

An Introduction To

# The Finest Live Grill Buffet & Bar Chain

[www.thebbq.com](http://www.thebbq.com)

**THE BARBEQUE COMPANY**

Live Grill ,Buffet & Bar





# About the Brand

The Barbeque Company, a live grill & buffet concept, serving a range of Mediterranean, American, Oriental, Asian, and Indian cuisines, first started in 2016, at Preet Vihar, New Delhi. In a short span, the restaurant concept has gained extreme popularity and love amongst the masses, as a result, the restaurant has become a multicity chain spreading across the country. The restaurant concept has been designed to captivate a wide range of food enthusiasts, especially the people who have a taste for authentic recipes, bewitching smoke & grill cuisine, and a remarkable ambiance. The Barbeque Company succeeded in earning the trust, love, and satisfaction of everyone who stepped into the restaurant. As a result, today, The Barbeque Company has become synonymous with delicious food with great service.





# Why Choose The Barbeque Company

**Established Concept:** The barbecue company has already proven itself in the market since its inception in 2016. Its exceptional growth indicates that it has successfully captured the attention and loyalty of customers.

**Unique Selling Point:** The barbecue company stands out from other similar brands due to its focus on fine dining and fresh food. The live kitchen concept adds an element of excitement and transparency to the dining experience, which can be appealing to customers. The emphasis on fresh food suggests a commitment to quality, which can be a key factor in attracting and retaining customers.

**Operational Expertise:** The barbecue company's success suggests that it has developed strong operational systems and processes. As an investor, you can benefit from their experience and knowledge in areas such as menu development, sourcing suppliers, kitchen management, and customer service.

**Potential for Expansion:** If the barbecue company has demonstrated exceptional growth and customer acceptance, it may indicate that there is room for expansion and further market penetration.

**Support and Collaboration:** When investing in an established restaurant like the barbecue company, you may gain access to a network of experienced professionals and resources. This can include assistance in areas such as site selection, staff training, marketing strategies, and ongoing support.






# OUR PRESENCE

2016 to 2021

-  PREET VIHAR ,DELHI
-  GURUGRAM,HARAYANA
-  JAIPUR, RAJASTHAN
-  NOIDA GARDENS  
GALLERIA

2022

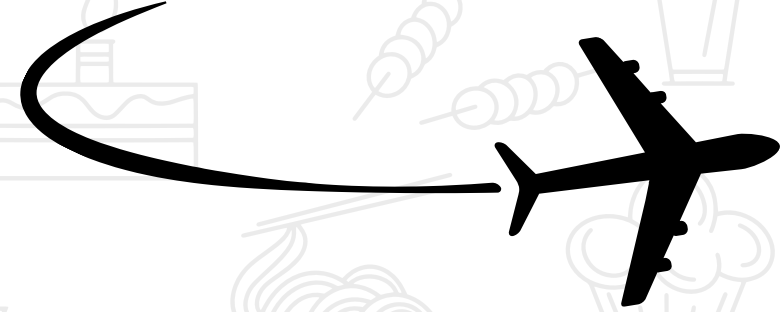
-  RAJOURI GARDEN, DELHI
-  VAISHALI, GHAZIABAD
-  GORAKHPUR, UP
-  PATNA, BIHAR
-  LUCKNOW, UP
-  NOIDA  
SPECTRUM@METRO

2023

-  GURUGRAM IRIS
-  GURUGRAM MAGNUM
-  ZIRAKPUR, PUNJAB
-  GUWAHATI , ASSAM
-  KANPUR, UP
-  NOIDA SEC 90



# International Location



The  
**bbq**  
Company  
Live Grill & Buffet

*Jan, 2023*

**Now operational in**

**DUBAI**





# Brand's Vision

The BBQ Company is a true barbecue restaurant where food is grilled and serve freshly straight to your plate. A buffet concept, with over 35 starters & skewers and more than 50 non veg & vegetarian main course to choose from, brand's motto is "eat as much as you like". The BBQ Company has visualized & created a child friendly environment and is the perfect place for family gatherings, functions, dine out with friends, business meals, corporate events and parties.





# Brand's Mission

Our purpose is to provide Common people with a pocket-friendly authentic barbecue dining experience where absolute guest satisfaction is our highest priority. In the past 4 years, the brand has opened 5 outlets and envisions spreading across the country with more outlets by 2020 through the franchise model. Now the brand is focused on getting this experience global and is opening its first international outlet in Dubai.



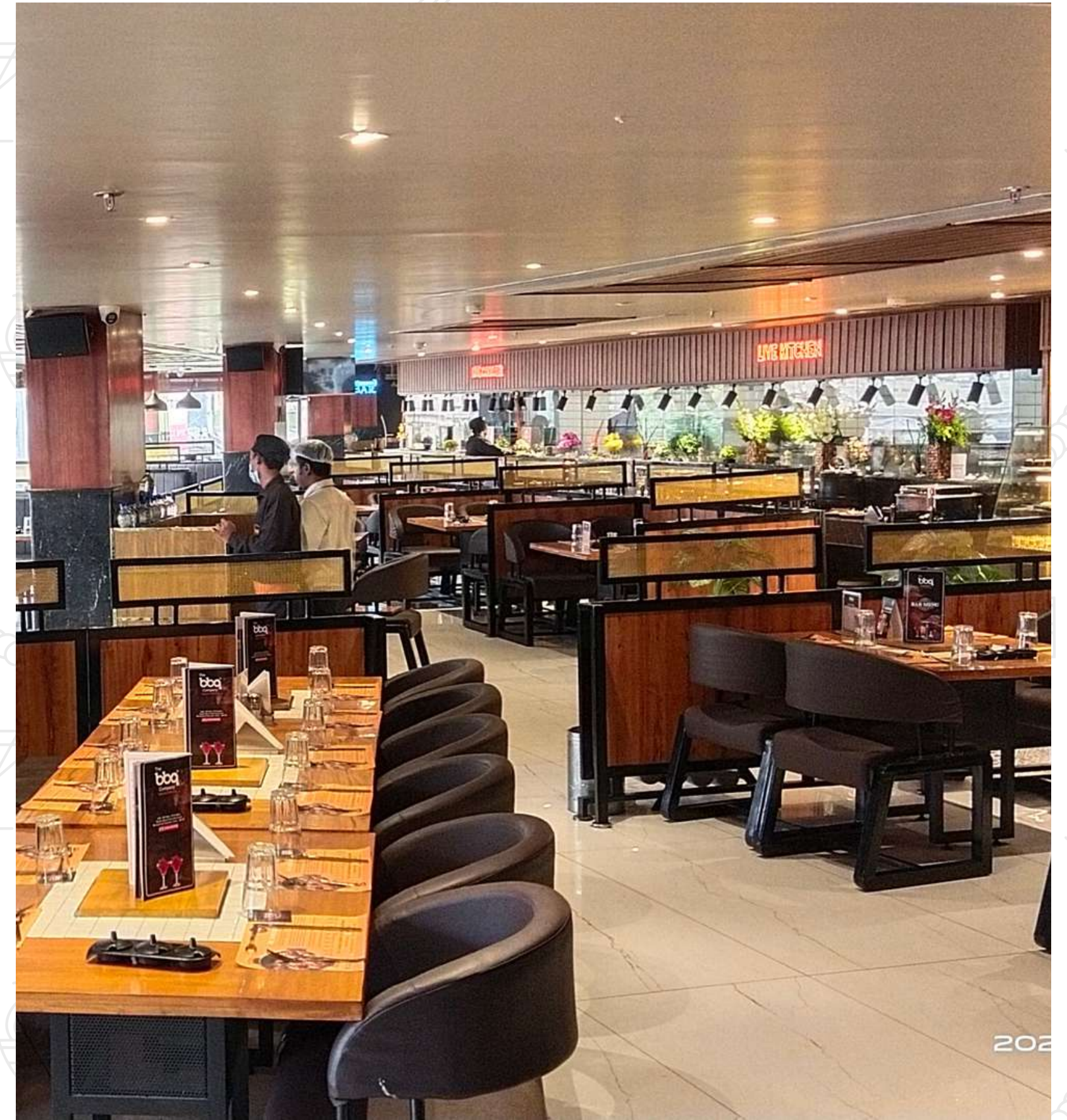
# ENTHRALLING INTERIORS

“A person is contented when all of his senses are pleased.” Following this mantra, The BBQ Company not only offers an aromatic experience of delectable cuisines but also a majestic ambience to please the sight & a sitting arrangements to comfort the customer. The beautiful & cosy interior adds on to the dining experience of the patrons.





# ENTHRALLING INTERIORS





# ENTHRALLING INTERIORS





# The Bar

The restaurant has a gorgeous lit bar to offer signature drinks from the menu. Quench your thirst for a delicious drink at this state of art bar by The BBQ Company.





# Live Food Counter

Find the most amusing dishes from Mediterranean, American, Oriental, Asian and the Indian cuisines at this happening counter. Who said you can't have it all?





# MORE THAN JUST DINING



The restaurant creates a fascinating experience to have the live grill settled on the table right in front of the customer and serving varieties of kebabs. A unique blend of fine smoke & grill with oozing aroma of culture rich kebabs fills the aura. The delectable signature dishes by our chefs have become favourite of our patrons, savouries like Angara Chicken, Crumb Fish, & Salsa Potatoes are quite in demand. The BBQ Company offers both vegetarian and non-vegetarian options from a range of Mediterranean, American, Oriental, Asian and the Indian cuisines.



# THE EXCLUSIVE DISHES

wide range of world cuisine that brings blast of flavours





# KIDS ZONE

Introducing the new The Barbeque Company Kids Zone! Our restaurant now offers an exciting space dedicated to kids' enjoyment and family connection. Step into a vibrant world of interactive games, colorful play areas, and engaging activities. Parents can relax while their children have a blast. With safety as our priority, our trained staff ensures a secure environment. Come and create unforgettable memories at The Barbeque Company, where great food and a captivating Kids Zone combine for an exceptional family experience.





# Our Team

“The best teamwork comes from men who are working independently toward one goal in unison.”





# SNEAK PEEK TO THE MENU

The Food Menu of The BBQ Company has been thoughtfully created to provide a burst of flavours to the customers. The menu offers a wide range of delicacies from Mediterranean, American, Oriental, Asian and the Indian cuisines. Buffet menu starts at Rs. 799 only, making the dining experience lighter on the pockets

**THE BARBEQUE COMPANY**  
The **bbq** Company  
Live grill, Buffet & Bar



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**SALAD**

- CORN BELLPEPPER
- FRESH GARDEN SALAD
- LETTUCE SALAD
- HEALTHY SPROUT SALAD
- KIMCHI SALAD
- FRUIT SALAD
- VINEGAR ONIONS
- WITH FOUR TYPE OF DRESSINGS
- CAESAR
- MOJO ROJO
- SOUTHWEST
- AIOLI

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**NON-VEG SALAD**

- COLD GRILL FISH SALAD
- ROASTED CHICKEN SALAD

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**DESSERTS**

- CHOCOLATE TRUFFLE PASTRY
- LEMON TART
- THREE TYPE OF FRUIT PLATTER
- HOT CHOCOLATE BROWNIE
- STRAWBERRY PASTRY
- DOUBLE CHOCOLATE CHIP COOKIE
- MOONG DAL HALWA
- GULAB JAMUN

**THE BARBEQUE COMPANY**  
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**VEG STARTER**

- THAI PANEER TIKKA
- TAHINA CHAP
- SWEET POTATO SHAMMI
- SWEET CINNAMON PINEAPPLE
- POTATO SALSA
- PESTO MUSHROOM
- CORN SALT & PEPPER

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**NON-VEG STARTER**

- KIBBEH KEBAB
- CHICKEN BANJARA TIKKA
- SHISH ALASKA
- WINGS IN KUNG PAO SAUCE
- HARISSA PRAWNS

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**VEG MAIN COURSE**

- DAL MAKHANI
- PLAIN RICE
- KADAI PANEER
- BAKED EGGPLANT
- AALOO FIRDAUS
- RATATOUILLE
- PITHODEY KI SUBZI
- BAHMEE NOODLES
- VEGETABLE BRIYANI
- VEGETABLE STIR FRY

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**NON-VEG MAIN COURSE**

- HYDERABADI BRIYANI
- HANDI GOSHT
- KORMA BUTTER CHICKEN
- FISH IN LEMON BUTTER SAUCE

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**SOUP**

- VEG MINESTRONE
- CHICKEN PEPPER SOUP



FINS  
MOUSSE



# MOST POPULAR DISHES





The  
**bbq**<sup>®</sup>  
Company



*Global Food*  
FESTIVAL  
December 12 - 20

# EVENTS & MARKETING

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The BBQ Company has thoughtfully curated unique offers & events to captivate targeted set of clientele. The most in demand events are Global Food Fest, Punjabi Food Festival, Festino of Italian food, Dawat-E-Lakhnavi Food Festival etc.

The restaurant has applied various marketing strategies to make sure that the patrons gets to experience something new & delightful every now and then. Special live counters are part of this marketing gimmick that has gained popularity amongst the customers.





Italian Food Festival



Street Food Festival

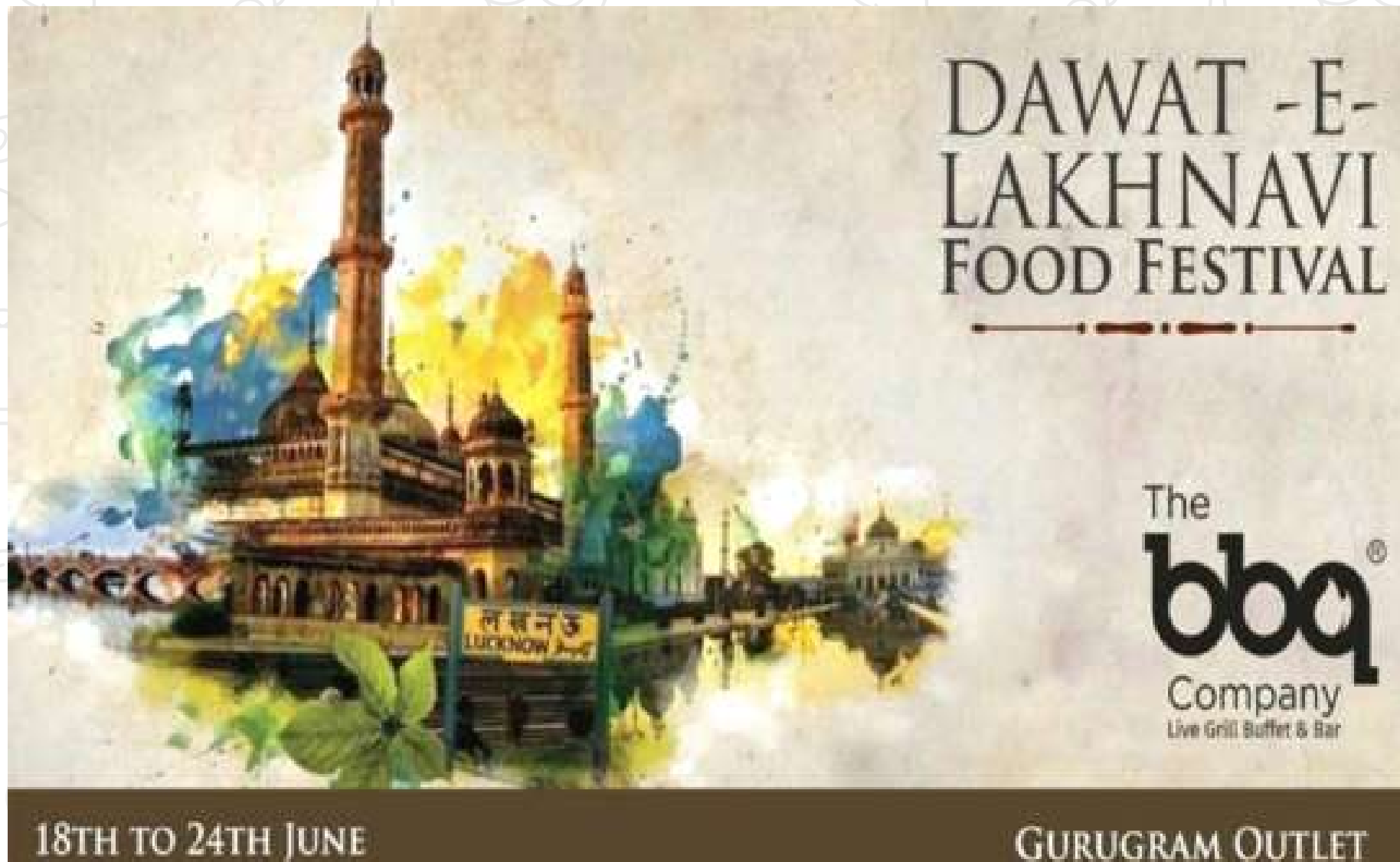


Punjabi Food Festival



# Dawat-E-Lakhnavi Food Festival

One of the most sought after food festivals at The BBQ Company, Delhi/NCR outlets.



## South Indian Food Live Counter

Live Counters are the popular fests that our patrons look forward to. South Indian food being most in demand.



The **bbq** Company

CAMERA1 PLAY ▶

ENJOY COMPLIMENTARY **CAKE** for your loved ones at **THE BARBEQUE COMPANY**

thebbq.company 9654396643

# Promotional Online Offers

The BBQ Company runs promotional offers at their different outlets for online branding activities. These offers are limited time activities to generate response/sales online.

The **bbq** Company

*Kitty party*

LIVE FOR TODAY...PLAY FOR TOMORROW...PARTY TONIGHT!

thebbq.company

Valentine Day **GIVEAWAY**

FOLLOW THE STEPS AND MAKE YOUR NEAR ONES FEEL SPECIAL

Lucky Winner Will Get a Decorated Table With Flower Petals, Romantic Exotic Mocktail and Heart Shaped Cake for their loved Ones. T&C Apply

DELHI GURUGRAM JAIPUR NOIDA

The **bbq** Company

927 **BIG** FM  
dun badal ke toh dekho

LADIES LET THE CITY HEAR YOU THIS **WOMEN'S DAY**

LET THE CHANCE TO MEET **RJ ABHIMANYU**

# Special Party Packages

The brand has curated special party packages to target specific events/parties like Ladies Kitty, Birthday Party, Corporate Luncheons etc. for mass booking.



# MEDIA & FEATURES

For a restaurant started in 2015, The BBQ Company has received several accolades from the media. Cherished for its innovative cuisines, aromatic flavours, authentic recipes & majestic interiors, the restaurant has surely made its mark in the Indian F&B industry. And it wouldn't be unwise to state that The BBQ Company is in the business for the long haul. With rapidly growing outlets in the country it is safe to say that the brand has established itself as a leading format in the Smoke & Grill restaurant category





# Coverages, Events & Features



The **bbq** Company

**Dine 3 And Pay For 2**  
TUESDAY | THURSDAY  
Only for Dinner

WEDNESDAY **BOLLYWOOD NIGHT**

FRIDAY **LADIES NIGHT**

**baristii**  
by bbq

Come Party Right Under  
The Open Wide Sky |  
Party Space Available  
For 50-100 Pax

**IMPERIA**  
by bbq

Gathering  
Birthday, Anniversary,  
Engagement, Rakhi etc.  
Party Space Available  
For 80-250 Pax



Annual Fest  
**Shiksha Aamad**  
2018

*Certificate of Thanks*

The management of Shikshapeeth College thanks

The **bbq** Company

for sponsoring Shikshapeeth College's annual fest  
"Shiksha Aamad 2018" held on 22<sup>nd</sup> April 2018.  
With deep gratitude.

President      Director      Convener



The **bbq** Company  
For All Bbq & Bar

**NOW DELIVERING**

Your Favourite Dishes at Your Doorstep.

ORDER ONLINE ON

Facebook      Instagram      WhatsApp



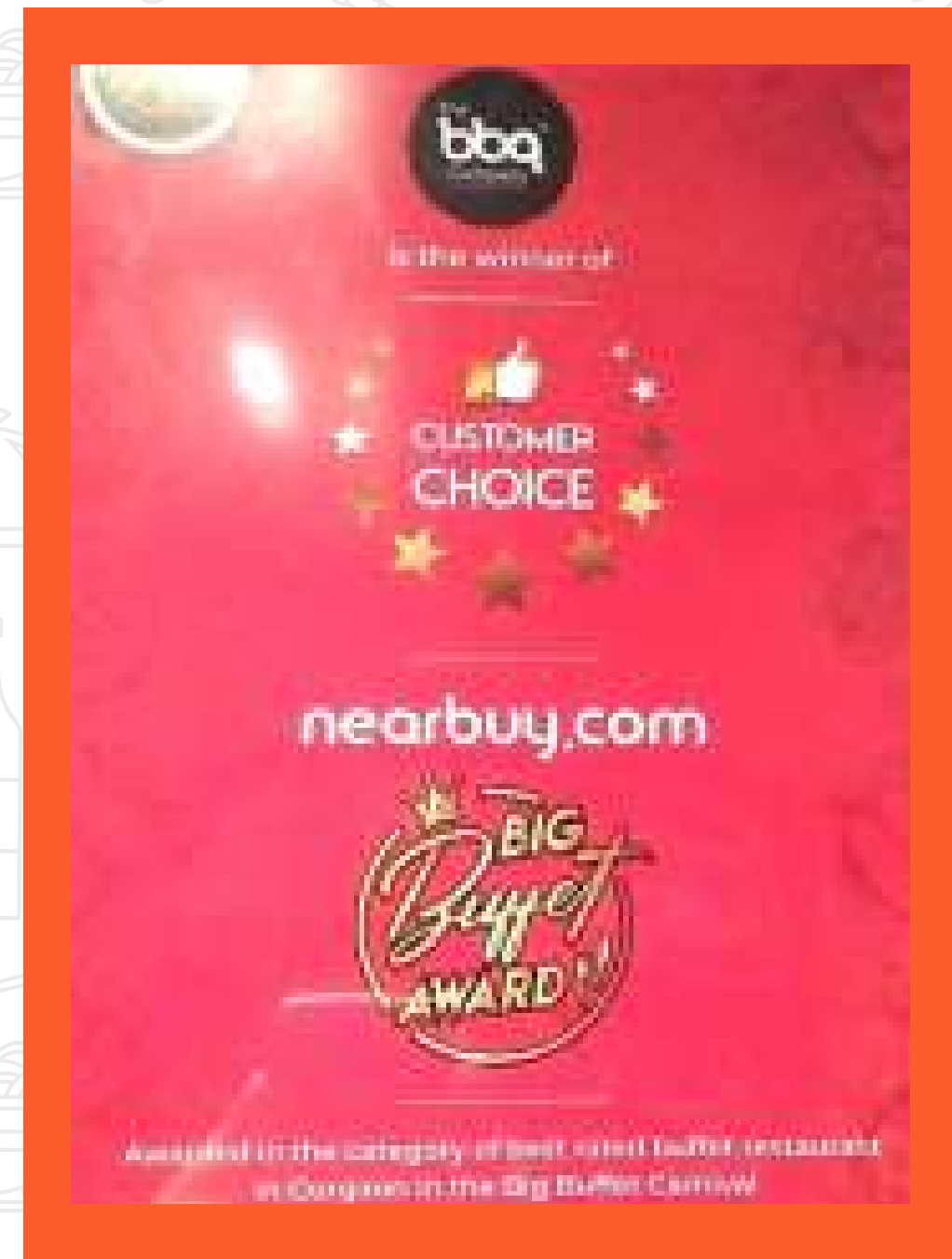
# AWARDS



Winner of Customer Choice Award



Hindustan Times Award



Times Hospitality Icons Award, 2018





Best Restaurant Award  
by Just Dial, 2018



Times Hospitality Icons  
Award, 2018



## VISIONARY RESTAURATEUR



## ICONIC BUFFET RESTAURANT - DELHI



**The Barbeque Company**





The  
**bbq**  
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Live grill, Buffet & Bar

*Thank You*

**CONTACT US**