

BEHIND THE KNIFE

PORTFOLIO-CHEF PATRICK MERHEB-2025



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WHO IS CHEF PATRICK MERHEB

?

Chef Patrick Merheb is a Lebanese culinary consultant with over a decade of experience in the food and beverage industry. With a background in hotel management, he specializes in F&B solutions and concept creation, having launched over 35 projects across the world mainly in the MENA, Gulf, and European regions.

Ranking among the top 4 regional finalists in Season 5 of Top Chef ME, he gained notable regional and international exposure. In 2010, he has received the Entrepreneurs de Demain award, followed by the Compétition Interuniversitaire de l'Institut de la Gastronomie Libanaise award in 2014.

Chef Patrick now leads his own consultancy and research-driven kitchen, offering tailored culinary solutions, concept strategy, and innovation for brands seeking to elevate their food experience.



WHO



ARE



WE?

We are a team built on mastery, driven by vision, and trusted to deliver lasting impact. From concept to execution, every move is made with precision, every flavor with purpose.

We don't just build menus; we craft experiences that speak. Inspired by seasonality, driven by emotion, and rooted in truth, our work is bold,

intentional, and built to last.

Every project is designed to turn heads, spark conversations, and leave behind a story worth remembering.

OUR MISSION

We are here to redefine the culinary landscape with purpose and precision. Through innovative and authentic food concepts, we elevate every dining experience into something unforgettable. Our mission is to inspire, educate, and empower businesses to build sustainable, profitable ventures that connect deeply with cultures, communities, and the people they serve.



OUR VISION

We envision a world where culinary concepts spark movements, not just meals. A world where every dining experience is crafted with purpose, built to inspire, and designed to leave a lasting impression. Our vision is to lead this evolution by setting new standards in creativity, sustainability, and cultural relevance across the global food industry.



OUR VALUES

We believe in the power of innovation to shape extraordinary experiences, pushing the boundaries of culinary creativity with every unique concept. At the core of everything we do is authenticity, ensuring each creation honors its cultural roots. Sustainability drives our decisions, guiding us to source responsibly and act with intention in every step of the process.



SPECIALTY DISHES

OUR SPECIALTIES

We blend innovation with tradition, using seasonal ingredients to craft dishes that are flavorful, thoughtful, and unforgettable.



01.
Mediterranean Octopus
With Mango &
Strawberry Chutney

02.
Watermelon Feta Salad



03.
Blue Cheese Poached
Eggs With Caviar

04.
Tropical Shrimp Mango
Salad

05.
Beef Tartare With Honey
Dijon Ice Cream

06.
Fried Fish Ceviche

07.
Strawberry Basil Tartare

08.
The Summer Eggplant



OUR ACHIEVEMENTS

OUR GROWING CIRCLE

These are some of the establishments we have collaborated with along the years. Keep an eye out on what we're doing next.

LMBAKH

K n y n
RESTAURANT

STEAK
BAR
SUSHI


alsa
Lebanese Cuisine

AFish

Bean
There

la
mèzèterie

DV

Kii

THE
BARNYARD
HEALTHY EATERY

le PETIT
Café
EST. 1998

YABAI
JAPANESE SUSHI BAR

OMNIA
Bistro Bar

SALT FISH.

Re
K A R A M


MERSAL

N A M A
by the beach

شيفوخ
المشوي

FOUR
wood . fire . eatery


 THE
BIG BANG

Beld



★★★★★
BROAD
WAY

Ti



PREVIOUS CLIENTS

TAKE A LOOK BACK

Over the years, we've had the privilege of collaborating with a diverse range of clients each project a unique journey that shaped our growth and expertise. Take a Look Back at the stories, challenges, and successes that continue to inspire everything we create today.

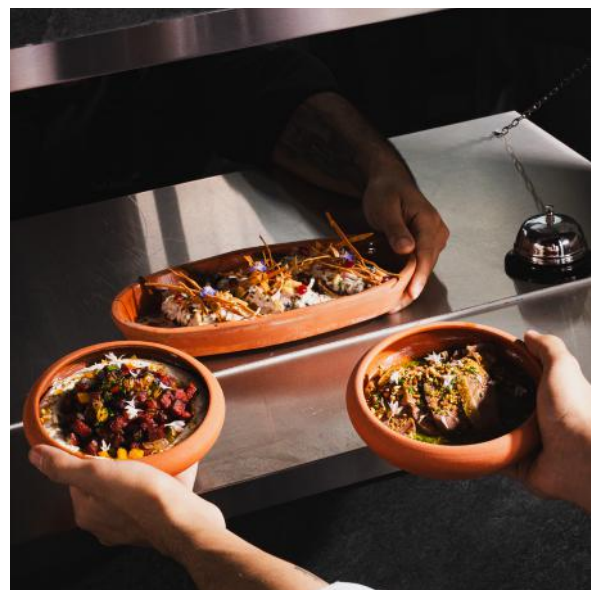
L MATBAKH

2025

L MATBAKH

MAR MIKHAEL
LEBANON

At L Matbakh, we reimagined Lebanese cuisine through a refined lens. Where every dish honors tradition but speaks in a new voice. Elevated flavors, thoughtful details, and a quiet sophistication come together to create an experience that feels familiar yet unexpected.



MAR MIKHAEL, LEBANON



ALSA

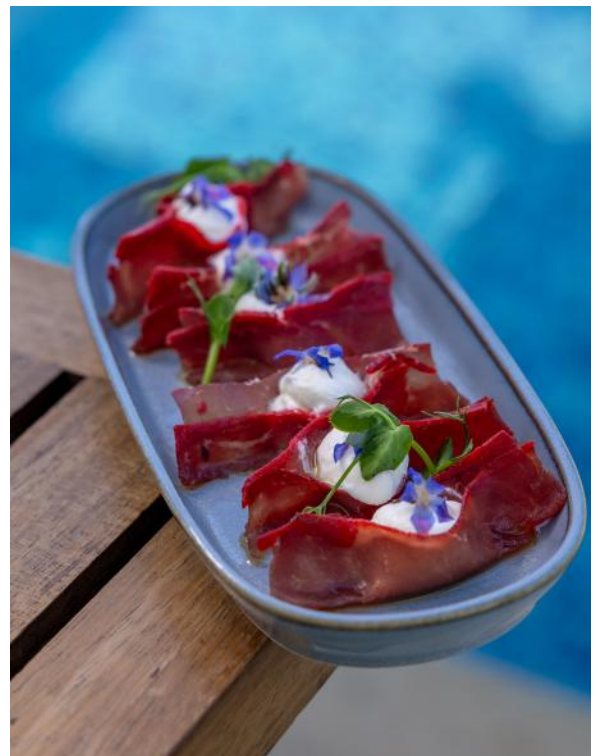


2025

JOUNIEH
LEBANON



At ALSA, we reimagined Lebanese cuisine with a modern, sun-soaked twist. Fresh flavors, vibrant plates, and a view that melts into the sea; every dish is our way of bringing the Mediterranean spirit to your table.



JOUNIEH, LEBANON



KAYA

K n y n
RESTAURANT

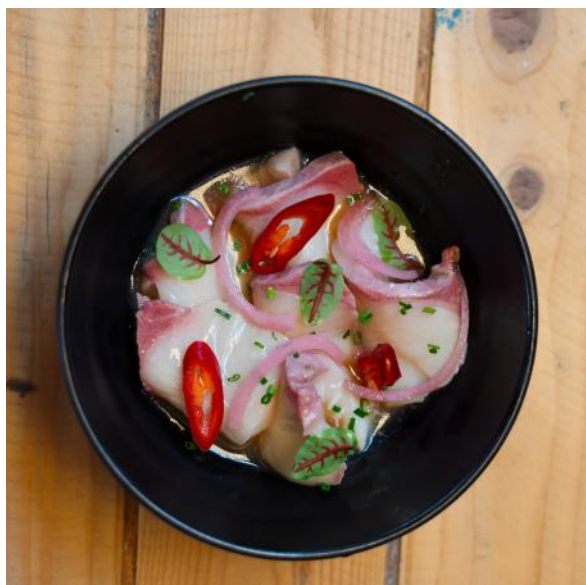
2025

EL HERI
LEBANON



At Kaya, we brought together the laid-back charm of beachside comfort food with refined seafood favorites. From juicy burgers to fresh scallops and flame-grilled octopus, every dish was made to match the rhythm of the sea and the spirit of Nanaya Beach.

EL HERI, LEBANON



STEAK BAR SUSHI

STEAK BAR SUSHI

2025

NAQQACHE
LEBANON



At Steak Bar Sushi, we designed a menu that speaks to all five senses; where flavor, texture, aroma and aesthetics meet to form a perfect balance. Each plate was crafted as more than just a meal; it's a sensory journey that celebrates flavor, texture, and elegance in every bite.



NAQQACHE, LEBANON



A FISH



2025

BEIRUT
LEBANON



At Afish, we took the soul of Batroun's local seafood and gave it a twist. Whether it's a bold reinterpretation of a Lebanese classic or a playful nod to global flavors, every dish is rooted in the sea and elevated with intention. It's comfort, curiosity, and coastline—served cloud-kitchen style.



BEIRUT, LEBANON



BEAN THERE

Bean
So There

2025

CAIRO
EGYPT



At Bean There, we set out to create a modern coffee house experience; one that goes beyond the cup. We crafted pastries and salads with unexpected twists, designed to complement every brew and elevate every bite.



CAIRO, EGYPT



LA MÉZÉRTIE

la mézéterie

2024

PARIS
FRANCE



We designed La Mezzeterie's menu to blend traditional Lebanese flavors with modern, refined touches. Using fresh, seasonal ingredients, we created a unique dining experience that feels both authentic and elevated, with vibrant dishes that celebrate culture and creativity.



PARIS, FRANCE



DIVVY



2024

ALL BRANCHES
LEBANON



We crafted Divvy's menu to celebrate a fusion of global flavors, bringing together diverse, classic tastes in a modern, inviting setting. From vibrant international dishes to comforting favorites, each plate is designed for a fine casual dining experience that reflects the spirit of connection and shared moments across all of Lebanon



ALL BRANCHES, LEBANON



KII



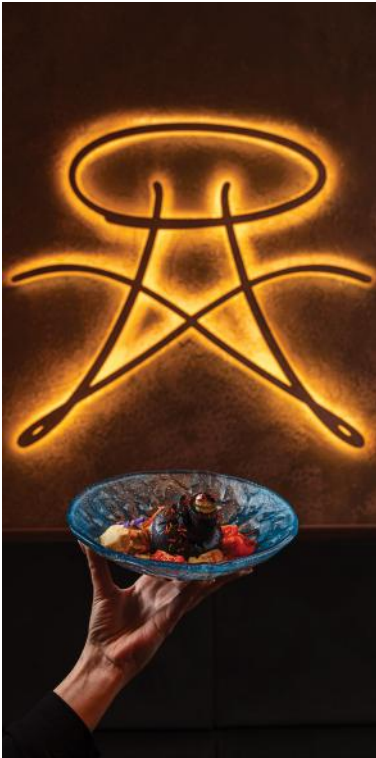
2024

SAIFI
LEBANON



We designed Kii's menu to reflect its blend of contemporary elegance and cultural depth, uniting international and Asian cuisines with refined creativity. Set in a beautifully restored space in Saifi, each dish captures the vibrant spirit of Beirut's port area in a modern, elevated way.

SAIFI, LEBANON





We developed The BarnYard's menu with a fresh, vibrant, and healthy philosophy at its core. Inspired by clean eating and creative balance, the dishes offer a feel-good experience that's both wholesome and bold. Every plate is designed to leave a lasting impression through flavor, color, and intention.



LE PETIT CAFE



2024

BEIRUT
LEBANON



Le Petit Café offers elevated comfort food in the heart of Downtown Beirut. In a cozy, elegant setting, every dish is crafted to warm the soul and delight the palate, bringing familiar flavors to life with a refined touch.



BEIRUT, LEBANON



YABAI



2024

ADMA
LEBANON



At Yabai in Adma, we set out to craft a Japanese dining experience that's bold, flavorful, and distinctly ours. From broths to bao, every dish was designed to layer texture, umami, and creativity—bringing familiar comfort with a fresh, elevated twist.

ADMA, LEBANON



OMNIA

OMNIA

Bistro Bar

2024

BATROUN
LEBANON



We crafted Omnia's menu as a celebration of global flavors, made for Batroun's breezy, vibrant spirit. From fresh bites to bold plates, each dish was designed to pair effortlessly with the bistro bar's laid-back charm and coastal energy.

BATROUN, LEBANON



SALT FISH

**SALT FISH**•

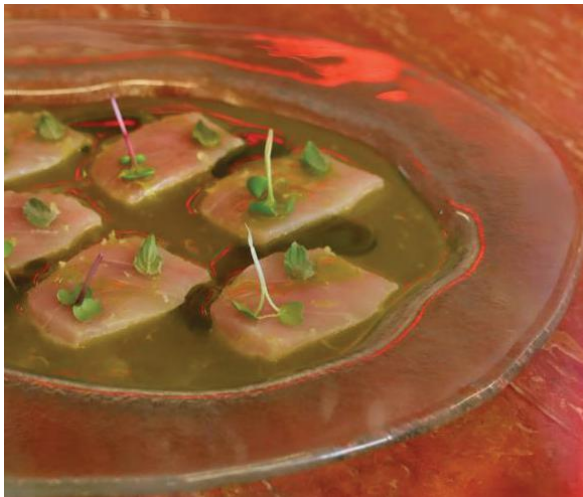
2023

MAR MIKHAEL
LEBANON



We crafted Salt Fish's menu to reflect its bold Mediterasian identity, blending Mediterranean flavors with Asian finesse. From fish burgers to vibrant seafood plates, each dish is made for fresh, dynamic, all-day dining—capturing the spirit of Mar Mikhael.

MAR MIKHAEL, LEBANON



BE KARAM

Be
K A R A M

2023

RIYADH
SAUDI ARABIA



We crafted Be Karam's menu to celebrate Lebanese tradition with a modern, elevated twist. Each dish blends authentic flavors with contemporary flair, offering a refined dining experience in the heart of Riyadh.

RIYADH, SAUDI ARABIA



MERSAL



MERSAL

2023

ZAHLE
LEBANON



Mersal was created in Zahle to celebrate refined Lebanese traditions with elegance and creativity. The menu elevates classic flavors through thoughtful presentation and subtle innovation, offering a dining experience that feels both nostalgic and new.





NAMA

N A M A
by the beach

2023

JOUNIEH
LEBANON



At Nama in Jounieh, our curated menu evolves with the seasons, offering fresh, vibrant flavors all year long. Thoughtfully paired with our house drinks, each dish is designed to deliver a refreshing and memorable dining experience in a relaxed, inviting setting.



JOUNIEH, LEBANON



SHEIKH EL MESHWE

شايخ
المشوي

2023

DBAYEH
LEBANON



Sheikh El Meshwe reimagines the Lebanese kebab experience with bold flavors and playful creations tailored to today's youth. From daily baked homemade bread to inventive takes on mezze and grills, every dish is a fresh tribute to tradition with a modern edge.



DBAYEH, LEBANON



FOUR

FOUR^R

wood . fire . eatery

2023

MAR MIKHAEL
LEBANON



DURING THE DAY



At Four, we built a menu that shifts with the day—fresh makoushe and Lebanese flavors by sunlight, wood-fired pizza and wine by moonlight. Simple, seasonal, and full of soul.

MAR MIKHAEL, LEBANON



DURING THE NIGHT



THE BIG BANG



2023

JAL EL DIB
LEBANON



At The Big Bang, we reimagined the French toast, turning its classic batter into the base of something bold and savory. From mozzarella-stuffed patties to towering burgers and crispy wings, every bite delivers a playful punch of comfort and creativity.

JAL EL DIB, LEBANON

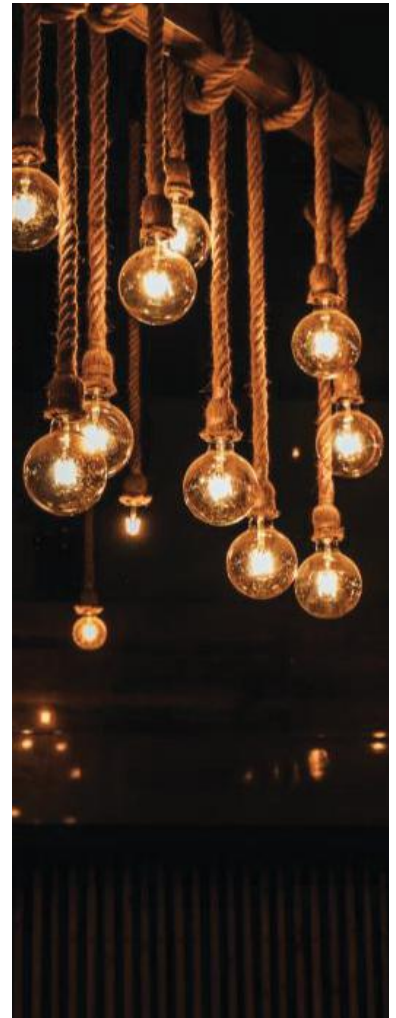


BOLD

Bold

2022

ACCRA
GHANA



We brought Bold to life in Accra as a full-concept experience, designed, furnished, and curated with intention. The menu reflects bold creativity, blending refined technique with vibrant flavor to deliver a contemporary dining journey that's both daring and elegant.



FARIDA



2022

CAIRO
EGYPT



Farida is a traditional Lebanese restaurant nestled in the heart of Tagamoa, Cairo. Rooted in authenticity, its menu celebrates the true essence of Lebanese cuisine, bringing time-honored flavors and warm hospitality to every table.

CAIRO, EGYPT



BROADWAY



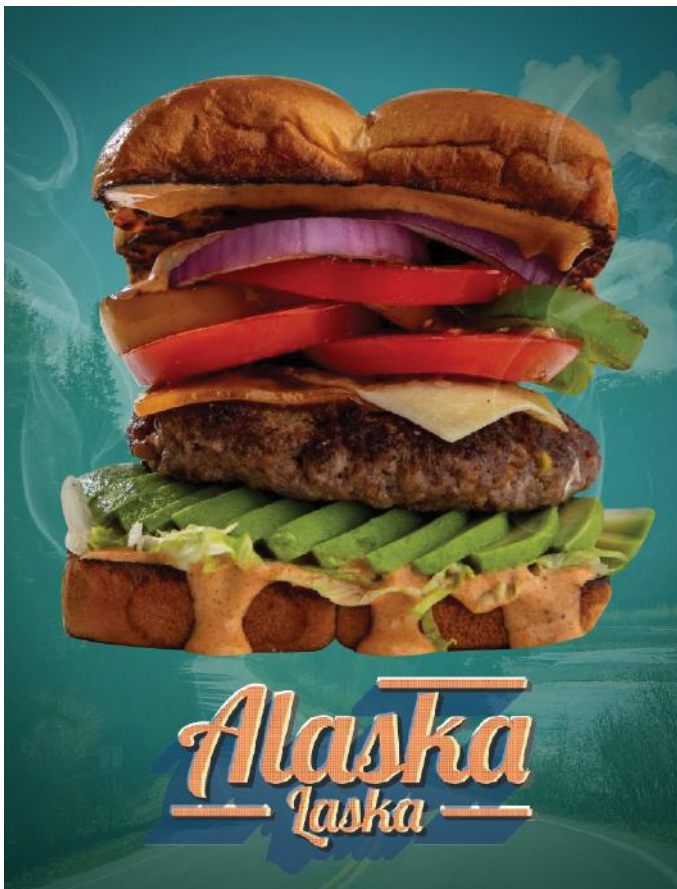
2022

ALL BRANCHES
EGYPT



Broadway is a classic 60's American-style diner with locations across Egypt, serving up bold, comforting flavors in a retro setting. The menu is all about stacked sandwiches, juicy burgers, and timeless favorites that capture the spirit of a golden era with every bite.

ALL BRANCHES, EGYPT



TRIPOLINA



2022

DUBAI
UAE



For Tripolina, we reimagined homegrown Lebanese recipes into a menu that speaks to Dubai's dynamic, multicultural audience. Balancing authenticity with innovation, we crafted dishes that honor tradition while embracing the global flavors that define the city's food scene.



RUBY'S



2022

SAHEL
EGYPT



At Ruby's, we brought a playful twist to Levantine street food with the creation of PITACOS, a bold fusion of iconic regional flavors served taco-style in soft, fluffy pita bread. It's our way of making tradition feel fresh, fun, and perfect for summer days in Sahel.



SAHEL, EGYPT



ANZU

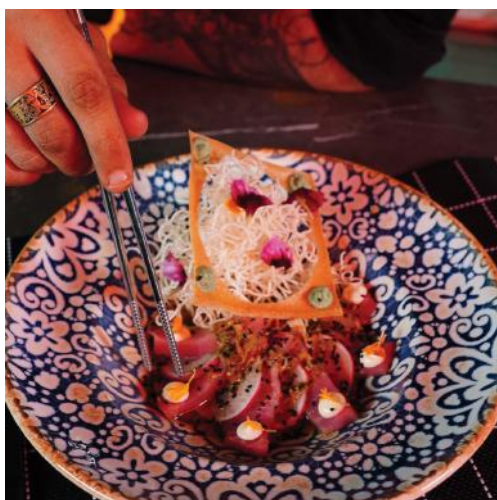


2022

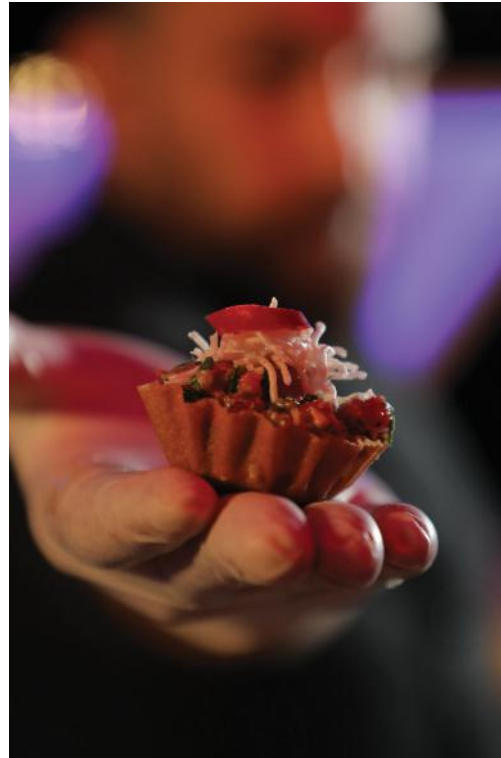
CAIRO
EGYPT




At Anzu in Cairo, we paired Nikkei Japanese cuisine with a rooftop setting that feels like a breath above the city. Refined yet vibrant, every dish is a celebration of Japanese precision with bold Peruvian flair-crafted to match the light, luxurious atmosphere above it all.



CAIRO, EGYPT





OUR SERVICES

RECIPE FOR SUCCESS

From concept to grand opening, our team offers a comprehensive range of pre-launch and back office services tailored to bring your vision to life. Whether you're developing your menu, designing your space, or finalizing every last detail before opening, we provide expert guidance and creative solutions every step of the way.

PRE-LAUNCH PHASE

BACK OFFICE



MENU REVIEWS

SPECIAL MENUS

- Customized menus for weddings, anniversaries, or banquets.
- Set menus tailored to specific occasions.
- Children's menu.
- Budget-friendly versions of full menus.

MENU CREATION & DEVELOPMENT

- Creation of brand-new, innovative recipes that complement the existing dishes and stand out as unique.
- A distinctive approach and deep insight into current market trends to ensure your recipes are both competitive and original.
- Kitchen audits.

CONCEPT CREATION

- Expertise in design, market research and analysis, branding, financial modeling, recipe development and costing, menu creation, and job description writing.
- Comprehensive review of processes and procedures to guide your project from concept to grand opening.
- We bring your vision to life.

KITCHEN



KITCHEN

- Kitchen equipment contractor, including full installation and testing.
- Equipment selection and specification.
- Kitchen design and consulting.
- Kitchen layout planning and engineering.
- Life cycle cost analysis of kitchen equipment.
- Staffing and training.



FLOOR & DESIGN

INTERIOR DESIGN

CONCEPTUAL DESIGN

- Aesthetic review to understand the client's preferences and vision.
- Identification of lifestyle or professional requirements for the space.
- Space planning to explore and refine initial design options.
- Preliminary selection of materials, finishes, and furniture.
- 3D renderings for visual representation.

- Initial cost analysis in collaboration with a contractor.

INTERIOR RENDERINGS

3D MAPPINGS

BRANDING & DESIGN

- Creative services tailored to your business goals.
- Development of a cohesive visual brand identity.
- Website and visual identity rebranding



PROCUREMENT OF FURNITURE & FURNISHINGS

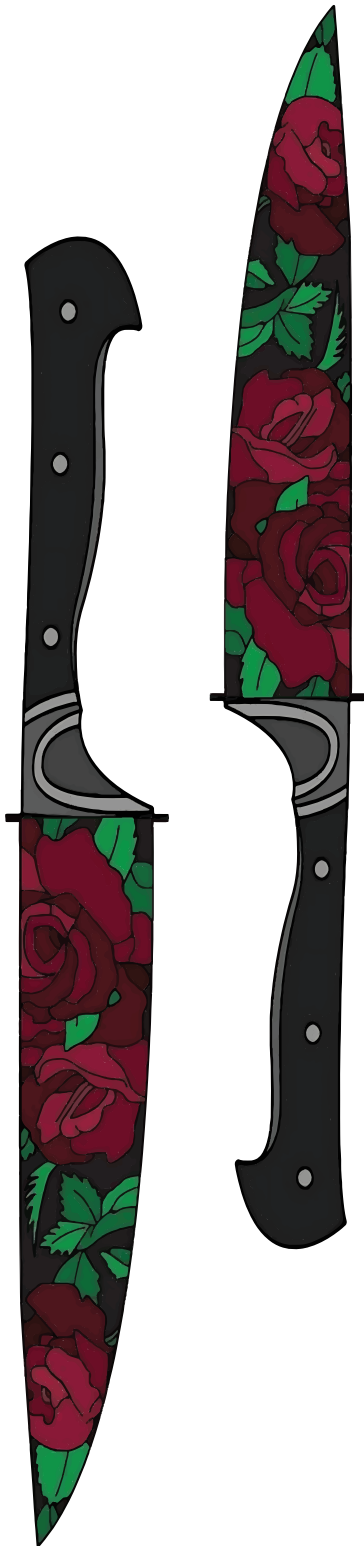
- Selection of construction finishes including marble, raised flooring, tile, stone, wood, parquet, paint, gypsum, wall coverings, and more.
- Furniture plans that integrate both existing and new pieces.
- Selection of decorative finishes including wall coverings, paint, faux finishes, window treatments, flooring, lighting fixtures, accessories, artwork, etc.
- Custom-made furniture design tailored to the space.
- Smart Glass/Film installation – transforms from frosted to clear with a simple ON-OFF mode; in frosted mode, the surface can be used as a projection display.

BILL OF QUANTITIES & BILL OF MATERIALS

BUDGETING

- Budget planning for all decorative materials used in the project.
- Budget estimation for furniture, lighting, finishes, and more.
- Review of contractor bids with the client.
- Negotiation of bids on the client's behalf.
- Expertise in project phasing to align with budget constraints.

CRAVING A CHAT?



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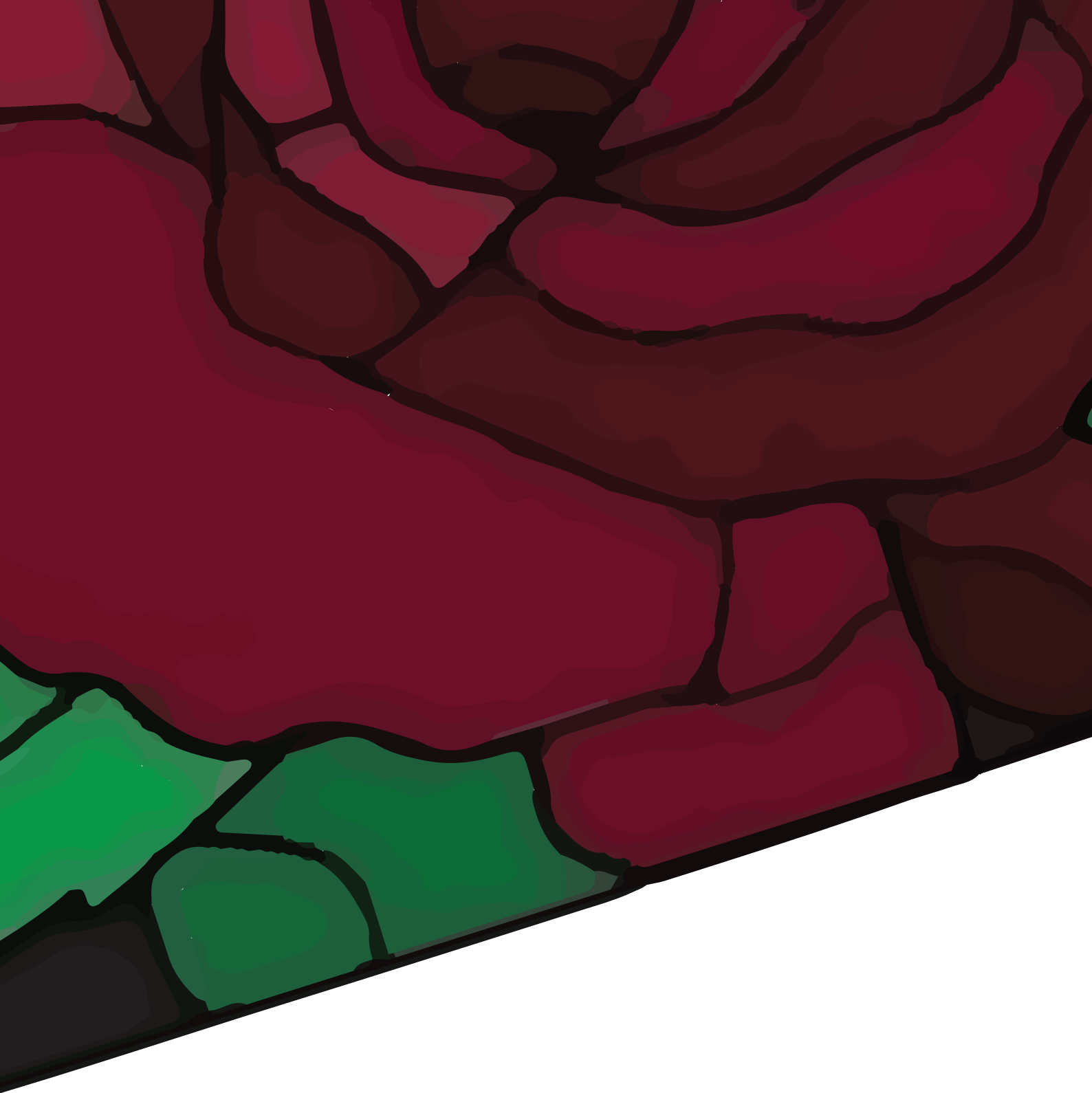
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