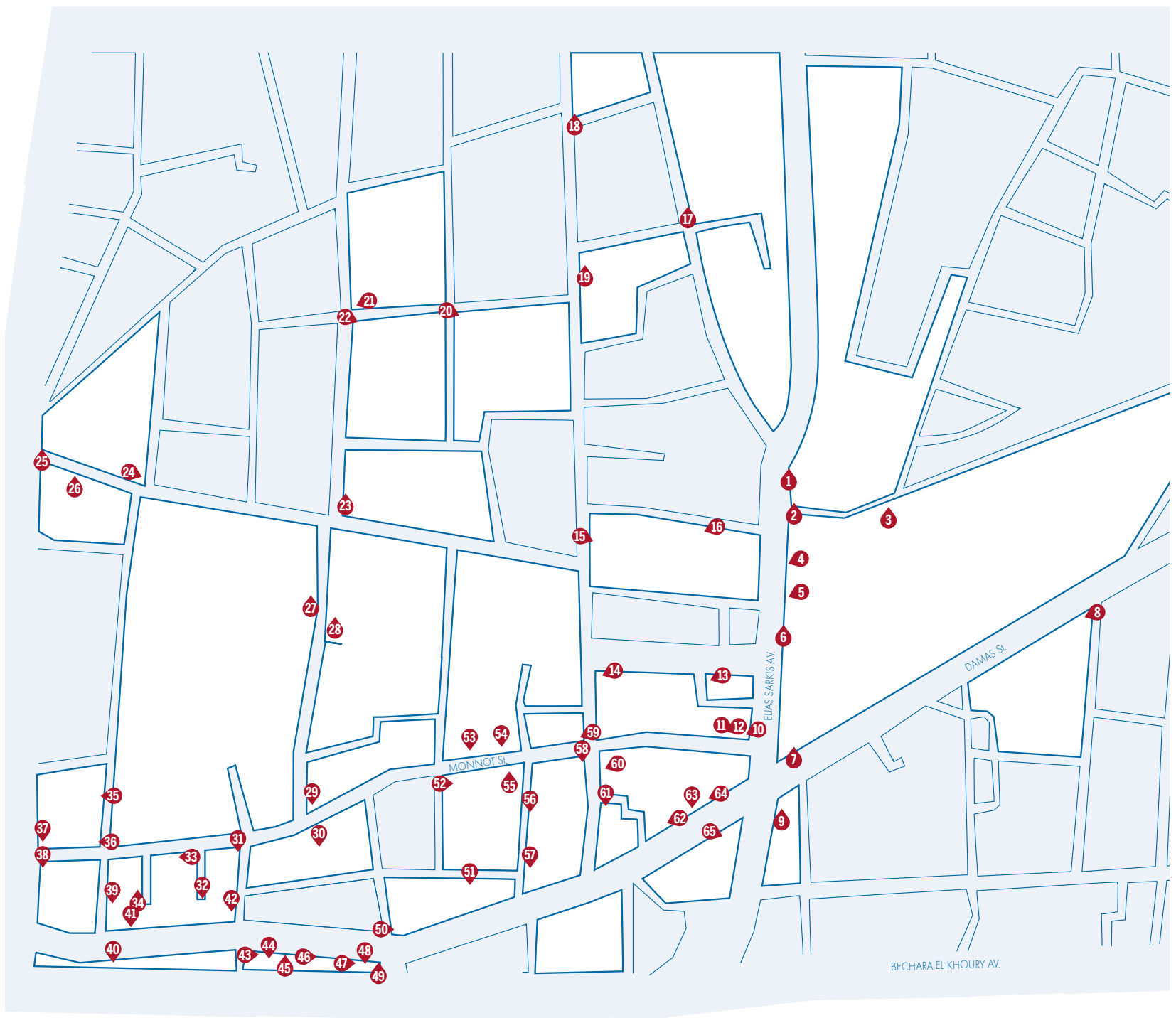
Number of F&B outlets per concept origin



Newly open F&B outlets in 2023

7 NEW LOCATIONS **11** ROTATIONS

1. Zatar w Zeit
2. El Estez Snack
3. Sapa
4. The Fat Monk
5. La Goulée
6. Café Younes
7. Sodeco Square
Café Younes
T Square
Big Al's
8. Moulin D'or
9. Cassino
10. Rafic El Rashidi
11. Marrouche



- 12. Kelly's Fish Lounge
- 13. Pâte à Choux
- 14. Kebbət Zamen
- 15. Hotel Albergo
Albergo Restaurant and Terrace
Lobby café and Court Yard
Swim club
- 16. Samakna
- 17. Samakit Al Sultan
- 18. Tsunami
- 19. Jnaynit El Khaweja
- 20. Liza

- 21. Bread Republic/The Wine Room
- 22. La Ménagerie
- 23. The Spot
- 24. Sweet Nothing
- 25. Ritage
- 26. Néo Gourmet
- 27. Germanos Bistrot
- 28. Latte Art
- 29. The Comfort Food
- 30. Zur Café
- 31. Hanan's Coffee
- 32. Celtic

- Matador Café
- Replay
- Kawaii
- 33. Drink and Sing
- 34. Hole in the Wall
- 35. Puccia
- 36. Little China
- 37. O Monot Boutique Hotel
Lobby bar
Restaurant
Rooftop
- 38. Roy
- 39. Picasso
- 40. Falafel Tabouch

- 41. Mood Beirut-Night
- 42. Gia la Cuccina Del Amore
- 43. Mustafa Sahyoun
- 44. Falafel Sahyoun
- 45. Malak Al Tawouk
- 46. Trio Café
- 47. Otomatico
- 48. Thea Café
- 49. Assir Al-Sultan
- 50. Shababik Garden
- 51. Em Sherif
- 52. Palermo

- 53. Pacifico
- 54. Stove
- 55. Analogue
- 56. Al Modovar
- 57. Taiga Beirut
- 58. Le Relais de L'Entrecôte
- 59. Nonna
- 60. Santana
- 61. Abd El Wahab
- 62. Kahwet Azmi
- 63. Anbar
- 64. Dunkin' Donuts
- 65. Al Falamanki

Sassine *Alluring growth*

Sassine in itself is a landmark of Beirut, home to a mix of residential apartments, offices, universities, hospitals and retail shops. As a destination, the F&B outlets cater primarily for day time dining but does not fall short as a night destination as well.

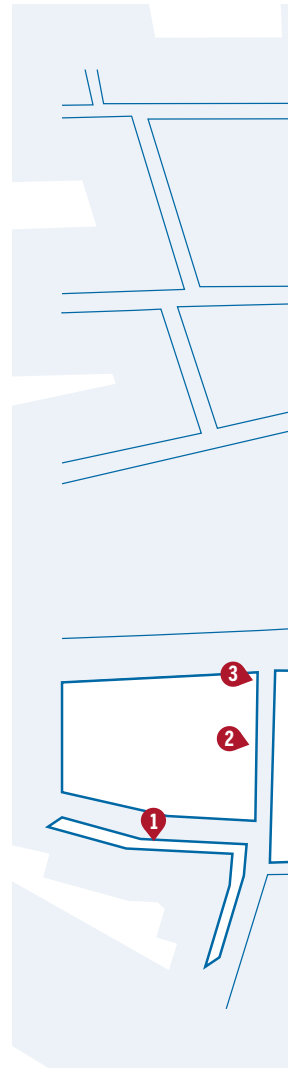
Sassine boasts 88 outlets in total of which 24% are new since 2019. Impressively, the growth rate of 21.3% of newly opened concepts is 8.9% higher than the rate measured in 2019. Although the zone has seen a decrease in outlets by 23.9% - remarkably losing landmarks such as The Chase, which had stood strong for 35 years, along with Bergerac and L'escroc - Sassine is still an attractive area for investors and openings are still prominent.

The landmark La Cigale has been replaced with Cask and Barell, a restaurant offering a spirits infused menu combined with a liquor boutique. Also, the healthy eatery

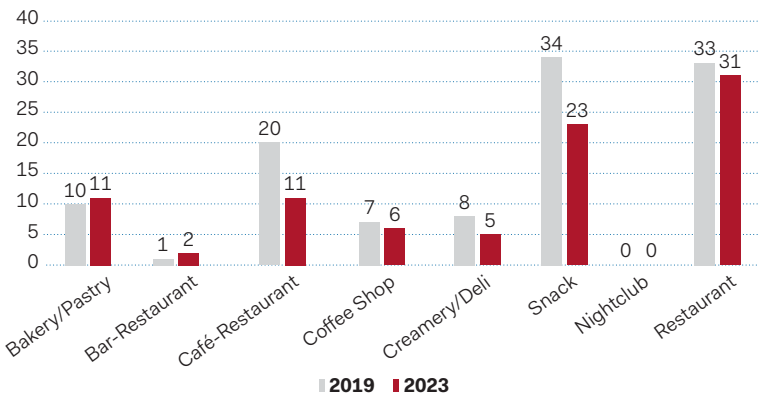
Kitchen Confidential was replaced with Tribu, a membership-based restaurant, with cost-only menu prices.

Independence street is burgeoning into a place to visit for the sweet tooth, with the openings of Flocon, Chatime, Des Choux et des Idees and Hoda et Chocolat joining the existing Savoie. On the same, prominent street, Fine Bouche – a gourmet delicatessen and grocery store– has opened in 2019 followed by Niu Poke's first branch in Lebanon in 2020, serving a Hawaiian focused cuisine.

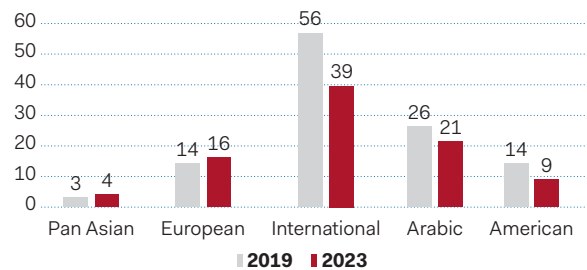
Crepaway has also taken over the location of Chili's as the tex-mex restaurant has now built its own structure on land owned by the Karam family near Le Gabriel Hotel. As Sassine continues to grow, outlets such as breakfast spot The Sage Parlour and bistro Ôtrottoir are flowing out of the borders of the zone to neighbouring areas in Achrafieh.



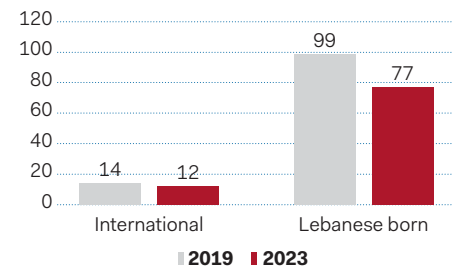
Number of F&B outlets per category



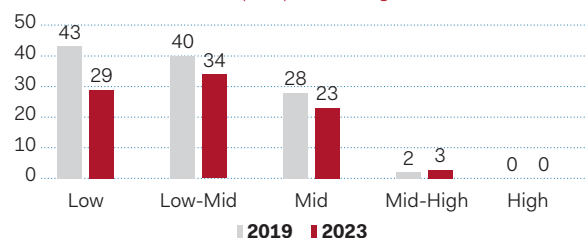
Number of F&B outlets per type of cuisine



Number of F&B outlets per concept origin

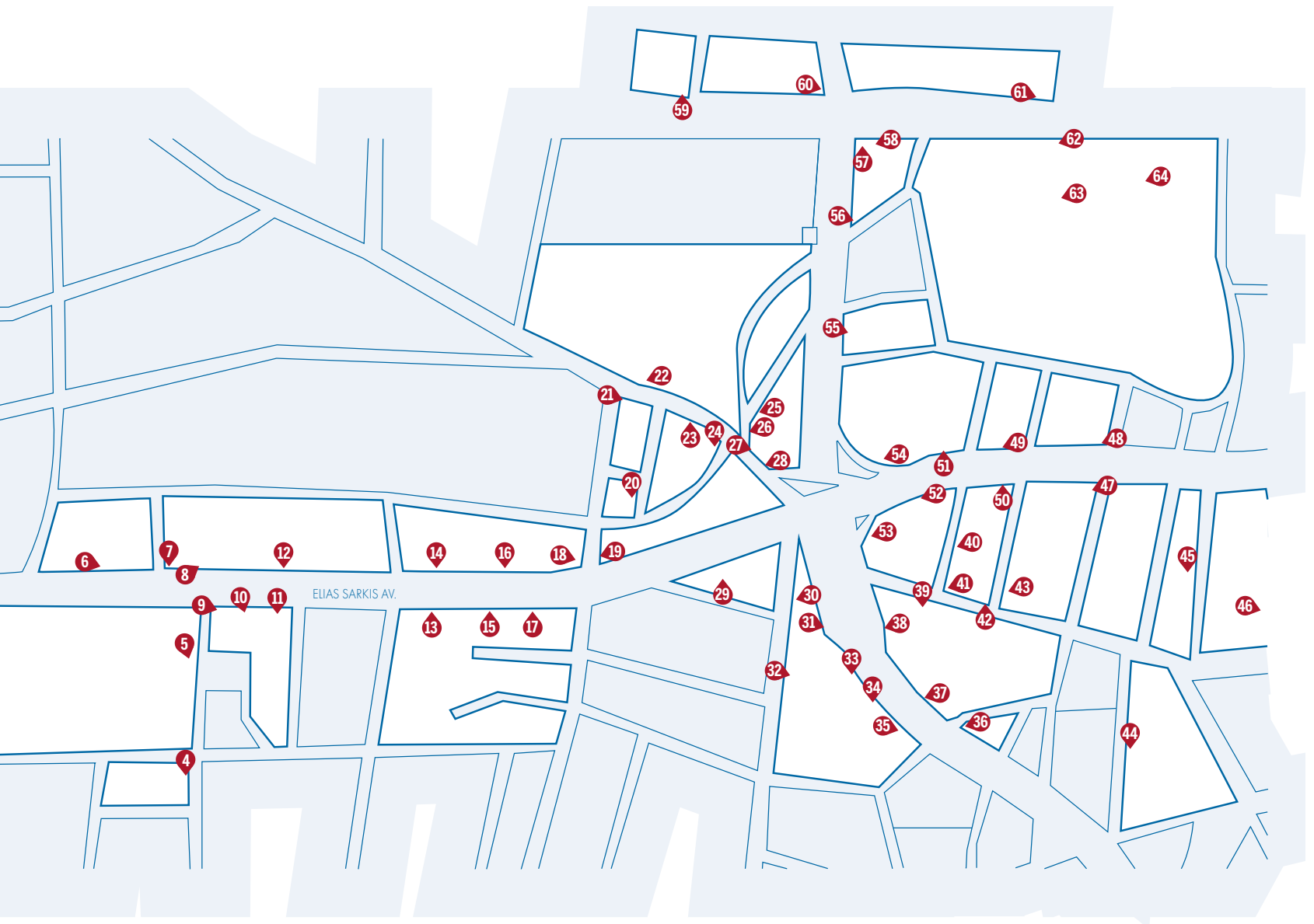


Number of F&B outlets per positioning



F&B outlets since 2019

24% NEWLY OPEN



- | | | | | |
|-------------------------------------|-----------------------|-----------------------|----------------------------------|---------------------|
| 1. Furn Atallah | 17. Patisserie Savoie | Napoletana | 34. Fouad El Jerr Douaihy Sweets | 48. Sushi Star |
| 2. Park Tower Suites | 18. Niu | Ni | 35. Kababji | 49. Cask and Barell |
| 3. Crepaway | 19. Brewholic Café | Paul | 36. Royal Tulip | 50. Al Meza |
| 4. East Village Neighborhood Eatery | 20. Furn Nour | Roadster Diner | 36. Ristretto | 51. KFC |
| 5. Pizzeria Del Vico | 21. The Brick House | Starbucks | 36. Rooftop | 52. Al-Rifai |
| 6. Tribu | 22. ABC | Starbucks | 36. Symphony | 53. Douaihy Sweets |
| 7. Chili's | Abd El Wahab | Urbanista | 37. Beit Moussallem | 54. Starbucks |
| 8. Softiel | Bartartine | Zaatar W Zeit | 38. Hajj Nasr | 55. Ashrafieh Café |
| 8. La verriere | Casper & Gambini's | 23. Falafel Freiha | 39. B fresh cocktails | 56. Kabab 365 |
| 9. Mr. Brown | Classic Burger Joint | 24. Noura | 40. Doudou | 57. Ashrafieh Cheri |
| 10. Cantina Beirut | Cold Stone | 25. Boneless 28 | 41. Furn w Moajjanat | 58. Bread and Salt |
| 11. Cantina Sociale | Cozmo Café | 26. Malak al Tawouk | 42. Le Voleur | 59. Deek Duke |
| 12. Des Choux Et Des Idées | Divvy | 27. Spiced and Sliced | 43. Amaretti | 60. Diwan Beirut |
| 13. Fine bouche | Dip n dip | 28. Fred's Food | 44. Mouajjanet Jean | 61. Sushi Circle |
| 14. Le Flocon | Duo | 29. Chatime | 45. Pizza Station | 62. Boubouffe |
| 15. Saab | Dunkin' Donuts | 30. Helwayet Jean | 46. Nicolas Café Resto | 63. Lala chicken |
| 16. Hoda et Chocolat | K-Roll | 31. Burger King | 47. Green Café | 64. Asdikaa Zaman |
| | La Mie Dorée | 32. Tonino | | |
| | Leila | 33. Pain D'or | | |
| | Lina's | | | |

Verdun *Backsliding into sleep*

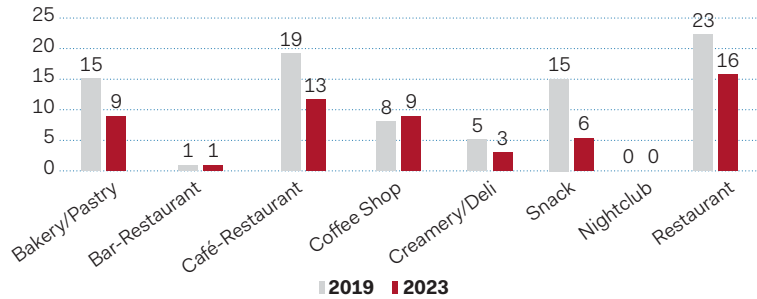
Verdun has long been more a destination for family outings, situated in a high-end residential area also home to business offices. The zone is not known for its nightlife as it lacks any bars and hosts mainly cafes and restaurants. The F&B industry once primarily operated through small establishments which were greatly impacted by the opening of the mall ABC Verdun in 2017. Even though the people who live in Verdun appear to have high purchasing power, the positioning of the zone is low-mid with the most available food being international cuisine.

Currently there are 56 outlets in Verdun of which 14.28% are new since 2019. The area has experienced a whopping 33.7% decrease in outlets since 2019, making it the second biggest decrease, after Downtown, within the 11 zones surveyed by Hodema. Within ABC Verdun the drop is also visible at 36% illustrated through 12 outlets closing in the last four years. The impact Covid-19 made by forcing malls to close appears to have been irreversible for some businesses, coupled with the high rent and a fading attractiveness in the area.

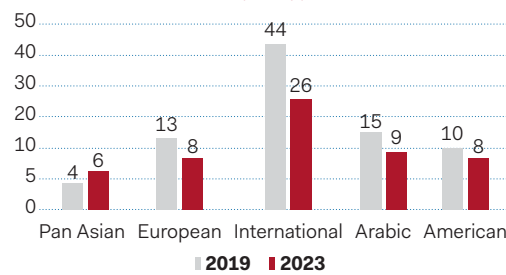
Though the landmark Scoozi – which had made its home in Verdun as far back as 1992 – closed its doors, along with the café-restaurant Lina's, landmarks which have stayed open include Amoré and Starbucks in the Verdun 732 Building.

New openings within ABC Verdun since 2019 have primarily been small concepts or fast-food outlets such as Lord of the Wings. While it appears Verdun is an abandoned area for restaurant goers and investors, despite the great decrease in outlets, Swiss Butter has chosen Verdun to open its third outlet in 2022 in Lebanon, with a capacity of 130 seats which remains busy.

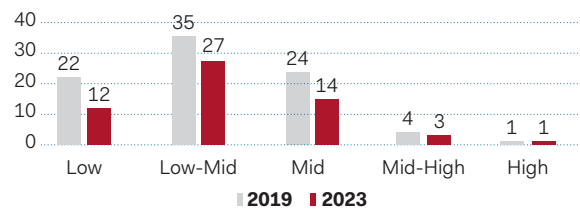
Number of F&B outlets per category



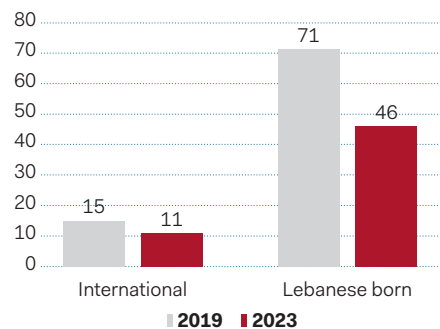
Number of F&B outlets per type of cuisine



Number of F&B outlets per positioning



Number of F&B outlets per concept origin



Newly open F&B outlets in 2023

3 NEW LOCATIONS

5 ROTATIONS



- | | | | | |
|------------------------------------|-------------------------|-----------------------|------------------|-------------------------------|
| 1. Snack Al Jazeera | 11. Al Wazzan | Starbucks | Frooza Booza | Uncle fluffy |
| 2. Concorde
Café Nahreez | 12. Juicy Frutti | 22. Dunes Bar Tartine | Illy Café | Burger King |
| 3. La Montre café | 13. Sugar Daddy's | Cookhouse | K Rolls | 24. Ghazal |
| 4. Hekam | 14. Al Baba Sweets | McDonald's | Leila | 25. Verdun plaza 2
Khatoun |
| 5. Rice and Spice | 15. Amal Bohsali | Shogun to go | Lily's | 26. Ahwet Verdun |
| 6. Staybridge Suites
Lobby café | 16. Quatch | The Shogun Lounge | Ni | 27. Four Points Hotel |
| 7. Swiss butter | 17. Oslo | Zaatar W Zeit | Patchi Café | Blue patio |
| 8. Samra Café | 18. Goodies | 23. ABC | Paul | Four points bar |
| 9. Hiba & Nour | 19. Pate a Choux | Casper & Gambinis | Roadster Diner | Four Points Restaurant |
| 10. Pain d'or | 20. Kozz Café | Caspresso Café | Starbucks | - bistro |
| | 21. Verdun 732
Amore | Deek Duke | Starbucks | Le Jardin International |
| | | Dip n Dip | Zaatar w Zeit | 28. Cannelle |
| | | Dunkin Donuts | Lord of the wing | |
| | | | Chatime | |

Zaitunay Bay *Still sailing thanks to waterfront location*

In 2023, Zaitunay Bay remains a popular destination due to its open-air seating, location on the waterfront and proximity to hotels.

Zaitunay Bay caters for many including tourists visiting Beirut, both from neighboring Arab countries and internationals, providing shisha with a lovely view of the marina and fresh air in spacious outdoor areas. Since 2019, Zaitunay Bay has seen an increase in Arabic cuisine concepts by 20%, which correlates to the clientele wishing to experience Lebanese food.

While Zaitunay Bay's original conception was to showcase high-end offerings, its main positioning is low-mid to mid, becoming a café-resto destination for customers with a different purchasing power, not just the wealthy.

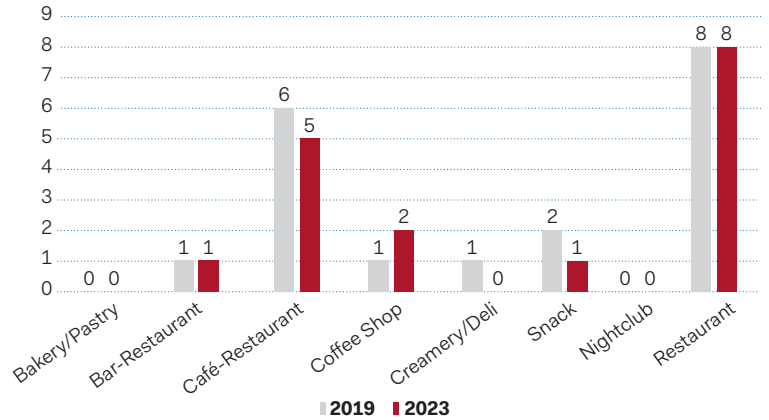
In total, Zaitunay Bay hosts 17 outlets, of which 35.3% are newly opened since 2019, making its growth rate more than triple what it was four years ago.

The zone is steady overall, with only a minor decrease of 10.5% of outlets compared to the total number of establishments in 2019 numbering 19.

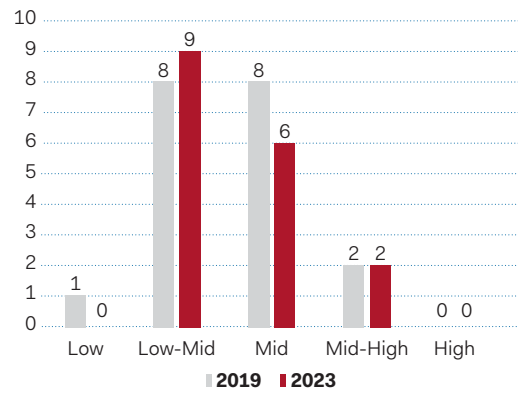
Even though Zaitunay Bay has seen a big turnover in its 15-year history, the main pillars such as Em Sherif Sea Café, Babel Bay, Paul, Roadster and Leila restaurant have remained to this day.

This year The Park by Elefteriades opened its doors in The Yacht Club, with a seating capacity of 500 and vibrant outdoor seating, making it currently the only bar open to the public in the zone and bringing the potential of raising the purchasing power of the zone's clientele.

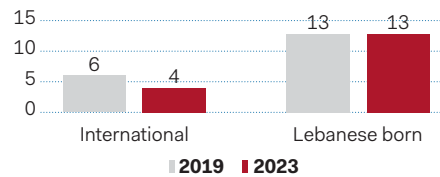
Number of F&B outlets per category



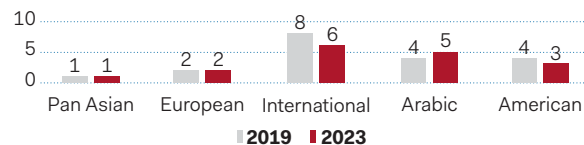
Number of F&B outlets per positioning



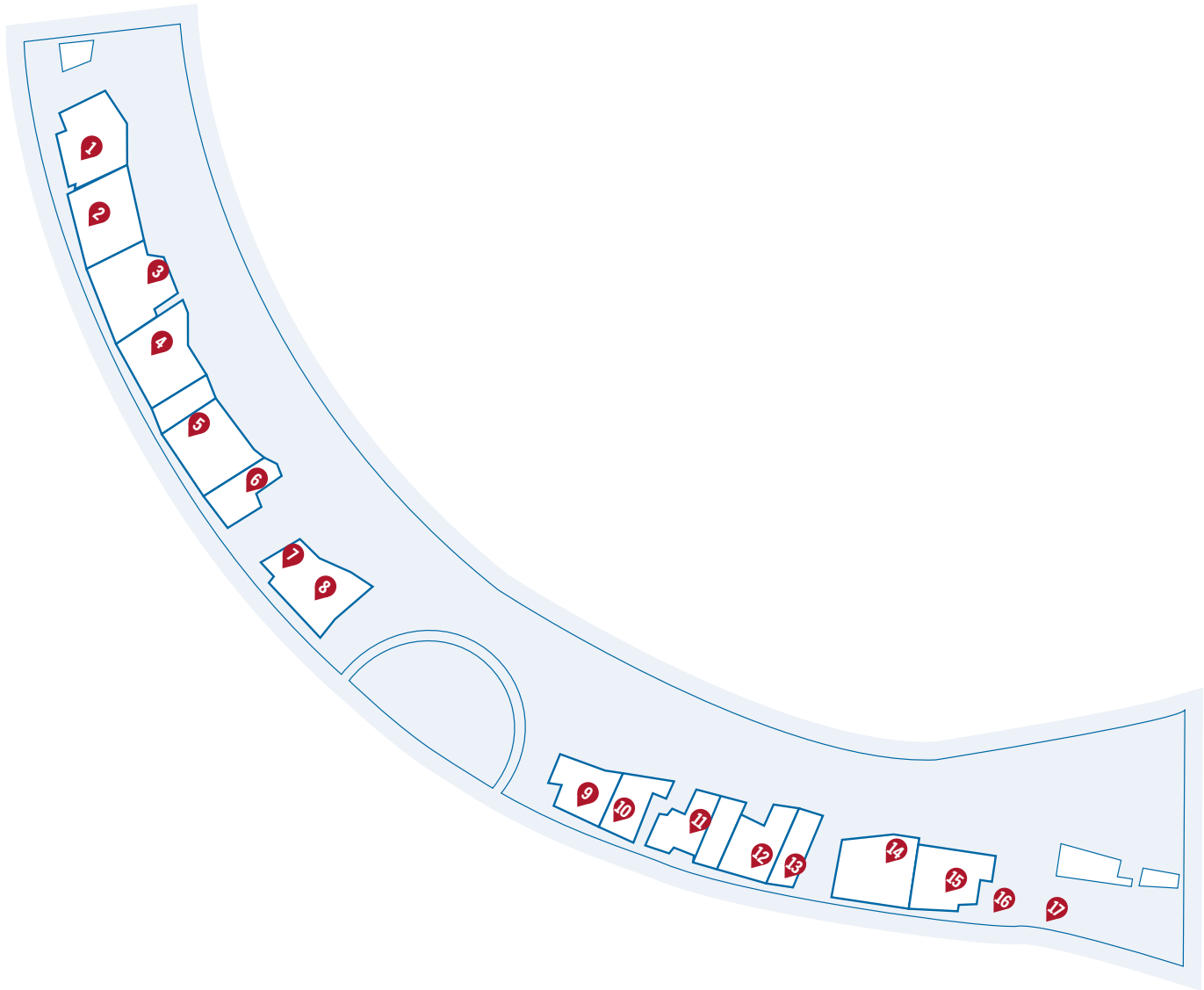
Number of F&B outlets per concept origin



Number of F&B outlets per type of cuisine



20% INCREASE IN ARABIC CUISINE



1. Em Sherif Sea Café
2. Leila
3. Roadster diner
4. Niu Poke
5. Mediterraneo
6. Zaatar W Zeit

7. Starbucks
8. Classic Burger joint
9. Cozmo café
10. Second cup
11. Batchig
12. Bar Tartine

13. Paul
14. Kahweit Zeytouna
15. Babel bay
16. Grid
17. Fattouh



Who we are

Established in 2004, Hodema is a leading provider of professional consulting services for the hospitality, retail and real estate industries within the Middle-East and Africa.

Through our industry knowledge and financial expertise, Hodema helps business owners develop the necessary competencies and differentiating factors to achieve long-term success and solid profitability.

Our services to hospitality are highly recognized within the industry and our company has been listed as a reference by prestigious publications, including the Financial Times.

With its proven track record of business mentoring and development services, Hodema can build value for your company.

With offices in Lebanon, Hodema is committed to providing turnkey solutions and to intervene at different stages of a project providing continuous support and key solutions to developers, owners and operators

of hotels, F&B projects, real estate ventures, spa, malls, leisure centers, as well as retail projects, investment groups, banks, and governmental institutions.

Should you wish to analyse a specific market, open a hospitality project, franchise an existing one, review a preliminary idea, or assess a real estate property or a retail project that you want to develop successfully and profitably, Hodema can provide you with feasible solutions that best suit your needs.

Our services are highly accredited in the Lebanese and regional markets. Hodema is listed as a Franchise expert under the Lebanese Franchise Association (LFA).

Hodema's management team has over twenty years of experience in various industries including hotels, food & beverage, retail, real estate, communication and finance, and share extensive international exposure in the following regions: Middle East, Africa, Asia, Europe and North America.

Since 2010, Hodema has been surveying, analysing and studying 11 F&B zones that we shortlisted in Beirut. The survey and analysis were published in Le Commerce du Levant until 2019, inclusive. To determine the F&B zones of the capital during the month of April 2023, we visited the 722 establishments present in these 11 zones - restaurants, cafés, bars, nightclubs, and counters. We noted since 2010 the number of establishments open per street, the number of seats, the positioning, the concept, the average ticket and the type of food offered.

The statistics and developments presented and analysed in this file come from all of these parameters. The 11 zones we have chosen are zones with a high concentration of F&B establishments or high progression. They do not include certain parts of Beirut such as Raouche, Ain Al Mreisseh or Tabaris nor any outlets outside of the chosen zones. Moreover, we did not take into consideration any unannounced projects nor new outlets opening after April 2023.