



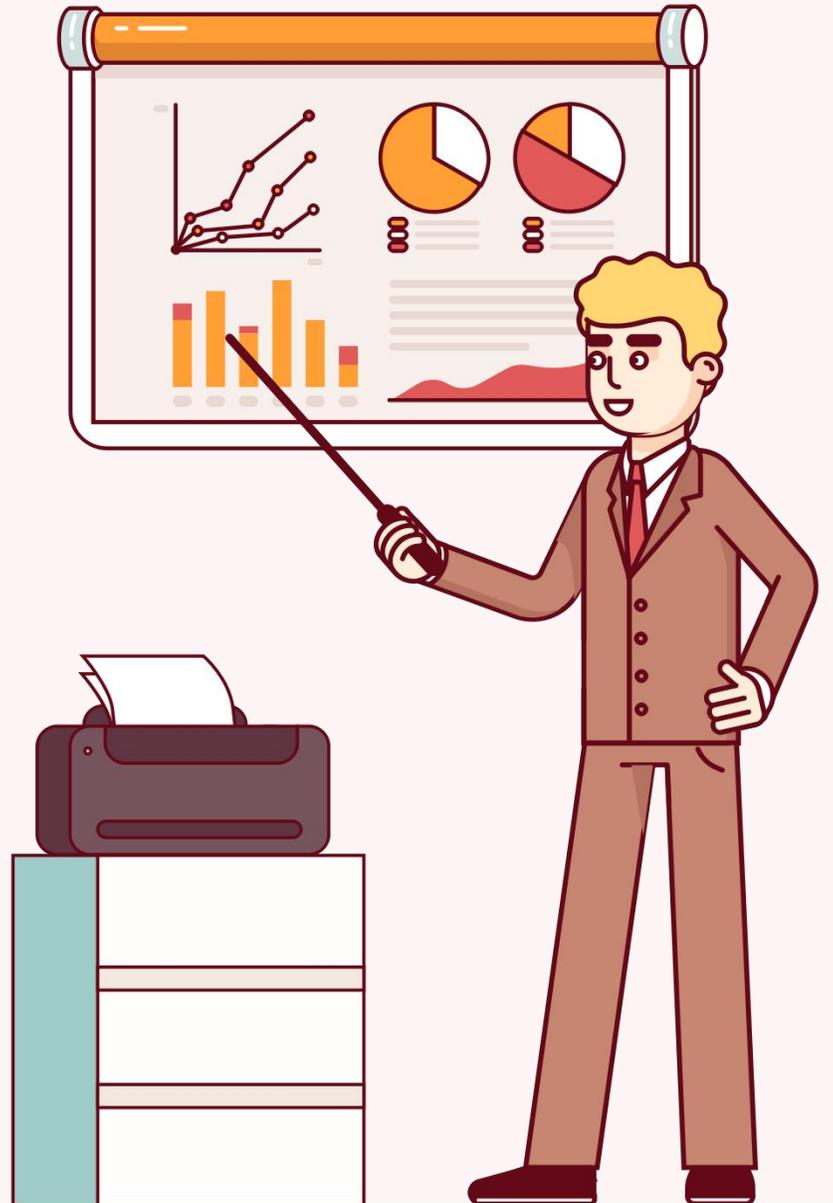
CAVA: From Local Bowls to Global Hearts

"Where Mediterranean Wellness Meets Modern Living."



BY THE ALPHA CORE

BY : Vohara Kodikara and Gesandu Sandra marakkalage





ISSUE DIAGNOSIS



1. Limited Product Portfolio

Reliance on bowls and a small menu may cause customer fatigue and limit repeat visits.

2. Increased Competition

Fast-casual space crowded with health-focused and scale-driven brands (Chipotle, Sweetgreen, Panera).

3. Market Saturation in the U.S.

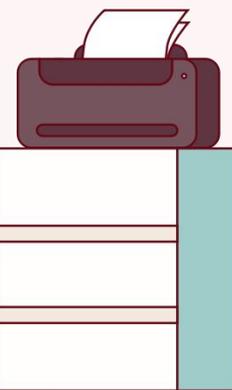
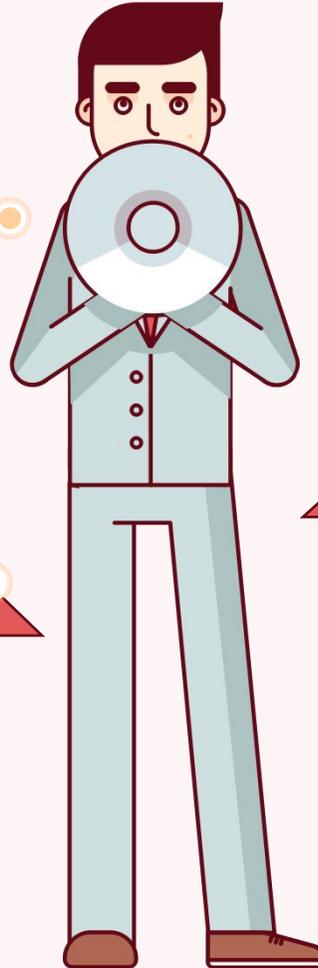
Same-store growth slowing as domestic expansion approaches its limits.

4. High Operational Costs

Vertically integrated model increases capital and labor intensity.

5. Uniform Pricing Strategy

Little flexibility to adapt to local tastes, purchasing power, or international markets.



The Fast-Casual Market Opportunity

- Global Market Growth: \$191B (2025) → \$318B (2033), CAGR 6.6%.
- Health & Wellness Trend: Consumers demand clean ingredients, personalization, and digital convenience.
- Digital Adoption: 37% of sales already driven by online ordering and apps.
- Mediterranean Advantage: Cuisine aligns with health trends – fresh, flavorful, customizable.
- International Whitespace: Strong opportunity in U.S., GCC, UK, Canada for global expansion.

SWOT Analysis

STRENGTHS

Authentic Mediterranean identity; health-forward brand.

Strong digital sales & loyalty foundation (approx 33% digital revenue).

Access to post-IPO capital.

WEAKNESSES

Company-owned model limits speed & increases capital needs.

Operational consistency risks across large footprint.

Menu concentration risk

OPPORTUNITIES

International expansion

Tech-driven personalization & AI forecasting to cut waste

THREATS

Market saturation & intense competitor innovation.

Economic downturns affecting discretionary dining.

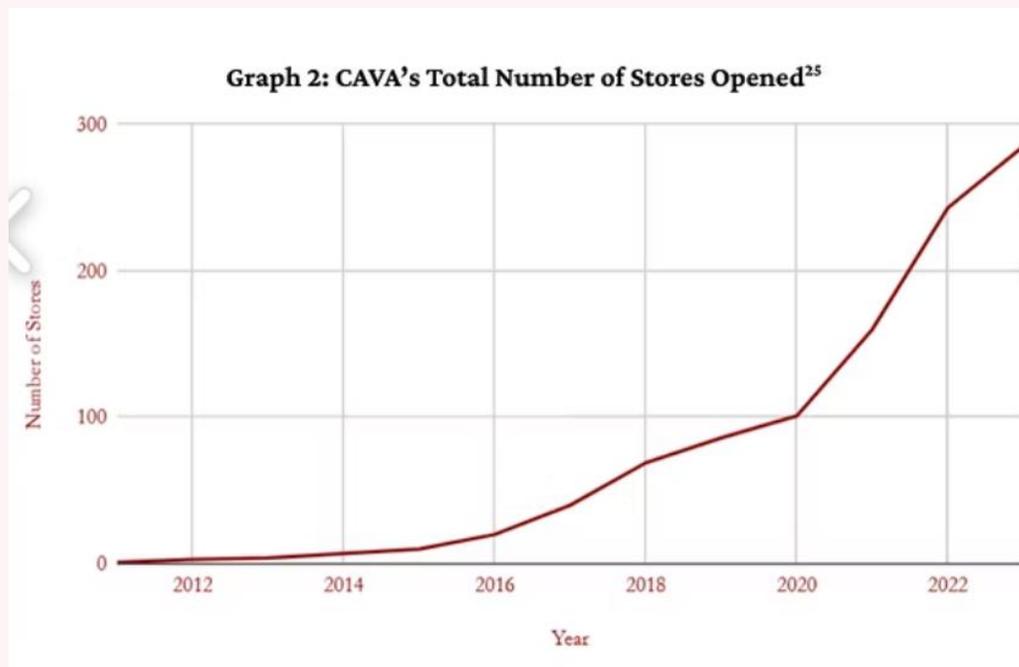
Supply chain disruption and brand dilution risk abroad.



Competitive Landscape



Brand	Edge	Limitation	CAVA's Advantage
Chipotle	Scale, brand loyalty	Menu fatigue	Fresh, vibrant, customizable bowls
Sweetgreen	Tech + sustainability	Premium pricing, low satiety	Full-flavor Mediterranean
Panera	All-day menu	Generic cafe feel	Focused health & flavor identity



Appendix 2

CAVA occupies the sweet spot between health and flavor, a gap no competitor has fully captured.

The store count growth graph visually proves CAVA's scalability and operational capability. It demonstrates that CAVA can rapidly expand while maintaining its health and flavor positioning, unlike competitors who are either menu-heavy or premium-tech focused. Rapid store growth underlines CAVA's ability to scale without diluting its brand identity





PESTLE Analysis



Political :
Trade regulations & import tariffs on Mediterranean ingredients.

Differing food safety and Halal certification standards by region.

Government incentives for sustainable operations in GCC and EU.



Social:
Rising global demand for health-conscious and sustainable eating.

Youth (Gen Z/Millennials) prefer transparent, ethical, customizable food.

Cultural openness to Mediterranean cuisine globally.



Environmental:

Sustainability expectations – eco-friendly packaging, low carbon sourcing.

Food waste reduction targets becoming industry standard.

Climate change could disrupt supply of olive oil, grains, and produce.

Consumers reward brands with transparent carbon reporting.



Economic :
Inflation pressures increase ingredient and wage costs.

Currency fluctuations may impact profitability for international units.



Technological:
AI forecasting reduces waste and improves efficiency.

Growth of delivery platforms and mobile ordering apps.

Cybersecurity and data privacy risks from expanding loyalty programs.



Legal:

Compliance with international food labeling & allergen laws.

Data protection regulations (GDPR, etc.) for digital programs.

Licensing, labor laws, and franchising standards vary per country.





GROUND-BREAKING SOLUTION



"CAVA 2030: BOWLS WITHOUT BORDERS"



Core Vision

To transform CAVA from a U.S. fast-casual chain into a global Mediterranean lifestyle ecosystem – powered by technology, sustainability, and cultural authenticity. CAVA 2030 isn't just a growth plan. It's a long-term transformation that links digital globalization and sustainability innovation into one seamless roadmap.

Globalize the CAVA experience while localizing its supply, culture, and technology.

This strategy connects three pillars:



1. Globalize Smartly 🌍

CAVA expands internationally – but strategically and culturally aligned.

- Phase 1 (2025–2026): GCC Pilot

Launch 5 flagship stores (Dubai, Riyadh, Doha).

All Halal-certified and regionally sourced.

Digital-first operations (AI forecasting, app ordering).

- Phase 2 (2027–2029): UK & Canada Expansion

Target health-conscious urban consumers.

Use franchise-light hybrid model to limit capex.

Local menu innovation: vegan souvlaki, oat tzatziki.

Purpose: Create culturally adapted CAVA markets while maintaining one global Mediterranean brand story.



2. Digitize Deeply – The “CAVA Passport App”

CAVA’s new loyalty & engagement engine connects every market under one ecosystem.

Key Features:

- ➔ **Global Loyalty:** Collect “country stamps” for visiting different CAVA regions.
- ➔ **AI Personalization:** App learns user habits in order to suggest meals, rewards, and sustainable choices (recommend user with dishes etc)
- ➔ **Gamified Wellness:** Challenges like “Eat Green Month” or “5-Bowl Fitness” earn rewards. These rewards can be linked to discount codes when reached a certain limit.
- ➔ **Sustainability Integration:** Displays carbon footprint



Impact: Turns dining into a lifestyle – connecting health, culture, and community digitally.

3. Localize Sustainably

CAVA commits to being the world's first carbon-traceable fast-casual brand.

Components:

Smart Supply Chain: Partner with local agri-tech farms such as hydroponic greens, micro-herbs.

AI Waste Forecasting: 15% waste reduction, better cost predictability.

CAVA Impact Label™:

Shows carbon footprint

Linked to loyalty rewards (“Earn Green Points”).

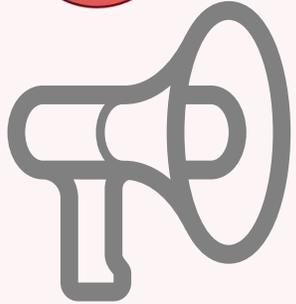
Circular Packaging: Compostable bowls or loyalty bonus for reusing.

Purpose: Cut supply chain emissions, meet ESG goals, and create emotional trust.





Contd...



The concepts work together to create a strategy that balances global expansion with local authenticity.

By scaling internationally while maintaining sustainable, locally sourced ingredients, the brand can reach new markets without losing its roots.

Technology plays a key role, enabling digital loyalty programs, carbon tracking, and sourcing transparency, which engage customers in sustainability initiatives. At the same time, the menu remains culturally diverse yet true to its core identity, supported by eco-friendly ingredient substitutions and innovative flavor combinations.

Gamified experiences like “green points” and lifestyle engagement loops encourage repeat visits, deepening customer loyalty while reinforcing the brand’s commitment to both innovation and authenticity.



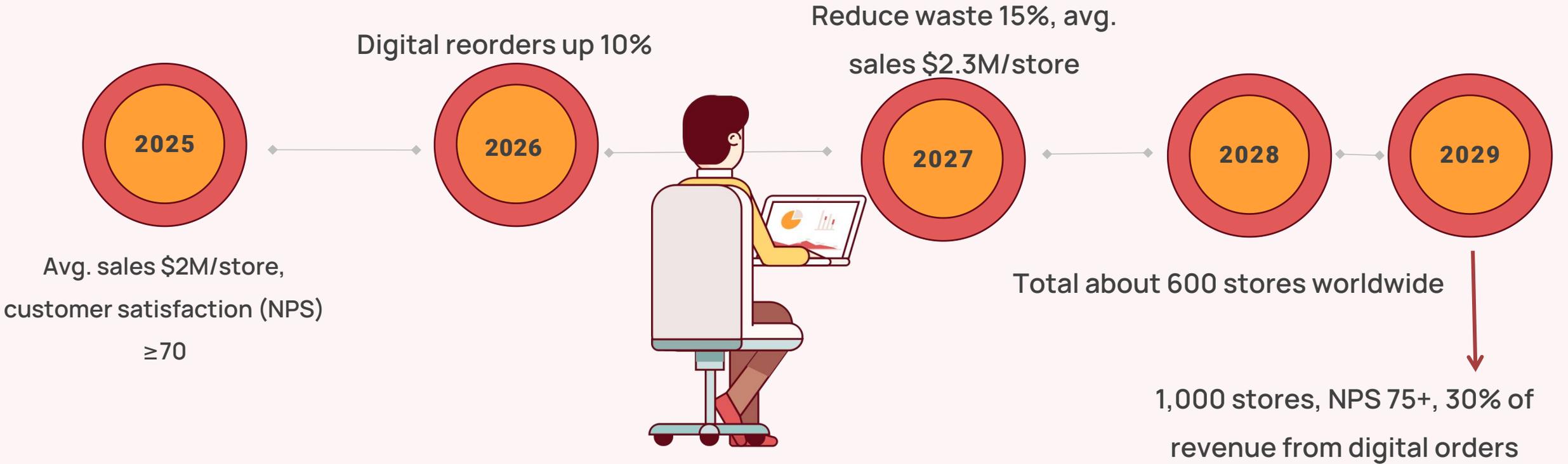


Implementation Timeline

Estimated success

KEY ACTIONS

- 2025 : Test 5 stores in GCC + launch Passport App beta
- 2026 : Open drive-thru locations & campus stores
- 2027 : Expand to UK & Canada
- 2028: Launch London CAVA World Hub
- 2029: Global rollout of Passport App



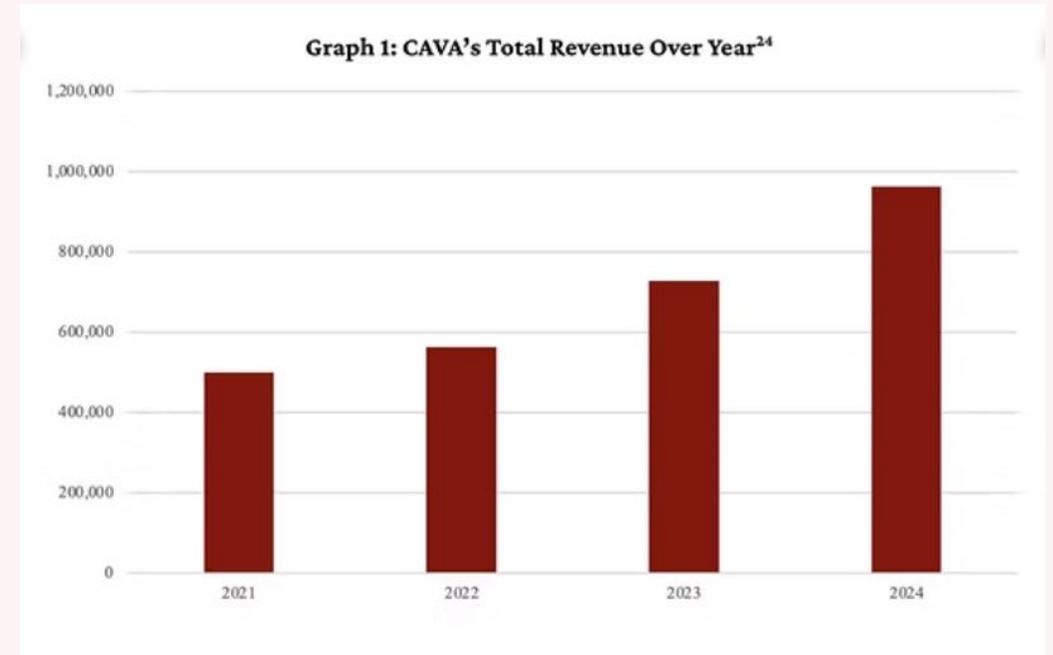
NPS stands for Net Promoter Score. It's a widely used metric to measure customer loyalty and satisfaction.





FINANCIAL OUTCOME

Metric	2024	2028 Target	Driver
Revenue CAGR	--	8-9%	Global Expansion
AUV	\$1.9M	\$2.3M+	Hybrid international model
Payback	4 yrs	< 3 yrs	Local sourcing and AI
Digital sales	33%	50%+	CAVA passport App
Waste reduction	--	15%	AI+shop network



The 2028 target financial outcome is analysed through the pattern shown from 2021 to 2024 according to appendix 1





RISK & MITIGATION



01. Higher chance of Brand dilution

02. High chance of Supply disruptions

03. Medium risk regarding capital intensity

04. Risk of data privacy

Authenticity audits per region

Local agri-tech farming partnerships

Franchise-light model abroad

Global GDPR-compliant framework





Thank You!

