



German Street Food

Brand inspired by Oktoberfest

About Us & Our mission

The brand was created in 2022 in Poland. We started building the chain restaurant brand **German Street Food** in Poland and we would like to continue our project also in the USA in 2024/2025. Our goal is to bring the atmosphere straight from Oktoberfest to restaurants of our brand and celebrate the taste of authentic and best quality German beer and food all year round.



Our menu & products

Schweinshaxe

Crispy German Pork Knuckle served with sauerkraut and horse-radish sauce



Brathendl

Roast chicken served with a roll/bread and a mug of authentic German beer



Currywurst

Original German sausages in a tomatoe sauce with curry served with fries



Our menu & products

Leberkaese

Bavarian Leberkaese served in a form of a sandwich in a pretzel roll



Wurstsalat

A salad made of German sausage, pickles and onion served with a slice of bread



Kartoffelsalat

A salad made of potatoes sprinkled with onion and chives



Our menu & products

Gemuese Kebab

Original Kebab with high quality chicken fillets, grilled and fresh vegetables



Doner Kebab

Original Kebab with high quality veal fillets and fresh vegetables



Bratwurst

Original best quality German sausage served with a roll



Beer

Original German beer straight from Oktoberfest beer suppliers. Beer will be served in original mugs as on Oktoberfest by waitresses wearing Oktoberfest outfits. Thanks to that, guests will be able to feel the atmosphere of the biggest beer festival in the world!



Movable barrel

In 2024, the GermanStreetFood brand plans to introduce several food trucks in the shape of a wooden barrel throughout Poland. The barrel is currently designed especially for our brand by the best designers and engineers. Below are photos of USA designed wheeled barrels by a famous Hollywood designer who died in 2016, which is why his works have not been preserved

continued. Below are photos of barrels on wheels from the USA - these barrels were designed and manufactured for one of the American Breweries from Seattle. Our brand's goal is to build an even larger and more spectacular barrel.



As a GermanStreetFood brand, i.e. a brand in the Oktoberfest atmosphere, it plans to build a network of food trucks in the shape of a beer barrel in Poland in 2024 and from 2025 in other EU countries and the USA. Our goal is to create the most beautiful and largest trailer of this type in the world (6 m long), finished with real oak wood on the outside and stainless steel on the inside.



In addition to delicious German street food, our Food Trucks will also sell the best beer - we plan to establish cooperation with breweries that have been present at Oktoberfest festivals in Munich for many years.



We are starting talks with brewery owners from Germany in order to establish permanent cooperation, so that our network of food trucks in the shape of a wooden barrel can offer the best Oktoberfest beer throughout Europe. The barrel will feature both our brand logo and the logo of the brewery with which we will cooperate.



In addition to regular beer, we also plan to sell mulled beer and wine from these food trucks, as they will operate year-round in the mountains, including in winter.



From the spring of 2024, we plan to build our own network of these food trucks, and in the winter of 2024 we also plan to start selling these food trucks to franchisees to increase the potential in building the largest network of food trucks with beer and food such as at the Oktoberfest festival in Europe. Thanks to our food trucks, customers will be able to feel a taste of Oktoberfest all year round and ultimately throughout Europe. Employees selling from these food trucks will be required to wear Oktoberfest costumes.

The barrel-shaped trailers proved to be a huge hit in the US.



We are sure that our rolling barrels will be an even bigger hit in Europe!

2024

In March 2024, our first stationary location will be opened in Sopot (Poland) in the best possible location in the city. In the summer of 2024, our first barrels on wheels will appear by the sea and in the mountains in Poland.

2025

In winter, a franchise for rolling barrels will be launched in Poland.

2025/2026

During this period, we plan to start selling food and beer from rolling barrels in other European Union countries, as well as selected cities in the USA. The rolling barrels will also be available as a franchise in other countries.

Our goals

Our goal is to build a chain restaurants with the best products - the best quality for competitive prices. Customers will feel the atmosphere of Oktoberfest through the whole year. Unique design and decorations of our restaurants together with waitresses wearing Oktoberfest outfits will draw customer's attention and they will be willing to come inside the restaurants and feel that atmosphere.



Our plan is to open 5 restaurants (our own) in Poland and more restaurants based on franchise, which will also bring extra benefits from providing these franchise restaurants in products.

The basic goal of our brand (apart from being an recognizable brand) is selling the best kebab in Poland, but kebab in the style of best German kebab, as we know that Polish people like German kebabs but they do not have access to the real Premium kebab. We are not going to sell kebabs with minced meat as it is in Poland in

99.9% of cases. We are going to serve following kebab:

Original Gemuse Kebab – with chicken (1st sort fillets)

Original Berliner Kebab – with veal (1st sort- fillets).

These are going to be our top products, together with the original bratwurst and currywurst (sausages will be delivered to our restaurants every week from the best butcher in Germany).

We will be serving also beer as on Oktoberfest festival in Munich.

We are convinced that our brand will succeed first in Poland and later in the USA.

VISUALISATION OF OUR RESTAURANT









Outfits for hostesses and waitresses



Waitresses and
hostesses
representing our
brand
GermanStreetFood
in every location will
be wearing the
outfits as on the
project on the right.



We started promoting our brand on Oktoberfest 2022 in Munich.

Here are few photo straight from the biggest beer festival showing our hostesses.



„the lady” in the Middle is not our hostess :)





















We also started our brand promotion in Poland before opening the restaurants (we are going to open in May/June 2023).
Few photos from session in Gdańsk and Sopot on 12th November 2022.

































**Celebrate
Oktoberfest
all year round!**





www.germanstreetfood.com

coming soon
otwarcie wkrótce

