



FUDENA

West African Eats

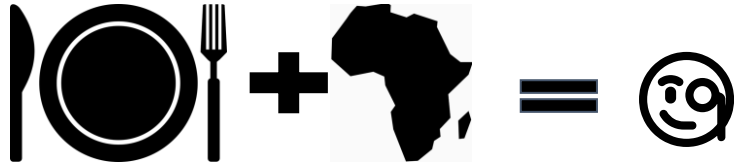
A fast-casual West African food concept

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Problem



**Limited options for
modern African cuisine
exist in the U.S.**



**The COVID-19 pandemic
has disrupted the
traditional full-service
restaurant model**



Solution: America's first West African fast-casual restaurant chain!

Think Chipotle but with the bold flavors of West Africa



Flavorful

We use authentic flavors found in traditional West African recipes to produce new, unique dishes

Fresh

We source most of our ingredients locally, with an emphasis on black-owned farms

Familiar

We deliver our dishes in familiar formats: customizable bowls full of grains, proteins, veggies, and stews/sauces



Market: The fast casual segment is growing-- despite the COVID-19 pandemic--and consumers enjoy ethnic cuisine and prefer locally sourced ingredients



66%

of consumers are eating and enjoying more ethnic cuisines than ever before

70%

of consumers prefer eating at restaurants offering locally-sourced food

31%

of consumers enjoy ethnic dishes that feature a twist on the traditional recipe



Fudena



MAPS

38 Standout Dining Destinations Around Philly

Where to go for outstanding brisket sandwiches, fast-casual jollof rice, and community-driven coffee

by Dayna Evans



What people are saying

“Just picked up a bowl for lunch. This was seriously one of the best convenient meals I have had in a long time. The seasoning was perfect. The chicken was tender and flavorful. Perfect portion for lunch.”

“I hadn't seen west African flavors in fast casual food before, and Fudena definitely delivers!”

“Good spice and very filling without feeling sluggish after your meal.”

GUIDES

10 Delicious Dishes Worth Going Out of Your Way to Eat in Philly

From Hardena's #NotPizza box to Nano's Austin-style breakfast tacos, this is what to order now.

by ALEX TEWFIK and MADDY SWEITZER-LAMMÉ • 1/16/2021, 9:00 p.m.

7. The Jollof Complex



Fudena's 5-year plan

Year 1: Open up 1st brick + mortar in Center City, Philadelphia

Year 2: Launch CPG extension (e.g. bottled sauces, bottled drinks, plantain donut dry mix)

Year 3: Open up 2nd brick + mortar in Center City, Philadelphia

Year 4: Open up 3rd brick + mortar in Washington, D.C.

Year 5: Open up 4th brick + mortar in Los Angeles

