

**rotee**

Pakistani & Indian Cuisine

# **Desi food goes mainstream?**

Mamoon Hamid

Co-founder, Rotee

**OPEN FORUM 2004**

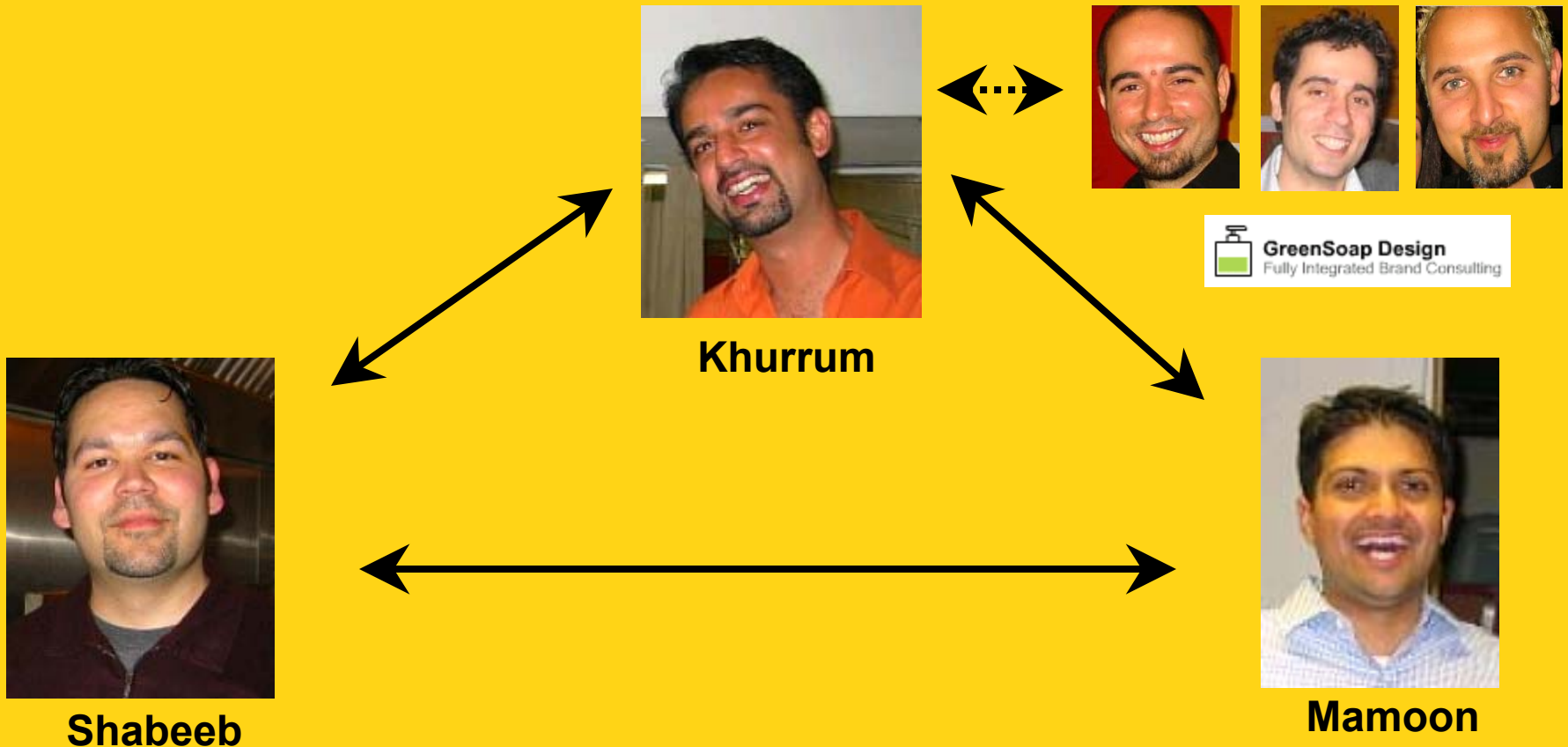
**Showcase Showdown**

**June 5<sup>th</sup> 2004**

# Brief history...

- Long before OPEN there was “103 Stanyan”

Pak Boys



# Why we got started?

- Pakistani/Indian food has found its place in the San Francisco restaurant scene
- Option #1: Desi Hole in the Walls – Great food, but...
  - Little or no ambiance
  - Lacking cleanliness (toilets, rats!)
  - Unpredictable service
  - Clothing smells after eating in
- Option #2: “Nicer” desi restaurants
  - Nice ambiance (but too traditional...)
  - Relatively expensive
- Rotee – Take the best practices of Option #1 & #2 and our own ideas to create something better...

# We thought we could do it all...



# Results to date

- Cash flow positive from 2<sup>nd</sup> month
- Ranked 2<sup>nd</sup> in Indian Cuisine category on Citysearch.com for Bay
- Nominated for “Best Indian Food” and “Best Cheap Eats” award by C

The screenshot shows a Citysearch.com listing for Rotee restaurant. At the top, there is a promotional banner for the 'Best of Citysearch 2004' award, stating 'Your vote automatically qualifies you to win.' Below this, the restaurant's name 'Rotee' is prominently displayed, along with its address (400 Haight St., San Francisco, CA 94117) and phone number ((415) 552-8309). A red box highlights the text 'Highly Recommended: Food, Ambience, Service, Value'. To the right, there are sections for 'Cheap Eats' (9.3) and 'Indian Food' (9.2), both with 'Vote' links. At the bottom right, a 'Ratings' section shows an overall score of 9.5 and a 'Rate It!' button. The bottom of the listing includes 'Member Reviews' and a specific review from 'rwylin' dated 05/18/2004, which says 'Rotee: Gotta get me some'.

**Best of Citysearch 2004** Vote & WIN! Your vote automatically qualifies you to win.  or

**Search Nearby**  
Select a Type of Business

- Restaurants
- Hotels
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- Shopping Centers & Malls
- Grocery Stores
- Pharmacies
- Florists
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**Restaurant**  
**Rotee**  
400 Haight St.  
San Francisco, CA 94117  
Phone: (415) 552-8309  
[Map](#) [Website](#) [Invite Friends](#)

Highly Recommended: Food, Ambience, Service, Value

Prompt seating - **yes** Romantic - **yes** Good for groups - **yes**  
Make reservations - **no** Good for kids - **yes**

**Restaurant Information**

<b>Cuisines</b> Indian	<b>Special Features</b> Cheap Eats
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**Member Reviews** -- Sorted by **Most Helpful**  
[Positive](#) | [Negative](#) | [Most Recent](#) | [Most Helpful](#)

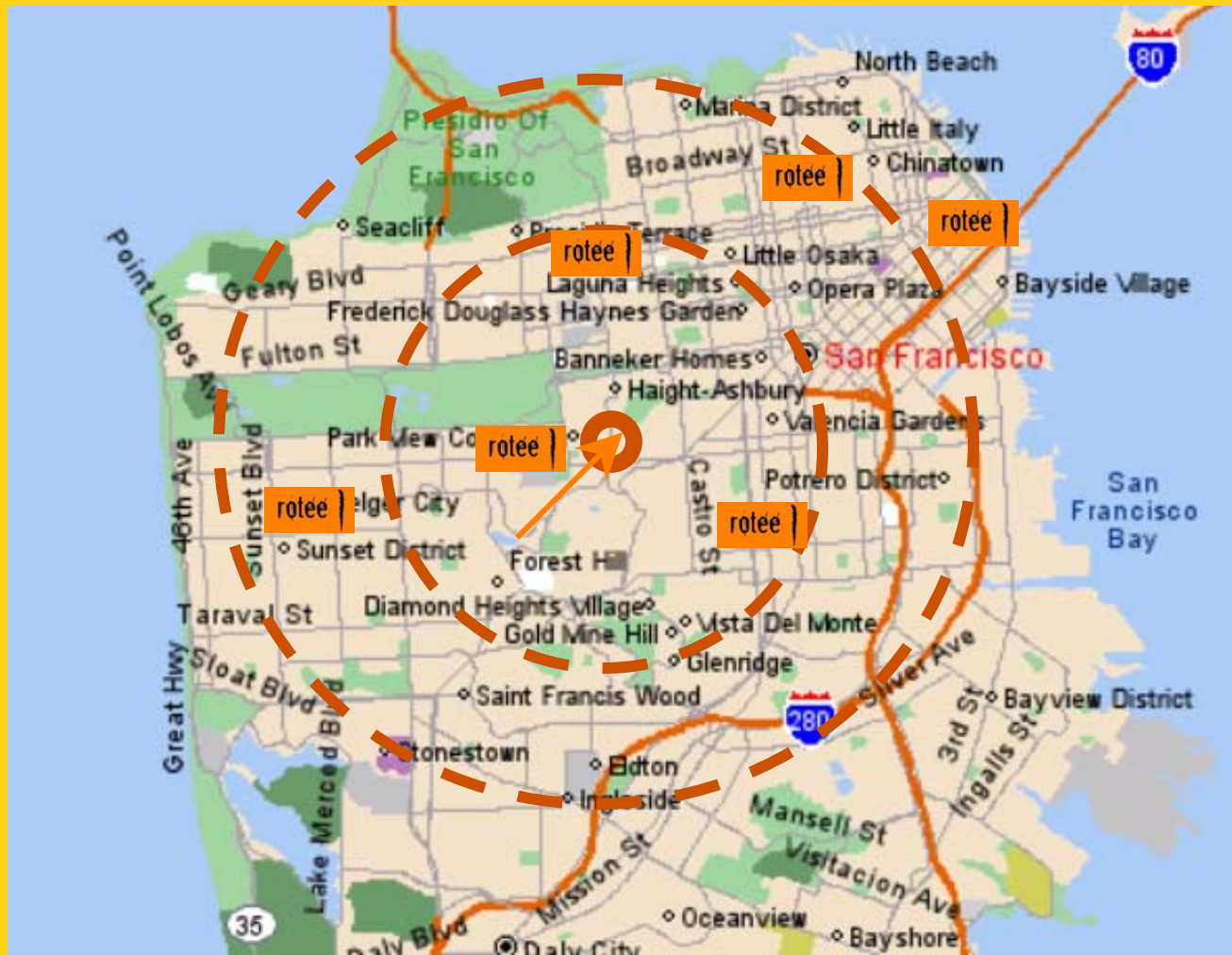
Showing 1 of 5  
User Rating: **Highly Recommended**  
Rotee: Gotta get me some Posted by [rwylin](#) on 05/18/2004

**Best of Citysearch 2004**  
Vote for Rotee in the following categories:  
Days left to vote: 16

<a href="#">Cheap Eats</a>	<b>9.3</b> <a href="#">Vote</a>
<a href="#">Indian Food</a>	<b>9.2</b> <a href="#">Vote</a>

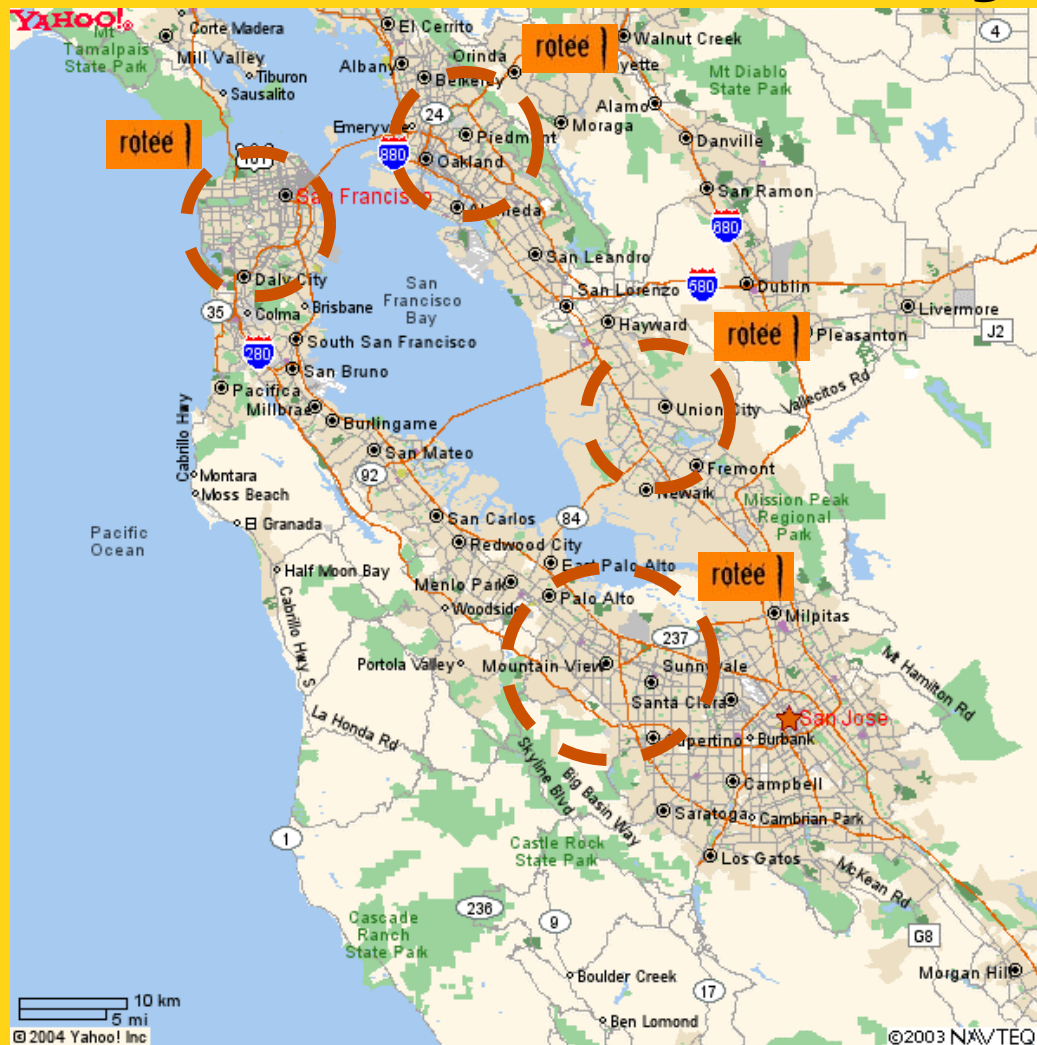
**Ratings**  
HIGHLY RECOMMENDED  
Overall **9.5**  
  
[About our ratings](#)

# Expansion Plans in SF



rotee |

# Expansion Plans – Bay Area



# Come Visit Us

- 400 Haight St. (corner of Webster) in SF
- Check out [www.rotelesf.com](http://www.rotelesf.com)

A screenshot of the Rotee website homepage. The top navigation bar is orange and contains the "rotee" logo and the text "Pakistani & Indian Cuisine". A left sidebar lists "History", "Menu", "Contact us", and "Reviews". The main content area has a white background and features the heading "Rotee - 'Authentic Pakistani / Indian Cuisine in an edgy atmosphere'". Below this is a paragraph of text and a small inset photograph of the restaurant's interior.

**rotee** | Pakistani & Indian Cuisine

[History](#)

[Menu](#)

[Contact us](#)

[Reviews](#)

**Rotee - "Authentic Pakistani / Indian Cuisine in an edgy atmosphere"**

We love great food in a fun atmosphere at a place that doesn't break the bank. That's the idea we had when we started Rotee. It's the perfect place to hang out with your friends on weekends or a casual dinner with your special someone on a weeknight.

Come experience some of the best Pakistani / Indian cuisine on this side of the world...promise!

# Items from our menu...

**Chicken Saag** - If there's any one who can put the Spin back in spinach, it's us. Pump some iron with this spinach dish simmered in exotic spices and chicken (\$6.99)

**Palak Paneer** - If you want something that is both ironic and cheesy you can either listen to one of our Presidential campaign speeches or try our garden fresh spinach cooked with cottage cheese (\$6.99)

**Daal Gosht** - Musharraf's favorite! This lentil dish cooked with lamb will always be your ally in times of need (\$5.99)

**Aloo Baingun** - Is what you say when an eggplant calls you on the phone! Lightly spiced potatoes with fresh eggplant, delicious! (\$5.99)

**Aloo Gobi** - Gobi adventurous, Gobi creative, but first try our Gobi. Cauliflower cooked with lightly spiced potatoes (\$4.99)

**Lamb Kebab Wrap** - Cricket tea break favorite! Lamb kebab rolled into a plain naan garnished with lettuce, tomatoes, onions and Rotee's secret sauce (\$4.99)

**Lollywood Lamb Cholay** - If Reema can dance her sultry self and Shaan fight his way through an army into our hearts, this lamb dish with Garbanzo beans can surely find the recognition it deserves (\$5.99)

**Chicken Biryani** - If this were music, it would sound nothing like Yanni. Basmati rice cooked with chicken and exotic spices, served with cilantro, peppers and mint (\$5.99)

# What People are saying...

- Great food - Try the lamb kebab and chicken saag (all halal meats). Also their naans are big and generally portion sizes are generous. Also prices are great. I have been going to Shalimar and Pakwan for a long time and I think the food at Rotee is just as good (if some things not better). Plus the atmosphere is great (my clothes don't smell after I leave the restaurant). - Faisal Abdullah 5-17-2004 ([Zabihah.com](#))
- User Rating: **Highly Recommended**  
**Rotee, wonderful even without the roti!!** Posted by [ghansell](#) on 04/18/2004  
*Citysearch.com*  
Rotee just opened and I've already been there twice--two nights in a row to be totally honest. I'm vegetarian so I was very pleased by the good selection of dishes "safe" for me and my vegan friend. The Aloo Gobeer is uniquely and exquisitely flavored and the wraps are a huge meal for a low price. Even better than the food, though, is the warm service from Shah and Kumun. In today's fast pace society, it's nice to eat where the owners remember customers and are happy to chime in with a joke or two.  
**Pros:** Good service, Wonderful menu, location
- Beautiful place, excellent food. Their prices, menu and business model is similar to Shalimar (free tea etc), but the atmosphere and presentation is top class. They even have posters of some of the cheesiest 70's Pakistani films in a very hip setting. My favorite dishes so far are okra, lamb biryani, aloo keema and lamb curry. Very polite and friendly owners and staff. - Jawad ([Zabihah.com](#))