



The Kebab Alliance

The Voice of the
British Kebab Industry

The British Kebab Industry

The local kebab restaurant is a feature of nearly every community in our country. An enduring symbol of entrepreneurship and British diversity, these outlets cater for all tastes.

Through investment, employment and, most of all, delicious food, the kebab restaurant is a cornerstone of the Great British High Street. It is no surprise that over 36% of the UK public have eaten a kebab in the last month.

Kebab proprietors bring us authentic flavours from around the world, paired with Great British produce, for healthy, quality meals. Whether it's a kebab shop, restaurant, supplier or anyone involved in the industry, their success is a barometer of strength on the High Street.

Their voice is the Kebab Alliance.

The Kebab Alliance Charter

Leaders from across the industry are joining forces to speak up for the Great British kebab success story. The Kebab Alliance Charter sets out the key areas where the industry will make its voice heard for the benefit for all those involved in the industry:

Championing the healthy, nutritional benefits of kebabs

Not all takeaway foods are created equal! Kebabs are grilled, not fried, which makes them a less fatty alternative than many other dishes. Quality kebabs will also use leaner, high quality meat.

Upholding the tradition of skilled, quality kebab-making

Whilst the doner kebab we know and love today dates from 1970s Berlin, kebabs have been a treat for millions since the 1600s. The rotisseries we recognise from our local High streets were invented in the 19th century – an inheritance the industry keeps alive to this day.



Promoting training and standards across the industry

Kebabs have won a treasured place in our country's cuisine for one simple reason: the public love them. To ensure that consumer experiences remain as positive as possible, the industry must hold itself to high standards and guarantee that staff have the skills they need.

Strengthening the supply chain for British kebabs

The kebab industry relies on access to quality ingredients from around the world. Meats, vegetables and spices can be sourced from anywhere, Newcastle to New Zealand, which means a reliance on frictionless trade and long-term certainty when it comes to imports and exports.

Advocating for an appropriate regulatory landscape

Like so many of the retailers on our High Street, the majority of kebab restaurants are small businesses. A progressive and appropriate landscape for regulation can protect this valued industry and ensure that it continues to thrive.



6 reasons to join the Kebab Alliance

Join the Alliance and benefit from the following:

- 1.** Brand credibility as a member of the kebab industry's only trade body in the UK
- 2.** The opportunity to shape the direction of the UK's first trade body for the kebab sector and with it the industry as a whole
- 3.** Access to new connections and networks in the industry
- 4.** A vehicle to amplify your brand through PR and marketing activities of the Alliance
- 5.** An opportunity to influence policy and regulation that can benefit the kebab sector
- 6.** Heightened awareness of the industry and its cuisine by promoting the achievements of the sector and those that work in it



Membership

Full Membership - £10,000

Full membership is available to all businesses involved in the kebab industry. Key benefits include:

- A seat on the Kebab Alliance board, where you will provide input into the Association's strategic priorities and positions on key industry issues at four board meetings across the year
- Attendance and voting rights at quarterly board meetings
- Full access to all networking opportunities with the Kebab Alliance membership
- Eligibility for representatives of your organisations to sit on Kebab Alliance internal committees
- Access to media, regulatory and political monitoring to keep you abreast of key industry developments
- The opportunity to influence and shape the industry agenda through engagement with Government and regulators
- Support from the Kebab Alliance media team to generate positive media stories for your organisation on the back of the activities of the Association
- Use of the Kebab Alliance member's logo on your website, facilities and merchandise
- Kebab Alliance member decal for your store or office windows.
- Company logo and write ups on your business on the Kebab Alliance website
- Write up on becoming a member in the Kebab Alliance e-bulletin along with logo
- Opportunities to take part in special projects, organised by the Kebab Alliance in the future
- Receipt of Kebab Alliance's monthly e-bulletin
- Listing in the business classified section of the website

Associate Membership - £5,000

Full membership is available to all businesses involved in the kebab industry. Key benefits include:

- A seat on the Kebab Alliance board, where you will provide input into the Association's strategic priorities and positions on key industry issues at four board meetings across the year
- Attendance at quarterly board meetings
- Full access to all networking opportunities with the Kebab Alliance membership
- Access to media, regulatory and political monitoring to keep you abreast of key industry developments
- Use of the Kebab Alliance member's logo on/ in your website, facilities and merchandise
- Kebab Alliance member decal for your store or office windows.
- Company logo and write ups on your business on the Kebab Alliance website
- Write up on becoming a member in the Kebab Alliance e-bulletin along with logo
- Opportunities to take part in special projects, organized by the Kebab Alliance in the future
- Receipt of Kebab Alliance's monthly e-bulletin
- Listing in the business classified section of the website

Business Classified Membership - from £1,500

Designed for companies with a strategic business interest in supplying the kebab industry that wish to provide special deals to Kebab Alliance members.

Featured Premium Category Listing fee - £3000 per annum

Key benefits:

- short company profile, including contact details and logo
- headline banner advert
- top billing in supply category
- promotional video
- receipt of Kebab Alliance's monthly e-bulletin

Standard Category Listing fee - £1,500 per annum

Key benefits include:

- short company profile, including contact details and logo
- promotional video
- receipt of Kebab Alliance's monthly e-bulletin

Restaurant and Retail Outlet Membership - from £250

1 retail outlet/restaurant - £250 per annum

Additional retail outlets/restaurants - £150 per store each per annum

Crisis management support* - £250 per year

*Crisis management support is an option

Benefits include:

- Use of the Kebab Alliance member's logo on/in your website, facilities and merchandise
- Kebab Alliance member decal for your outlet or restaurant windows
- Certificate of membership for displaying in outlet or restaurant
- Company logo on your business on the Kebab Alliance website
- Opportunities to take part in special PR and marketing projects, organised by the Kebab Alliance in the future
- Receipt of Kebab Alliance's monthly e-bulletin

Get in touch

The Kebab Alliance Secretariat

Ibrahim Dogus, Chairman and Director

Chris Lawrance, Director

Stuart Edgar, Head of Media

Sam Webber, Head of Public Affairs

Paul House, New Membership Director

For more information on the membership packages please contact Paul House, New Membership Director at the Kebab Alliance, on **07850 678816** or via info@kebaballiance.co.uk





The Kebab Alliance