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Food to Live By

Dabba is a fine-casual restaurant that boldly blends spices, ingredients, cooking techniques and recipes from around the world in adventurous ways. Based in the Bay Area where culture, creativity, food and tech collide, Dabba takes an innovative approach to making fast food slowly and healthfully with a global twist for the masses.

Through the power of good food, Dabba brings cultures together harmoniously into one dish, under one roof, in a radically delicious act of culinary diversity. Consider it healthy comfort food just like your Californian-Mexican-Indian-Cajun-Creole Mom would make.

Local, seasonally-sourced ingredients are prepared to preserve maximum flavor and nutrition. To these fresh ingredients, natural spices with proven health benefits like Turmeric, Ginger, Paprika, Cardamom, Coriander and Cumin are added. These flavor-packed spices not only taste great in Dabba's dishes but are also amazingly beneficial for the body; crave-worthy fuel for active "work hard, play hard" lifestyles.

The Dabba vision: offer beautifully made food and beverages not just to the lucky few, but to thousands of people each day for under \$20 in less than five minutes.

What's in the name?

Dabba is a nod to the Hindi word for lunchbox and the Dabbawala delivery men of Mumbai who deliver homemade lunches to thousands of people at work each day, never faltering, rarely making a mistake. Dabba strives to bring food to people anyway imaginable: through the restaurant, grab-and-go, catered by bike, by scooter, in a tent or at a concert.

What's on the Menu?

Dabba's simple lunch menu is focused on five formats: a bowl, burrito or tacos served with a grain, some beans, seasonal veggies and a house-blend of five distinct toppings that add a bit of spice, sweetness, creaminess and tartness. Seasonal salads come either in a bowl or hummus wrap. Customize these five by adding favorite proteins and toppings like Cajun

chicken, curry lamb, Caribbean jerk pork, seasonal veggies, egg and avocado.

Vegan, vegetarian and gluten-free options are available along with smaller, healthful snacks like hummus and crudit . Breakfast fuels mornings with nitro and cold brew coffee to go, yogurt lassis and made-to-order breakfast burritos and bowls filled to the brim with organic free-range eggs, veggie hash, Farmstead cheese, and cilantro salsa or Greek yogurt parfaits topped with granola, seasonal berries and mango.

House-made beverages like the popular turmeric ginger lime aqua fresca pairs perfectly with Dabba's flavor-packed bowls, burritos, tacos and salads. Cold brew matcha is served with a slice of fresh lemon to optimize the green tea's nutrient absorption and provide clean energy. Nitro hibiscus tea, kombucha, local beer and wine are also available on tap with crisp selections that work well with the menu's flavor profiles.

Dabba's bold and healthy bites are grounded in the Bay Area ethos of locality, sustainability and efficiency, while its laid-back global vibe matches the style of the food and customers' adventurous spirit. Dabba likes to call it "edible enlightenment."

What's the Story?

In 1998, Dabba founder and CEO, Andy Mercy, a New York-raised entrepreneur took his first bite of what looked a lot like Mexican food, prepared by a Jamaican chef at an Indian-owned restaurant in Marin (Avatar's). He'd never tasted anything like it. A software engineer at the time, he knew the concept could eventually take the country by storm.

After selling his tech business in 2011, Mercy stumbled on a Colombian Chef, Walter Abrams, who had trained at the famed French Laundry. Together they embarked on a shared vision to celebrate "borderless" recipes, spices from around the world and the freshest most nutritious ingredients combined in a way that's equally delicious and playful.

Beginning in 2015, Dabba's global fare was delivered all over the Bay Area through its popular food truck, an agile way to get going before opening the first brick-and-mortar location in the summer of 2016.

Located in the heart of San Francisco's Financial District at 71 Stevenson Street, Dabba's full-service restaurant serves the neighborhood where its fan base has grown organically by word-

of-mouth and through favorite local companies as both a destination and catering partner.

Remaining nimble is an important facet of Dabba's business. Much like the Dabbawalas of Mumbai, it's a theme that has been incorporated by bringing Dabba's food to people anyway imaginable: through the restaurant, grab-and-go, catered by bike, by scooter, in a tent or at a concert.

The precision of Chef Abrams and the agile kitchen team allows Dabba to serve thousands of home-cooked lunches daily through open counter service and catering partners like Caviar, Grubhub, Zesty and Chewse. The bowls and salads travel well to keep up with active lifestyles, and the bold, complex flavors meld well together over time. The best kind of leftovers!

Purpose. Place. Planet.

Dabba is built with purpose and passion, and on a belief that beautiful food deserves a naturally beautiful space in which to enjoy it. Dabba's surroundings deliberately match the natural beauty and flavor of its colorful fare. Design elements take inspiration from the soothing earth tones found in Northern California's landscape using reclaimed woods and natural light to merge the indoors with the outdoors. Vibrant colors and travel inspired tiles reflect the flavors and adventurous spirit found throughout Dabba's menu.

Sustainability is at the source of all that Dabba does. At the restaurants, Turkish enamel bowls and plates, silverware and glassware are used for every meal. For to-go items, packaging made from recyclable or compostable materials is kept to a minimum. Dabba produces almost zero trash -- everything served is compostable, recyclable or reusable.

Founder and CEO Andy Mercy's background in tech entrepreneurship for socially responsible businesses has made integrating a values-based program at Dabba an essential component. Dabba is committed to hiring management from Summer Search, an organization that helps students from low-income backgrounds transform what they believe is possible for them and strengthens the skills they need to become college-educated leaders who give back to their families and communities.

Look for Dabba's second location opening June of 2018 in San Francisco's Marina District, offering breakfast, lunch and dinner at 2240 Chestnut Street. For more information, please visit www.dabba.com.



Andy Mercy
Founder and CEO

Andy Mercy has a hard time sitting still. He has that kind of effortless energy and charisma that makes you believe he could do most anything he sets his mind to, and he has.

His entrepreneurial spirit and healthy dose of intellectual curiosity have led to a career of building great things. From planting organic gardens in Senegal to developing an enterprise app that managed social and environmental initiatives for the world's biggest companies, Andy's mantra is simple - build businesses that create change in communities for the better.

His current passion, Dabba, is a combination of his unrelenting zeal for adventure, social responsibility and the power of food to bring people together. The mission at his San Francisco-based restaurants is clear; serve delicious, high quality and nutritious food to more than just the "special few."

Lightning struck years ago in the form of a burrito, when the New York City-native took his first bite of what looked a lot like Mexican food, was prepared by a Jamaican chef, at an Indian-owned restaurant in Marin in 1998. The adventurous foodie had never tasted anything like it. A software entrepreneur at the time, he knew the concept would eventually take the country by storm.

After selling his tech business, AngelPoints, in 2011, a serendipitous meeting with a Colombian chef who had trained at the famed French Laundry led to their shared vision to celebrate "borderless" recipes, spices from around the world, and the freshest most nutritious ingredients combined in a way that's delicious and playful.

Dabba's nutritious bowls are a nod to Andy's year in Senegal where meals mainly consisted of ancient grains

and vegetables that were eaten together from communal bowls. This elemental aspect of food and its ability to create community had a lasting effect on him.

But, it was a 40-day glacier expedition in Alaska, sheltered in place during a blizzard, where Andy redefined his understanding of food as a mode of survival. This experience, coupled with his training at the National Outdoor Leadership School (NOLS), underscored the importance of wholesome nutrient-dense, but flavor-rich foods for personal and societal wellbeing.

Andy's commitment to community is an essential component that's integrated in the values-based programs at Dabba. A board member of Summer Search, Andy is committed to hiring management from the program, an organization that helps students from low-income backgrounds transform what they believe is possible for them and strengthens the skills they need to become college-educated leaders who give back to their families and communities.

When Andy's not at Dabba greeting guests, you'll find him hiking or biking single tracks in his backyard, Mt. Tamalpais, or playing tennis with friends and family.



**Walter Abrams
Executive Chef**

Growing up the son and grandson of native Colombians, where food and cooking were integrated in the rhythms of life at an early age, it's no surprise that Dabba's Executive Chef, Walter Abrams, pursued a career in the culinary industry.

What is surprising is that Walter, a star in the world of fine dining, with more than two decades cooking in the most prestigious kitchens, is now at the helm of a fast-casual restaurant serving thousands of meals each day for under \$20 in five minutes.

Trained by culinary powerhouses Daniel Boiled and Thomas Keller, Walter rose to oversee the kitchens at both Michelin-starred restaurants The French Laundry in Yountville and Spruce in San Francisco. He relished these roles and the intense, fast-paced pursuit of perfection that demanded long days and late nights.

But a major turning point came when reexamining his priorities, coming to the stark realization that his own well-being and family-life balance were in the very crosshairs of the farm-to-table fare he was serving to health-conscious customers each day.

As Walter ironically admits, ascending in his role of a rising star chef would have been the easy path, but he took the more difficult route, walking away to make a commitment to his health and to be a leader for change in his industry

In 2015, his journey intersected with Andy Mercy, whose healthy lifestyle and passions are the founding principles for Dabba. Together they embarked on creating an environment where the team is living the very same health-balanced lifestyle of the customers they serve.

In the kitchen, Walter's creativity reflects the cross-cultural mix of his Colombian roots, French training, Indian cooking and global influences. Committed to serving delicious, high quality and nutritious food to more than just a "special few," Walter is continuously searching for under-the-radar purveyors who offer

the highest quality ingredients, and he looks for opportunities to streamline for efficiency wherever possible.

Respect for the raw ingredients, and cooking as a meditative practice, have created an environment where Walter's earnest soulfulness is delivered in each delicious bite of Dabba.

You'll find Walter cooking in Dabba's kitchen daily. His days off are spent chasing his two-year-old, searching Napa Valley's specialty farms for the freshest finds, or cooking alongside colleagues at James Beard dinners.



Anissa Byrd
General Manager

Anissa is fueled by her relentless curiosity, extensive travels, and lifelong passion for the industry. This allows her to lead with intention, while fostering a culture of mindfulness, encouraging intellectual curiosity and ultimately creating an equitable atmosphere where everyone is invested in the company's success.

At the helm of the fast-casual restaurant, Anissa bears daily witness to the positive impact that Dabba's diverse cuisine and culture have on people's lives. It's this intimate relationship, where meaningful connections are made with employees, customers and food purveyors that continue to inspire her passion for the industry.

When she is not at Dabba you'll find her finding new, and relying on old, ways of challenging herself: in the water, surfing California's coastline from Half Moon Bay to Bolinas, on the field playing competitive and recreational soccer with the Golden Gate Women's Soccer League, or studying the German partnerships between government and businesses training and development programs within the service industry.



FACT SHEET: Financial District

OPENING DATE	July 11, 2016
ADDRESS	71 Stevenson St. San Francisco, CA 94105
WEBSITE	dabba.com
TELEPHONE	415.236.3984
INSTAGRAM & TWITTER	@eatdabba
FOUNDER & CEO	Andy Mercy
EXECUTIVE CHEF	Walter Abrams
GENERAL MANAGER	Annissa Byrd
ARCHITECTURE	Zero Ten Design & Architecture
INTERIOR DESIGN	Lauren Martin Bovard
SPACE	1,500 sq. ft.
SEATS	30 inside; 50 outside
HOURS	Monday - Friday 10:30 am - 7 pm



FACT SHEET: Marina District

OPENING DATE	June 2018
ADDRESS	2240 Chestnut St. San Francisco, CA 94123
WEBSITE	dabba.com
TELEPHONE	415.236.3984
INSTAGRAM & TWITTER	@eatdabba
FOUNDER & CEO	Andy Mercy
EXECUTIVE CHEF	Walter Abrams
GENERAL MANAGER	Annissa Byrd
ARCHITECTURE	Gi Paoletti Design
INTERIOR DESIGN	Noella McKinley
SPACE	850 sq. ft.
SEATS	26 inside; 12 outside
HOURS	Monday - Sunday 11 am - 10 pm

