

Yearly Performance Report

It has been three years since the launch of Sabreens' Food, and we would like to take a moment to **thank our** loyal customers who support us daily. Your continued visits, referrals, and encouragement have played a major role in our growth. We are sincerely grateful for your trust and ongoing support.

Our goal since opening in Oakville has been to provide authentic Pakistani food that is both affordable and high in quality. We strive to serve meals that feel homemade while maintaining the standards of a professional kitchen.

Food quality and hygiene remain our top priorities. We use fresh ingredients and maintain a clean and well-managed kitchen environment with regular maintenance and deep cleaning of our equipment and workspace. To ensure freshness, we purchase meat multiple times a week rather than storing large quantities in bulk. The same care is taken when sourcing other ingredients such as eggs, vegetables, and fruits.

Improvements Made

Over the past few years, we have taken several steps to improve our service and operations:

- Continued using fresh ingredients for our food
- Maintained strict hygiene and pest-control standards
- Purchased professional equipment, including a commercial meat-cutting machine
- Added additional cooking equipment to improve efficiency
- Improved our order-taking process to make it simpler and more transparent

- Regularly tested and adjusted menu items based on feedback and changing tastes
 - Introduced new menu items and expanded our Ramadan menu
 - Launched the Sabreens Food Community voting system to allow customers to vote on weekly dishes
 - Introduced cheffing dishes for household events
 - Added chai dispensers with a capacity of 120 cups for parties and gatherings
 - Introduced wedding and Mehndi catering packages and partnered with banquet halls
 - Increased our catering capacity from 1,500 to up to 2,500 people
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Customer Feedback

We value customer feedback and continuously work to improve based on your suggestions.

- **More meat in certain dishes:** We now offer the option to add extra meat for an additional charge.
- **Small bone fragments in chicken dishes:** We purchased a professional meat-cutting machine to reduce this issue.
- **Requests for new dishes:** Our community voting system now allows customers to vote for weekly menu items.
- **Catering requests for chai:** We introduced large chai dispensers available for events.

- **Requests for cheffing dishes:** These are now available as part of our catering services.
 - **Faster catering pickup times:** We continue to improve efficiency while maintaining food quality.
 - **Extended store hours:** Currently, most activity in Oakville declines after 8 PM, so our hours remain unchanged for now.
 - **Dine-in seating:** Due to space limitations and regulatory requirements, dine-in seating is not possible at this time.
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What's Next

Looking ahead, we plan to continue improving our services by:

- Increasing efficiency in catering preparation and operations
- Potentially hiring additional staff depending on demand
- Improving our catering systems to reduce errors and delays
- Expanding menu offerings, including fusion cuisine options
- Supplying our popular samosas and shami kebabs to grocery stores as frozen products made with natural ingredients
- Strengthening our social media presence to reach more customers in Oakville
- Working toward our long-term goal of opening a banquet hall to host larger events

We sincerely appreciate the continued support of our customers and look forward to serving the Oakville community for many years to come.