

STORE CONCEPT · RAGING SIGNATURE

FRANCHISE KIT · 2026

YOUR CITY, RAGING.

A STRICT PROGRAM, ON PURPOSE.

EST. 2020 · AMMAN

STRICT BY DESIGN

THREE FORMATS · ONE BRAND

AMMAN · SINCE 2020

ONE KITCHEN. A LOUD IDEA.

Raging Salads began in 2020 as one kitchen in Amman, with a simple idea: salads people actually crave, built loud and made properly.

We are family-owned and chef-led. Every dish is built by a chef, cut by hand and packed the same day in our Shmeisani kitchen. We deliver across Amman, and our full menu can be ordered online at ragingsalads.com, in English and in Arabic.

Now we're taking it further, with partners who care about the food as much as we do.



2020	EN+AR	~10
FOUNDED IN AMMAN	A BILINGUAL MENU	FRANCHISE APPLICATIONS A YEAR

CHEF-BUILT · KNIFE-CUT · NEVER BAGGED

MADE PROPERLY.

Salads, grain bowls, wraps, burritos, soups and breakfast. Cooked and packed the same morning, never bagged, never frozen. It's the lunch people want, in any city.



MAYFAIR SALAD

VEG · SALAD



BEEF TERIYAKI BOWL

BEEF · BOWL



SIGNATURE HALLOUMI WRAP

HALLOUMI · WRAP



BEEF BURRITO BOWL

BEEF · MEXICAN



CAESAR SALAD

CLASSIC · SALAD



PUMPKIN SOUP

VEG · SOUP

LOOK · VOICE · STAMPS

LOUD ON THE OUTSIDE.

A brand people remember after one bowl: the leaf-and-utensils mark, big condensed type, stamps and tape, and a voice that never whispers.

CREAM	OLIVE	LEAF	PEACH	BRICK
#EFE5CC	#2A3818	#6BC52B	#E5A65A	#C8843A

DISPLAY	BEBAS NEUE · RAGING
TEXT	Geist — chef-built salads, grain bowls and wraps.
LABELS	JETBRAINS MONO · EST. 2020
ARABIC	Cairo · ريجنج سالادز

EST. 2020 · AMMAN

MADE FRESH DAILY

CHEF-BUILT · KNIFE-CUT

NEVER BAGGED

A LOUD BRAND WITH A QUIET OBSESSION

BUILT LOUD. MADE PROPERLY.

V/01

LOUD ON THE OUTSIDE.

The look, the voice, the stamps: a brand people remember after one bowl.

V/02

MADE PROPERLY.

Chef-built, knife-cut, never bagged. Every kitchen that carries our name holds the same line.

V/03

A MENU THAT TRAVELS.

Salads, grain bowls, wraps and burritos: the lunch people want, in any city.

V/04

SMALL ON PURPOSE.

We'd rather open a few kitchens well than many in a hurry.

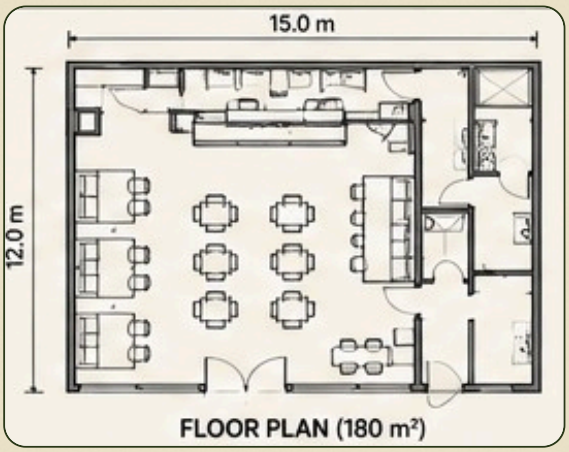
FORMAT 01 OF 03 · DINE-IN

RAGING SIGNATURE.

The full Raging Salads experience: a vibrant, modern space for dine-in, takeaway and delivery.



SIZE	120–250 m²
SEATS	40–100
IDEAL FOR	Prime locations, malls, lifestyle districts



CONCEPT RENDER AND FLOOR PLAN, FOR ILLUSTRATION. EVERY STORE IS PLANNED FOR ITS SITE.

FORMAT 02 OF 03 · TAKEAWAY & PICKUP

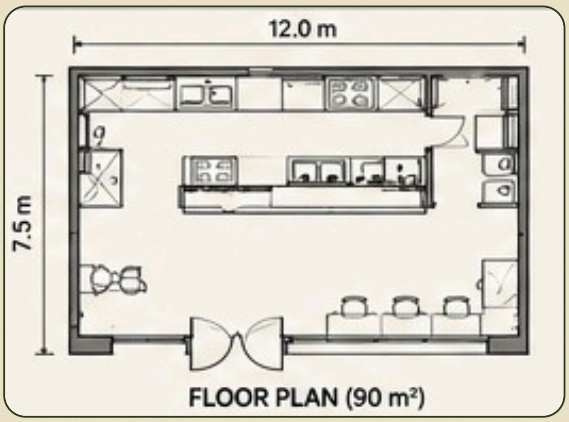
RAGING EXPRESS.

OUR LEAD FORMAT

A compact, high-efficiency format built for speed, quality and high order volumes: the brand at full volume, in less space.



SIZE	60–120 m²
SEATS	8–24 (optional)
IDEAL FOR	High-traffic areas, commercial streets, business hubs



CONCEPT RENDER AND FLOOR PLAN, FOR ILLUSTRATION. EVERY STORE IS PLANNED FOR ITS SITE.

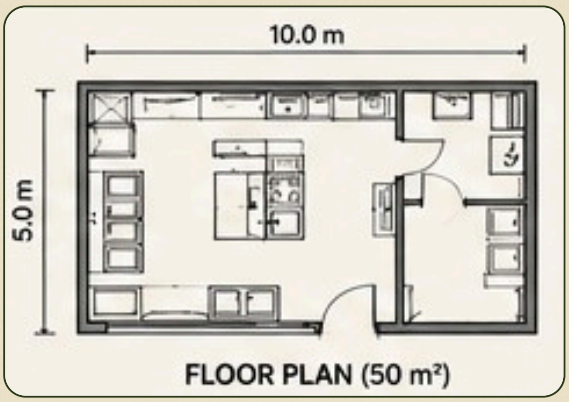
FORMAT 03 OF 03 · DELIVERY ONLY

CLOUD KITCHEN.

A lean, optimized kitchen built for high-volume delivery, with full brand consistency.



SIZE	30–70 m²
SEATS	None
IDEAL FOR	Delivery zones, franchise expansion, multi-brand hubs



CONCEPT RENDER AND FLOOR PLAN, FOR ILLUSTRATION. EVERY STORE IS PLANNED FOR ITS SITE.

LOCATION · LOOK · MENU

BUILT TO THE GUIDELINE.



LOCATION, CHOSEN TOGETHER.

We pick the site with the help of the local franchisee.

ONE BRAND GUIDELINE.

Every store adheres to the Raging Salads brand guideline: the facade, the materials, the look and the voice.

LOCAL, AFTER THE STUDY.

Menu items can be localized for a market once a specific market case study has been done.

MATERIALS & FINISHES

- BRAND GREEN — #66AD07
- ACCENT SAND — #F7B760
- CONCRETE
- TERRAZZO
- OAK WOOD
- RIBBED PANEL
- STAINLESS STEEL

FACADE CONCEPT AND FINISHES, FOR ILLUSTRATION.

ESTIMATED TOTAL INVESTMENT

JOD 75,000–350,000

Depending on the format, the size and the location of the store.

ONE-TIME FRANCHISE FEE	USD 40,000
ROYALTY	2.5% OF SALES
MARKETING FEE	1.5% OF SALES
MANAGEMENT FEE Including, but not limited to, consulting, supply chain, logistics, finance consulting and tax advice.	3% OF SALES
RETURN ON INVESTMENT	14% ON AVERAGE

FORMAT	SIZE	SEATS
RAGING SIGNATURE	120–250 m²	40–100
RAGING EXPRESS	60–120 m²	8–24 (optional)
CLOUD KITCHEN	30–70 m²	None

PLEASE NOTE

These figures are global estimates and can differ once a market is localized. They depend on the format, the size and the location, and are confirmed in writing for each franchise after we review the application. Nothing here is an offer, a quotation or a guarantee of returns.

HOW WE CHOOSE

STRICT, ON PURPOSE.

Raging Salads runs a very strict franchisee program. We take our time with every application, and with connecting the dots.

01

YOU APPLY

Tell us who you are, where you'd open and why Raging Salads. Everyone is welcome to apply.

↳ OPEN TO EVERYONE

02

WE TAKE OUR TIME

We read every application closely and connect the dots: your city, your team, your plans and our kitchen. It isn't quick, and that's the point.

↳ NO RUSHED DECISIONS

03

WE TALK

When the dots connect, we get in touch to take it further. Good partnerships start slowly.

↳ ONLY WHEN IT FITS

OUR STANDARDS COME FIRST.

- Raging Salads has the full right to end talks at any stage if its quality standards are not met.
- Raging Salads has the full right to reject any agreement, even after it has been drafted, if the franchisee is found to have acted with misconduct.

AROUND TEN PEOPLE APPLY EVERY YEAR. WE SAY YES SLOWLY.

WHAT WE LOOK FOR

PARTNERS, NOT BUYERS.

01 CARE ABOUT THE FOOD.

As much as we do. Chef-built, knife-cut, never bagged is not a slogan, it's the job.

02 RUN IT TO OUR STANDARD.

Every day, in every store, to the Raging Salads brand guideline.

03 KNOW YOUR MARKET.

We choose the location together, and your local knowledge shapes any market case study.

04 READY TO INVEST.

The investment for your format, and the fees set out in this kit.



YOUR CITY NEXT?

APPLY TO FRANCHISE.

Everyone is welcome to apply. Email us your application with the subject “Franchise application”, and tell us:

- ↳ Who you are, and your experience, in food or not
- ↳ The city and country you have in mind
- ↳ The format you're thinking of, and where you'd open
- ↳ Why Raging Salads, in your own words

FRANCHISE@RAGINGSALADS.COM

RAGINGSALADS.COM/FRANCHISE

RAGING SALADS.

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