



Spicy indian wraps company Chapati Man is launching a new franchise operation

Former Sandwich Designer of the Year winner Chapati Man are aiming to bring their spicy Indian wraps to the rest of the UK with a new franchising operation.

Having converted the muddy welly brigade of Glasto and wooed the white collars of the City of London, the wraps specialist is looking to take on other major cities in the UK with a franchise branch of the business.

After eleven successful years, Chris and Andrea now hope to see a natural transition from a single trailer to a 'herd' of franchised trucks.

Having extended their fan base from all the major UK music festivals, the London street food scene and into the chiller shelves of major multiples such as Morrisons and Waitrose, they feel it's the right time to bring their freshly prepared 'festival-style' wraps to the rest of UK civvy street.

The company has been working with The Franchise Company, a specialist franchise consultancy who have helped franchises throughout the UK and abroad over the last 27 years. Mashud Choudhury, from The Franchise Company, explains: 'As a franchise consultant I see a huge number of franchises, but I must say

that Chapati Man is really exciting simply because it's the first in the franchise sector. No one else is doing what these guys are doing, and based on their past success, their future is going to be even bigger!'

The company was created back in 2007 by husband and wife team Chris and Andrea Ra - the idea came from Chris taking left-over curry in a wrap to work. Their love of music festivals inspired them to share with other party-goers, the authentic curry recipes Chris grew up with (still being made by Chris's mother Martha) and the brand was born!

Chris told us: "Yeah, our vision was always to change the way we eat indian food in the UK from a sit-down meal to tasty, hot and easy-to-handle fresh food on the go or at your desk".

Andrea says: "With our training and guidance we know that our franchisees will see a rapid return on their investment and a very healthy income going forward."

Consumer eating habits are changing as a result of working patterns and a shift towards all day snacking has been seen. This, together with a growth in interest and demand for global flavours and influences, means Chapati

Man's authentic Indian wraps meet the modern consumer need, he says.

"We boomed the festivals, retailers and the London street food scene," jokes Chris, "and now we'll boom the rest of the UK too".

Chapati Man is already a regular pop-up on the network of London locations run by street food trading platform StreetDots.

StreetDots co-founder Atholl Milton says: 'Whether Chapati Man is trading on a StreetDot in a City office complex, a busy pavement, or a business park, they smash it every time. You can tell from our Twitter feed that customers love the wraps and ditch their sandwich plans when the brightly coloured truck is nearby! Chris and Andrea always impress us with their business nous and slick operation: they have a fantastic brand that will be welcomed by cities across the UK.'

Its striking Indian elephant trailer design has become a festival and street food landmark. Andrea explains that "as the lunchtime palate becomes ever more sophisticated, there is a clear opportunity for Chapati Man's flavour-packed, substantial and healthy wraps to be a success in other cities across the UK."

