



Camile

good mood thai food

Petite Camile

2026 Intro Pack



Scan me to see a quick 45 second video

Petite Camile

We launched our first food-to-go unit called Petite Camile in 2021.

This low capex, small footprint concept was designed for high footfall locations such as forecourts, airports, shopping centres, sports stadiums & festivals.

Through the use of ordering kiosks & bain maries, we succeed in serving our Good Mood Thai Food to customers in as little as 90 seconds



Petite Camile Basics:

- Petite Camile is a small format, fast service brand for customers on the go
- Currently operating both corporate and dealer sites in Circle K
 - Kilcullen MSA M9
 - Carlow MSA M9
 - Athlone MSA M6
 - Park Ri Kells
- Existing forecourt locations can take +€20k net sales weekly at peak
- In addition Petite Camile is also in:
 - Terminal 2 Dublin Airport
 - Marshes Chopping Centre Dundall
 - Connolly Train station (opening February 2026).
- Our main brand Camile Thai Kitchen (larger neighbourhood restaurants) operate from an additional 40 locations across Ireland
- In a Forecourt environment works well alongside a QSR like McDonalds, Supermacs etc.
- Camile have ambitious plans to expand in Forecourts with our exclusive partnership with Circle K





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Benefits:

- A well recognized national brand
 - Ireland's leading Asian restaurant brand
- Simple to prepare meals, from centrally supplied ingredients
- Perceived healthy food, compared to traditional fast food – giving customers more choice
- Short menu / Fast Service – from 90 seconds
- Use of Kiosks leads to lower labour cost and higher Average Transaction Value
- Footprint as little as 250 sq. ft.
- A proven forecourt concept
- Exclusively located on Circle K Forecourts in Ireland



Camile Background

The Camile Group is an award-winning Asian food business, offering premium quality **Good Mood Thai Food** for dine in, delivery or collection.

Founded by Brody Sweeney in Dublin in 2010, there are now **47 Camile Thai restaurants** across Ireland and the UK.

Our brand positioning of **health, wellness and sustainability** resonate strongly with conscious consumers



We Provide:

- All Training systems
- All Food ingredients with allergen analysis
- HACCP system
- POS / Order Kiosk software
- Uniforms
- Unit Design
- Standard Marketing materials
- Management Support and conferences
- Regularly updated Daypart Menu
 - Breakfast / Lunch / Dinner
- Product Development
- Backup and Troubleshooting



Petite Camile **Sample Menus**



Curries



Katsu Curry €9.49
Green Chicken Curry (or Vegan) €10.99
Massaman Chicken Curry €10.99

Available 12-4pm

Fresh Faves



Pad Med Mamung Chicken €9.99
Crispy Chicken Salad €10.99
Chicken Satay Salad €10.99

Available 12-4pm

Noodles



Dan Dan Noodles €8.99
Pad Thai Chicken €10.99
Singapore Noodles €10.99

Available 12-4pm

Stir Fries



Chicken Fried Rice €9.49
Crispy Chilli Chicken €9.99
Pad Prik Haeng Chicken (or Vegan) €9.99

Available 12-4pm

Partnership Highlights

Circle K:

- First site opened in Kilcullen in 2019
- Now 4 Motorway Sites
- 30% YoY Sales Growth in 2024
- Motorway services are reaching up to +€20,000 net weekly turnover, with up to +1k transactions

SSP:

- First site opened in T2 The Mezz, July 2023
- Busiest daypart business out of Mezz brands
- +€45k turnover per week in peak summer period

Food Trucks:

- 2 x food trucks franchised by O'Brien's Catering
- Attended Leinster sports events in RDS, Altogether Now, Electric Picnic, Punchestown & Curragh races & Music Festivals
- Music festivals saw avg €15-20k sales per day



Financials



Petite Camile

CAPEX Estimate	Counter* / Full Fit Out Range
Kitchen Equipment	10,000 / 40,000
Shopfitting	15,000 / 35,000
Upfront franchise fee	15,000 / 15,000
Design fees	5,000 / 10,000
EPOS / Screens / Kiosks	11,000 / 20,000
TOTAL	56,000 / 120,000

Petite Camile Business Model

Sales	100%
Food & Packaging	31%
Labour	29%
Royalty & Marketing	8%
Overheads (incl. rent)	17%
NET CONTRIBUTION	15%

*Depending on equipment in situ. which can be re-used





Franchise options

Dealer / Partner operated

- Partner covers Capex & upfront franchise fee
- Use own staff / new staff to service the unit
- Support from Camile head office for launch, training, marketing, production

Camile franchisee operated

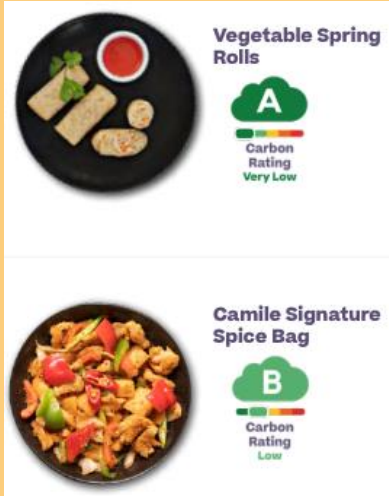
- Camile look for new or existing franchisee to operate unit
- They cover Capex & sign agreement with Landlord to rent the unit
- Camile franchisee hire new staff to run the unit, and are responsible
- Rent paid to Dealer / Partner





Values at Camile

Sustainability



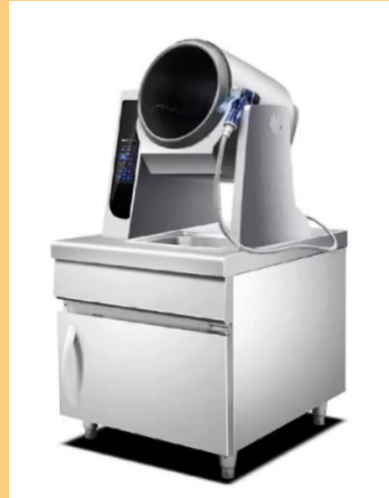
Recyclable Packaging

Carbon Counted Dishes

Extensive Meat and Plant Based Menu

Local supplier partnerships

Innovation



Web & App ordering platform

Kiosk Technology

Investment in Robotic Woks

Drone delivery trials

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Community



Yoga in the park

Live Cookery Demos

Local sports team sponsorship

Food truck at local events



Brody Sweeney

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