

XENIA

MODERN MEDITERRANEAN GRILL

Slide For The Details →

Yelp logo

tacos, cheap dinner, Max's

Fairfax, Los Angeles, CA

Restaurants Home Services Auto Services More

For Businesses Write a Review

Claimed • Salad, Sandwiches, Pop-Up Restaurants • 20 reviews

Closed Hours updated 1 month ago

Xenia Pop Up

See 37 photos

EATER
LOS ANGELES

4 Restaurants to Order Takeout From This Weekend in LA

Eat well and stay safe while supporting Los Angeles's vibrant restaurant scene

by *Faree Staff* | Updated Mar 26, 2021, 11:18am PDT

You know what sounds good in the rain right now? Warm chunks of grilled chicken, wrapped in a sesame flatbread, with fries and pickled red onion and lots of Greek goddess dressing — which is precisely what you should be eating at LA pop-up **Xenia**. The upstart operation bops around the city from Beverly Hills to Melody in Virgil Village, cooking up tri-tip wraps, grilled chicken salads, sweet potato plates, and anything else the crew can conceive of. This is pure California flavor with a nod to the broad Mediterranean, and ideal for a warming, not-too-heavy meal during such gray days. —*Faree Elliott*

DOORDASH

Xenia

DashPass • Mediterranean inspired • California Cafe.

5.0 ★ 12 ratings • 2.6 mi • \$\$

\$3.99 delivery fee

Closed

Group Order

Intellectual property of Xenia LA LLC. Not intended for distribution.

eatxenia

XENIA

A Modern Mediterranean Kitchen. Stay tuned for schedule.
linktr.ee/Eatxenia

73 Posts 1,657 Followers 57 Following

The Opportunity

To take advantage of the booming food delivery market and create a modern food brand designed to redefine the at-home dining experience.

The growth of this revenue stream has inspired entrepreneurs to rethink the dated and expensive restaurant model, leading to the creation of Ghost Kitchens.

	Ghost Kitchen	vs.	Traditional Restaurant
Investment	\$200K ~ \$250K		\$1M ~ \$1.5M
Time to Market	4 ~ 6 Weeks		1 + Year
Staff	6 ~ 12 people		12 ~ 18 people
Sq. Ft.	200 Sq. Ft.		2000+ Sq. Ft.
Rent	\$4,000		\$6,000 ~ \$8,000



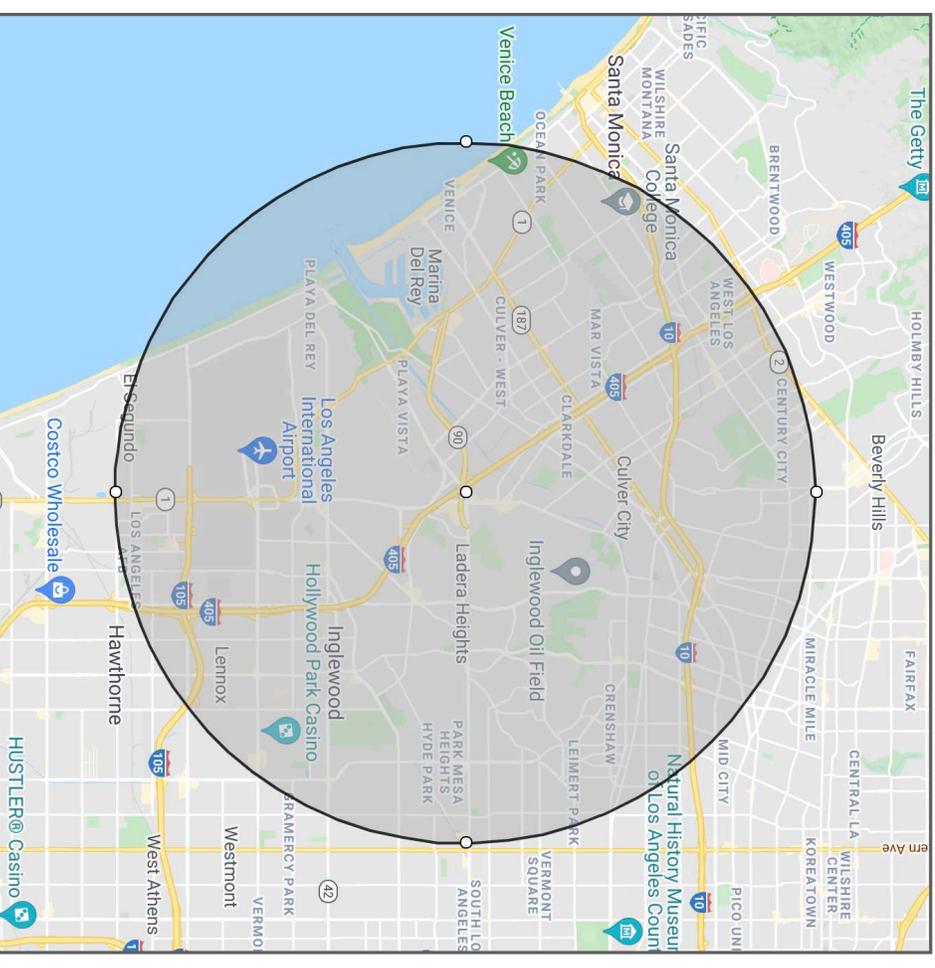
The Location

We have strategically chosen a location operated and managed by one of the leading providers of Ghost Kitchen real estate to lean on their expertise. The demographics within a 15-minute radius of this facility indicate a high propensity for delivery usage.

Xenia will continue to build on its established relevance and momentum in this area from our restaurant pop-ups at The Mar Vista.

Within a ~ 15-minute delivery...

Weekly Delivery Order Volume	113,000+ Orders
Total Population	367,000+ People
Daytime Worker Population	302,000+ People
Average Age	38 Years
Average Household Income	\$126,000



Where XENiA Fits In Within The LA Market



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Opening Marketing Strategy

Marketing XENIA directly to those within our geographical reach is critical for success. We are seeking a partner to create content and manage these key objectives and channels:

- Create local buzz and awareness of the XENIA brand, offerings, and opening
- Develop assets for opening, including photography, videography, brand messaging, opening announcements, and social media strategy
- Generate local and seasonal stories to pitch and keep XENIA relevant to media beyond the opening press cycle

Social Media Ads	Influencer & Brand Partnerships	Posters, Street Art, & Billboards	3rd Party In-App Advertising	PR & Media Outreach
    	Micro-influencers within our delivery radius that have expertise in food, lifestyle, and fashion	Print media within the direct delivery radius including movie style posters, street art, and billboards.	Discounts, bundles, promotions, loyalty programs, etc.	   

Steady State EBITDA Snapshot

Annual Gross Sales	\$1,192,068	100.0%
Total COGS	\$344,388	28.9%
Hourly Wages	\$308,676	25.9%
Prime Costs	\$653,064	54.8%
Gross Profit	\$539,004	45.2%

Operating Expenses

Delivery Processing Fees	\$246,588	20.7%
Occupancy	\$68,700	5.8%
Misc. Operating	\$17,964	1.5%
Total Operating Expenses	\$333,252	28.0%

Store EBITDA	\$205,752	17.3%
Marketing	\$66,000	5.5%
Management	\$35,760	3.0%

Consolidated EBITDA	\$103,992	8.7%
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