



spinach borek

Pasha's Catering

Pasha's offers catering services to homes, offices, and events upon request. Our Catering team has organized events for family gatherings, office parties, board meetings, media events, gallery openings, and birthday celebrations. Pasha's has also catered events at the private homes of some celebrities, who are also loyal Pasha's customers, and understands the need for confidentiality regarding such events.

If you are interested in a catering event, please contact Carla Ellek at 305-572 1150 or via e-mail at catering@pashas.com. While we request a minimum of 24 hours notice, we encourage you to contact us as early as possible so your event can be planned to your satisfaction.

Healthy Choices

September 2007

ISSUE TWO

What is Pasha's?

Pasha's was conceived as a Harvard Business School project in Boston with the objective of offering healthy Mediterranean cuisine that is easily available to customers in various formats, from quick service to delivery and catering. In creating this fresh and flavorful menu, the Pasha's team was inspired by the cuisine of the Levant, a place where the sun rises over the Mediterranean Sea.

Pasha's products are prepared fresh from scratch every day. Pasha's Pita bread is prepared from stone ground whole wheat and high protein bread flour baked at your order. Lemonade is prepared with freshly squeezed lemons.

Our products are prepared with fresh or minimally processed ingredients, no trans fatty acids, no preservatives, and no additives. Because our food is prepared with fresh ingredients and no preservatives, we strive to prepare the correct amount each day to match our customers' demand and avoid running out of items. While this is a challenge, we believe it is a worthwhile benefit to our customers. Many experts agree. While food critics praised the taste of our food in the media, the health benefits of our products have been appreciated and endorsed by leading nutritionists, diet specialists, cardiologists, and cancer specialists. In addition, Pasha's has an impressive and continually growing, loyal customer base that includes people following a healthy lifestyle, trainers, models, celebrities, athletes, doctors, nurses, vegetarians, people on diets, and parents looking for healthy meal options that their children will like. A number of our most frequent customers have acknowledged feeling better and experiencing a moderate to significant weight loss as a result of eating frequently at Pasha's.

Our food is also customized for our customers based on their order preference. Pasha's pita bread is baked in our stone oven once it is ordered, the orange juice is fresh-squeezed, and the shish kebabs are grilled and prepared in our display kitchen as the customer places his or her order.



Pasha's Startup Team

Pasha's currently has six units in top notch locations throughout South Florida - Lincoln Road, Brickell Avenue, Miami Design District, Aventura Mall, and the University of Miami Medical Campus. Pasha's has enjoyed a very strong response and support from a growing group of loyal customers - some of whom have even decided to become Pasha's investors. As a result, we are planning to open additional Pasha's locations, with the next opening at the Sports Club LA at the Four Seasons Hotel.

Awards & Recognitions

Best Buys
Zagat's 2006

Best Falafel
Miami New Times 2004

Best Healthy Fast Food
Sun Post 2005

City's Best
AOL City Guide 2005 & 2006

Author's Choice
Lonely Planet (Florida) 2006

Best Mediterranean Fast Food
Sun Post 2007

Best Healthy Fast Food
Miami New Times 2005

The Hippest Place with a Healthy Taste
Wire 2006

Best Place to Eat if On South Beach Diet
Sun Post 2004

Contact Information

Headquarters and services below (305) 572-1150

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Real Estate
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Investor Relations
Antonio Ellek - invest@pashas.com

Pasha's Restaurant Locations

- | | | | | | | |
|---|---|---|---|--|---|---|
| 900 Lincoln Road
Miami Beach
305-673-3919 | 1414 Brickell Ave.
Miami Financial
305-416-5116 | 14871 Biscayne Blvd.
North Miami Beach
786-923-2323 | 3801 N Miami Ave
Miami Design District
305-573-0201 | Medical Wellness Center
University of Miami
305-243-7693 | Aventura Mall
Aventura
305-917-4007 | Sports Club LA
Four Seasons Hotel
Coming Soon |
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Mediterranean Diet



all natural

no additives

no preservatives

no trans fats

What is the Mediterranean Diet?

Nutritional research began in the 1960s examining the dietary traditions of the island of Crete in Greece. This research highlighted extraordinary statistics: the rates of chronic diseases were among the lowest in the world and adult life expectancy was among the highest for this population, even though medical services were limited.

Variations of the Cretan diet exist in other parts of the Eastern Mediterranean, including Greece, Turkey, Lebanon, Israel, Cyprus and in North Africa. The people of these olive-cultivating regions are leaner and live healthier lives.



labneh

Modern nutrition research is uncovering increasingly explanations as to why this diet works to maintain a healthy weight, as well as overall good health. "The Mediterranean experience makes it clear that healthy eating is completely consistent with wonderful eating," says Dr. Walter Willett chairman of nutrition at Harvard School of Public Health.

"Pick one, and sate yourself with a quick and delicious labneh (thick yogurt) or grilled vegetable wrap, a plate of tabbouleh and hoummus or some grilled chicken served over rice. It's all top notch."

The Lonely Planet Publications 2006

Characteristics of the Mediterranean Diet

The abundance of **food from plant sources**, including fruits and **vegetables, beans, nuts and seeds**

Emphasis on a variety of **minimally-processed** and whenever possible, seasonally-fresh and locally-grown food --which often maximizes the health-promoting micronutrient and antioxidant content of these foods

Olive oil as the principal fat, replacing other fats -- including margarine or butter

Total fat ranging 25% to 35% of the calorie intake with saturated fat no more than 7% to 8% of calories

Daily consumption of low to moderate amounts of **cheese and yogurt**

Weekly consumption of low to moderate amount of **fish**

Fresh fruit as the typical daily dessert

Red meat a few times a month, **lean** versions are preferred

Regular physical activity

Moderate consumption of **wine** with meals, one to two glasses per day

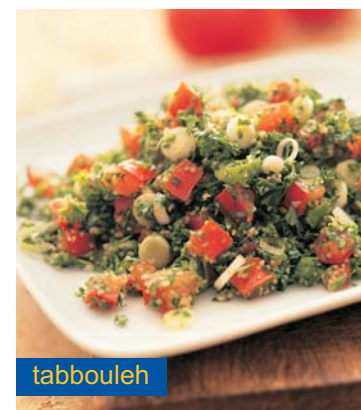
Mediterranean Cuisine

How can I follow the Mediterranean Diet at Pasha's?

Our menu at Pasha's follows these centuries-old traditions and brings you many of the health benefits of the traditional Mediterranean diet ...except we make it fit today's lifestyle...fast, elegant, and convenient.

Here are some examples of the health benefits of our products:

Fruits and vegetables...that are rich in essential vitamins, minerals, fiber and phytochemicals, have been linked to many health benefits, including a lowered risk of certain cancers, strokes, heart disease and high blood pressure. Research is increasingly uncovering links between specific fruits and vegetables and particular diseases. For example, in a study of 40,000 health professionals, Harvard investigators found men who ate the most tomato-based foods had a 35% lower risk of developing prostate cancer than those who ate the least amount of tomatoes, which are rich in the carotenoid called lycopene that was found to be "protective."



tabbouleh



choban

Pasha's products that provide the goodness of tomatoes include...**Choban salad**, **Mediterranean Garden salad**, **Tabbouleh**, all of our kebab platters and wraps with grilled tomatoes, vegetarian wraps with fresh diced tomatoes, and pides topped with tomatoes.

Nuts...One surprising finding from nutrition research is that people who regularly eat nuts are less likely to have heart attacks or die from heart disease. There are several ways that nuts could have such an effect. The unsaturated fats they contain help lower LDL (bad cholesterol) and raise HDL (good cholesterol). One group of unsaturated fats found in walnuts, the omega-3 fatty acids, appears to prevent the development of erratic heart rhythms and may also avoid blood clots.

Pasha's products with healthy nuts include... **Muhammara** - a walnut paste with a unique blend of spices; and our **Nutelino** dessert, which features walnuts and pistachios.

"Pasha's serves healthy and delicious Mediterranean food, proving once again the two are never mutually exclusive"

Arthur Agatston, M.D. - South Beach Diet Cookbook

"Carbs"... much is said about "carbs" with the recent popularity of the "low carb" diets, such as the Atkins and The South Beach diet.

Traditionally, carbohydrates are classified as simple carbohydrates such as table sugar and complex carbohydrates such as whole grain breads. Complex carbohydrates are considered an essential part of a balanced diet.

More recently however, a new system for classifying carbohydrates formed the basis for some of the recent diets, such as The South Beach Diet developed by Dr. Arthur Agatston. A measure called the glycemic index measures how quickly and how strongly blood sugar rises after consuming carbohydrates. High glycemic index foods, such as sugar, white rice and pasta cause quick and strong increases in blood sugar levels, which have been linked to increased risk for diabetes and most recently to obesity. On the other hand, low glycemic index foods, such as bulgur, beans, lentils and whole grain breads regulate the blood sugar levels more evenly.

Our menu is South Beach diet friendly and offers many choices for consuming "healthy carbs". Dr. Arthur Agatston, the author of the South Beach Diet says: "Pasha's serves healthy and delicious Mediterranean food, proving once again the two are never mutually exclusive".

Pasha's foods that feature "healthy carbs"...

Bulgur - not only a low glycemic index complex carbohydrate but also cooked with veggies such as tomatoes, onions, and peppers. **Hoummus** - made with chickpeas and tahini, and sesame seed paste.

Lentil soup - made with lentils, carrots onions and herbs; and Pasha's flatbread and pita bread - both made with our own special blend of stone ground whole wheat and high protein bread flour.



chicken with bulgur



lentil soup