



SHELBY'S<sup>TM</sup>

*Brand*  
**PROFILE**

EVERY  
*Community*  
DESERVES  
**LEGENDARY**  
SHAWARMA™





# HUMBLE *Beginnings* WILD GROWTH

Shelby's began with two friends, Yazan and Yasser, who met in college and shared both Middle Eastern roots and a deep love for authentic food.

What started as selling their mom's traditional chicken shawarma from a small food trailer in Lambeth, Ontario, quickly turned into something bigger. People couldn't get enough of the flavour, the freshness, and the experience.

That small trailer sparked a bigger vision: bring something different to the local food scene. Shelby's would celebrate the rich traditions of Middle Eastern shawarma while adding bold inspiration from flavours around the world.

Today, that same spirit still drives everything we do — honouring tradition, making everything fresh, and giving every guest the chance to build their shawarma their way.



## 2014

- Bought food trailer in Lambeth, ON for \$10,000

## 2015

- Opened first permanent location at 223 Horton St. East in London, ON in February
- Purchased food truck in May 2015, becoming the first Halal food truck and the second ever food truck in London, ON

## 2019

- Set the record for "World's Longest Chicken Shawarma Wrab" at 152' 3" during London RibFest.

## 2021

- Started franchising
- Opened 6 locations in London area

## 2022

- Opened first location in the Greater Toronto Area at 2140 Kipling Ave in Rexdale, along with West Five in London.

## 2023

- Set the record for "World's Longest Falafel Wrab" at Muslimfest in Mississauga, Ontario measuring 62 meters long.
- Opened 10 new franchised locations across the Greater Toronto Area.

## 2024

- With 37 thriving locations across Ontario, our footprint is rapidly expanding, forecasting an exciting (and surprising) growth trajectory set for 2025.
- Became the Official Shawarma of the Western Mustangs.
- Became the Official Shawarma of Toronto FC & the Toronto Maple Leafs.

## 2025

- Launched Abbas' Smoothies.
- Expansion to the United States begins.

# What Makes Us DIFFERENT?

One of our slogans at Shelby's is *"Every community deserves legendary shawarma™"* and we live by that.

We have spent years perfecting our recipes to be of the highest quality by blending Middle Eastern flavours with modern culinary creativity to offer a unique fusion experience.

Shelby's has established itself as a strong and resilient company, built on a foundation of quality, authenticity, and innovation. With a commitment to excellence and customer satisfaction, Shelby's has grown into a trusted name in Middle Eastern fusion cuisine.

Our dedication to fresh ingredients, bold flavours, and exceptional service has earned a loyal customer base and a solid reputation in the industry. Focused on growth and adaptability, Shelby's continues to thrive as a leader in culinary experiences.

- 
- **Fusion Cuisine** – Combines traditional Middle Eastern flavours with modern culinary innovation, offering a unique dining experience.
  - **High-Quality Ingredients** – Focuses on fresh, premium ingredients to ensure exceptional taste and quality in every dish.
  - **Customer-Centric Approach** – Prioritizes excellent service and customer satisfaction, fostering strong loyalty and repeat business.
  - **Proven Track Record** – Established reputation as a trusted and reliable brand in the restaurant industry.
  - **Scalable Business Model** – Demonstrates consistent growth and adaptability, enabling expansion into new markets.
  - **Commitment to Innovation** – Continuously evolves its menu and practices to stay ahead of culinary trends.
  - **Community Engagement** – Actively supports local communities, building strong relationships and brand recognition.



# Shelby's LOCATIONS

BY Q4 2025

**45** Locations currently operational

More locations opening worldwide by the end of 2026



# *International* **EXPANSION**



Renowned for our authentic flavours & premium quality, Shelby's aims to bring our celebrated shawarma experience to new markets, delighting food lovers & cementing our reputation as a global leader in Middle Eastern cuisine.

Shelby's is thrilled to announce its international expansion, starting the United States in Fall 2026 with **50 stores** on the East Coast, and **15 stores** across the United Kingdom starting Spring 2027.





# *Our* MENU

Shelby's is renowned for our legendary Middle Eastern fusion menu, combining traditional flavours with innovative twists.

From our signature shawarmas & vibrant bowls to creative fusion dishes & shawarma boutine, every item is crafted with bold spices & fresh ingredients.

Shelby's brings a modern take to classic Middle Eastern cuisine, delivering a dining experience that's both unique & unforgettable.





**ABBAS' MIX**



**SHELBY'S FAMOUS BOWL**



**INDO-CHINESE BOWL**



**SHAWARMA BOUTINE**



**TRADITIONAL WRABS**





**TRADITIONAL BITES BOX**



**BACON HALLOUMI WRAP**



**BISTACHIO SHAKE**



**BUTTER CHICKEN BOWL**

# SHELBY'S *Our* WAY

## Traditional WAY

Your choice of protein in freshly baked saj bread! Traditional Chicken Wrabs come bickles, a few fries, bomegranate molasses, and regular or sbicy garlic sauce!

Upgrade your wrab to **BEEF PROTEIN** for added sumac onlons and tahini sauce.  
*Torched to perfection!*

### SINGLE WRAB

**\$10<sup>99</sup>**

870-1,050 CALS

### BITES BOX

**\$14<sup>99</sup>**

1140-1,230 CALS  
SINGLE WRAB W/  
CHOICE OF DIB  
& SIDE OF FRIES

### SINGLE BOX

**\$31<sup>99</sup>**

1,170 CALS PER SERVING  
3 WRABS, SIDE OF FRIES  
& CHOICE OF 1 DIB

### DOUBLE BOX

**\$59<sup>99</sup>**

1,170 CALS PER SERVING  
6 WRABS, 2 SIDES OF FRIES  
& CHOICE OF 2 DIBS



**BITES BOX**

## Shawarma BOUTINE

A Shelby's twist on a classic! Crisby fries biled with your choice of brtein, smothered in boutine sauce, chibotle, garlic, and finished with Feta Cheese. It's loud, messy and legendary!

REGULAR **\$13<sup>79</sup>** 1,000-1,300  
LEGENDARY **\$15<sup>78</sup>** CALORIES



## EL PASTOR SHAWARMA BOWL

REGULAR **\$13<sup>75</sup>** 1,050-1,150  
LEGENDARY **\$15<sup>78</sup>** CALORIES

A fluffy basmati rice base, your brtein of choice, and garlic, topped wiz cilantro lime sauce, fresh tomata-cucumber, bickled onlons, sumac onlons, cabbage, and Monterey Jack sheese. It's like a fiesta in your mouth, my friend!



## CRISBY BUTTER CHICKEN BOWL

REGULAR **\$13<sup>75</sup>** 1,000-1,200  
LEGENDARY **\$15<sup>78</sup>** CALORIES

A fluffy bed of basmati rice, your choice of brtein, smothered in garlic sauce and drenched in rich butter chicken. We top zat wiz fresh tomata-cucumber mix, bold sumac onlons, crisby onlons, and tangy Balestinian bickles!



## CANADIAN BOWL

REGULAR **\$14<sup>99</sup>** 950-1,050  
LEGENDARY **\$16<sup>98</sup>** CALORIES

A bed of fluffy basmati rice, Shelby's salad, your choice of brtein, halal beef bacon, and our famous bomegranate garlic sauce... then we touch it up wiz hot honey, sbicy bineabble, bickled onlons, and Monterey Jack cheese!



BITES

# SHELBY'S *Your* WAY

**BUILD  
YOUR  
OWN!**

## SHAWARMA WRABS

Choose up to 1 Protein + 2 Bases + 2 Sauces + 4 Toppings

800-1,150 CALORIES

REGULAR BROTEIN **\$12.49** LEGENDARY BROTEIN **\$14.48**



## SHAWARMA BOWLS

Choose up to 1 Protein + 2 Bases + 2 Sauces + 4 Toppings

800-1,150 CALORIES

	REGULAR BROTEIN	REGULAR BROTEIN
ALL RICE	<b>\$12.49</b>	<b>\$14.48</b>
ALL FRIES	<b>\$13.99</b>	<b>\$15.98</b>
ALL NOODLES	<b>\$13.99</b>	<b>\$15.98</b>
ALL SALAD	<b>\$13.49</b>	<b>\$15.98</b>
HALF & HALF	STARTING AT <b>\$13.49</b>	STARTING AT <b>\$15.48</b>



**ALL FRIES**

### BROTEIN OPTIONS



CHICKEN SHAWARMA



BEEF SHAWARMA



HALLOUMI CHEESE



CHICKEN TAWOOK



FALAFEL

**ABBAS**

LEGENDARY · SMOOTHIES

**TOP SELLER!**

**ABBAS' MIX**  
**\$4.99**



A MIXTURE OF MANGO, STRAWBERRY, RASPBERRY & VANILLA!

### FRUIT CHUNKS



MANGO CHUNKS

**\$4.99**



PASSION DRAGON PINEAPPLE

**\$4.99**

### FIFTY FIFTY WZ FRUIT



MANGO DRAGON PINEAPPLE

**\$4.99**



DRAGON PINEAPPLE STRAWBERRY

**\$4.99**



MANGO STRAWBERRY

**\$4.99**

### ZA SHAKES



BISTACHID

**\$5.99**



LOTUS BISCOF

**\$4.99**

### FIFTY FIFTY WZ ICE CREAM



MANGO VANILLA

**\$4.99**



STRAWBERRY VANILLA

**\$4.99**



DRAGON PINEAPPLE VANILLA

**\$4.99**



RED VELVET

**\$4.99**



COOKIES & CREAM

**\$4.99**

**KIDZ MEAL**



Wrap OR Bowl **\$7.99**  
400-550 CALORIES

Choose up to

1 Base + 1 Sauce + 2 Toppings + 1 Protein  
CHOOSE JUICE OR FRIES AS YOUR SIDE!

BITES

# A Fan Favourite MIDDLE EASTERN CHAIN ON SOCIAL MEDIA

As one of the most followed Middle Eastern brands online, Shelby's has built a dynamic social media presence that captivates fans worldwide. At the heart of this is our iconic character, **Shawarma Man™**, who humorously bridges Middle Eastern culture with Western lifestyles, creating relatable and entertaining content.

Shelby's routinely collaborates with renowned influencers often times boasting **10+ million** followers, amplifying our reach and sharing the Shelby's experience with a global audience.

## +8 million

Followers across all social media channels

## +6 billion

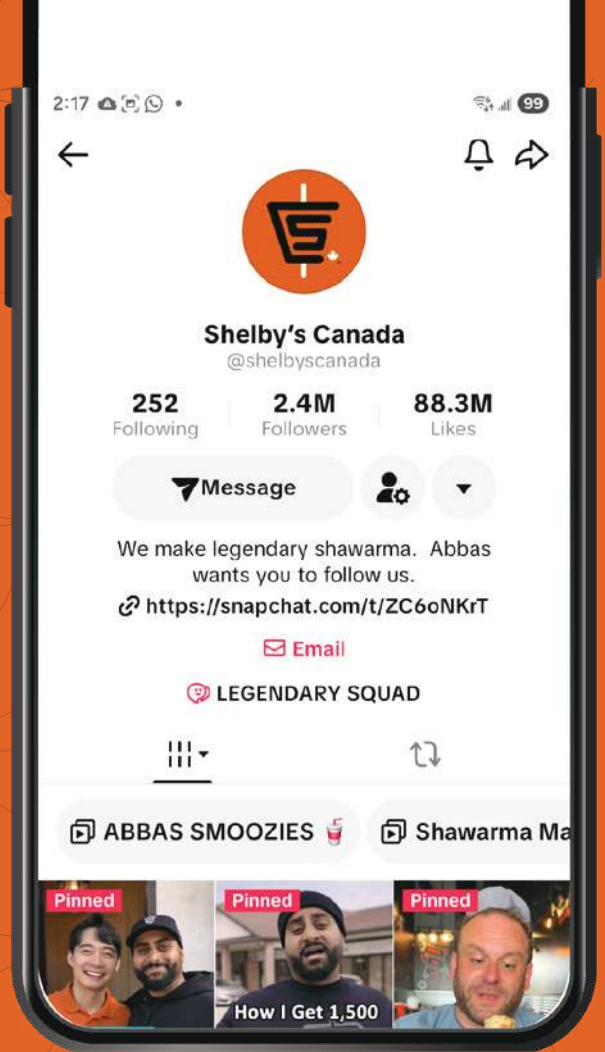
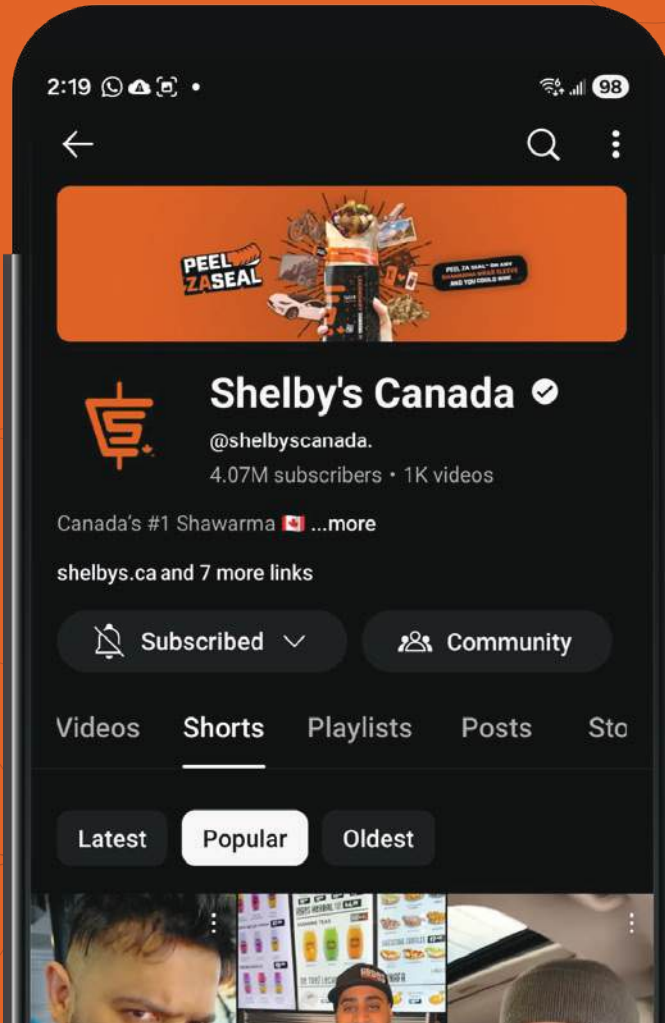
Views across all social media platforms



# Followers BY REGION

APPROXIMATE

North & South America	4 Million
South Asia	1.2 Million
Oriental Asia	500 Thousand
Europe	1.2 Million
Middle East	1.1 Million



# Total Views BY REGION

ASIA	1.9 Billion
NORTH AMERICA	709 Million
SOUTH & CENTRAL AMERICA	30 Million
EUROPE	737 Million
AFRICA	128 Million
MIDDLE EAST	309 Million

# PARTNERSHIPS

Shelby's has forged strategic partnerships to bring our authentic flavours to a wider audience. Collaborating with renowned suppliers and local businesses, the brand ensures top-quality ingredients and seamless operations across its locations. In 2024, Shelby's became the **Official Shawarma of Toronto Maple Leafs & Toronto FC**.

These partnerships also extend to cultural and culinary exchanges, enabling Shelby's to expand our demographics while staying true to its roots. By building strong connections, Shelby's continues to solidify its reputation as a leader in Middle Eastern cuisine worldwide.



ORDER ONLINE AT [SHELBY'S.CA](http://SHELBY'S.CA)



**SHELBY'S**  
LEGENDARY SHAWARMA

**SHELBY'S**  
LEGENDARY SHAWARMA  
**WEAR YOUR JERSEY**  
**GET 15% OFF**  
**ON GAME DAY**



OFFICIAL SHAWARMA OF  
THE TORONTO MAPLE LEAFS

WEAR YOUR TORONTO MAPLE LEAFS JERSEY TO GET 15% OFF ON ALL SHAWARMA. SEATBELTS AND SAFETY BELTS APPLY.

**SHELBY'S**  
LEGENDARY SHAWARMA  
**WEAR YOUR JERSEY**  
**GET 15% OFF**  
**ON GAME DAY**



OFFICIAL SHAWARMA OF  
THE TORONTO MAPLE LEAFS

WEAR YOUR TORONTO MAPLE LEAFS JERSEY TO GET 15% OFF ON ALL SHAWARMA. SEATBELTS AND SAFETY BELTS APPLY.

ROGERS	SHOTS 28	5	00.0	3	CITIZEN	3	ROGERS	ROGERS	5	SHOTS 28	5	00.0	3	CITIZEN	3	ROGERS

Scotiabank Arena

Scotiabank Arena

**SHELBY'S**  
LEGENDARY SHAWARMA

# Community ENGAGEMENT

At Shelby's, we are deeply committed to giving back to the community, actively supporting local initiatives and fostering connections through meaningful partnerships.

From sponsoring neighbourhood events to organizing food drives and charity fundraisers, Shelby's strives to make a positive impact beyond our delicious cuisine. By prioritizing community engagement, the brand reinforces its values of togetherness and shared experiences, creating lasting bonds with the people it serves.

In 2024, Shelby's partnered with Western University in London, Ontario, one of Canada's top academic and athletic institutions, to become the official shawarma of the Western Mustangs.

In the summer of 2018, Shelby's Shawarma made history by creating the longest shawarma in the world (**152' 3"**), showcasing our passion for innovation and community spirit. This incredible achievement not only highlighted our culinary expertise but also brought people together from all communities to celebrate a shared love for delicious food and bold ideas.



# Shelby's HELPS OUT

Shelby's is deeply committed to giving back, demonstrated through the charitable efforts during critical times. Shelby's has generously donated meals to nurses on the frontlines during COVID-19, supported relief efforts for the Fort McMurray wildfires, and contributed to various impactful projects worldwide.

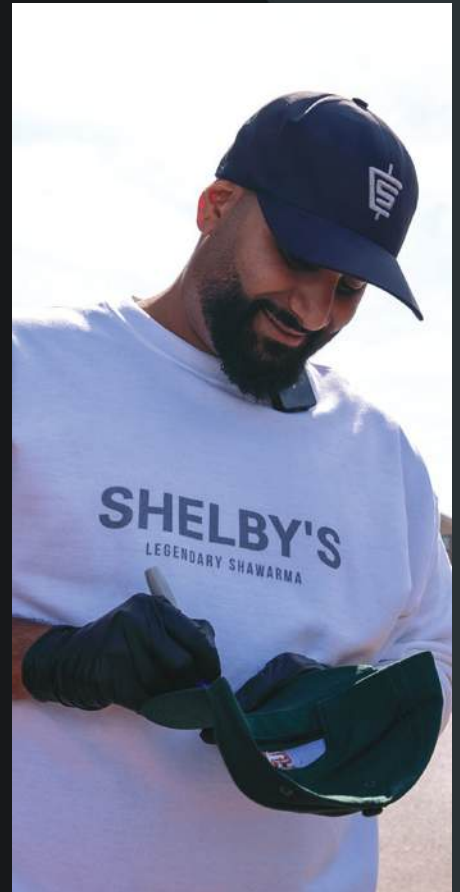
In partnering with organizations such as Human Appeal, Shelby's has embarked on humanitarian ventures to Kenya, Turkey & Lebanon, supplying villages with fresh water wells, cooking supplies, and household items such as mosquito nets and blankets.

Our dedication to community support reflects the values of compassion and making a difference beyond just serving great food.



# *Shelby's* MERCH

From stylish apparel to branded accessories, our merchandise has become a favourite among fans, reflecting the brand's widespread appeal and loyal following.



# What Our CUSTOMERS SAY

Shelby's has earned an outstanding reputation online, boasting over **184,000** Google reviews company-wide, with an impressive average rating of **4.7 stars**. This places us **15% higher** than the average rating for similar cuisine, showcasing the exceptional quality and customer satisfaction.

From flavourful shawarmas to our commitment to excellence, Shelby's has become a standout favourite among food lovers, consistently exceeding expectations in taste, service, and overall dining experience.

Here's what our customers are saying online!



If you're looking for the best shawarma in town, look no further!

I tried their legendary wrap and paired it with their refreshing mango juice, and I can confidently say nothing else compares to the incredible taste.

Highly recommended!

- Joshua | Toronto



Delicious food, warm ambiance, and excellent service!

The flavors were well-balanced, and the staff made us feel right at home.

A must-visit if you're in the area, offering a delightful dining experience that's perfect for family outings or casual dinners.

- Nadeem | St. Catharines



I tried the shawarma burrito and the shawarma poutine, and both were absolutely delicious.

The flavors were perfectly balanced, and the ingredients were fresh and high-quality.

The portion sizes were abundant.

- Marco | Cambridge

# Interior DESIGN

Shelby's is a series of restaurants that prides ourselves on fun and being unapologetically bold -- offering communities exciting, delicious Middle Eastern flavours presented in creative new ways.

Continuing with our reputation for bold experimentation, the updated Shelby's aesthetic draws inspiration from our humble beginnings as a tiny food trailer when we first launched in 2014.

From materials to fixtures, all of the choices made are carefully selected and designed to be playful, adventurous and rugged. This is a natural extension of the original spirit founded by the Shelby's food trailer and truck in its early days.





# Space REQUIREMENTS

Shelby's is seeking store locations that align with our vision for accessibility and visibility. We prioritize stand-alone units, spaces in major retail plazas, and properties with drive-thru capabilities.

These locations ensure convenience for our customers while enhancing the overall Shelby's experience, making our legendary shawarma easily accessible to all.



## SIZE

1500 sq ft.+ per store,  
minimum 18.5ft. wide



## ACCESS

To venting



## GAS

2" line, min. 1.8MM BTU



## HVAC

1 ton per 175 sq. ft.



## POWER

200 Amp, 600V, 3-phase,  
4-wire electrical service



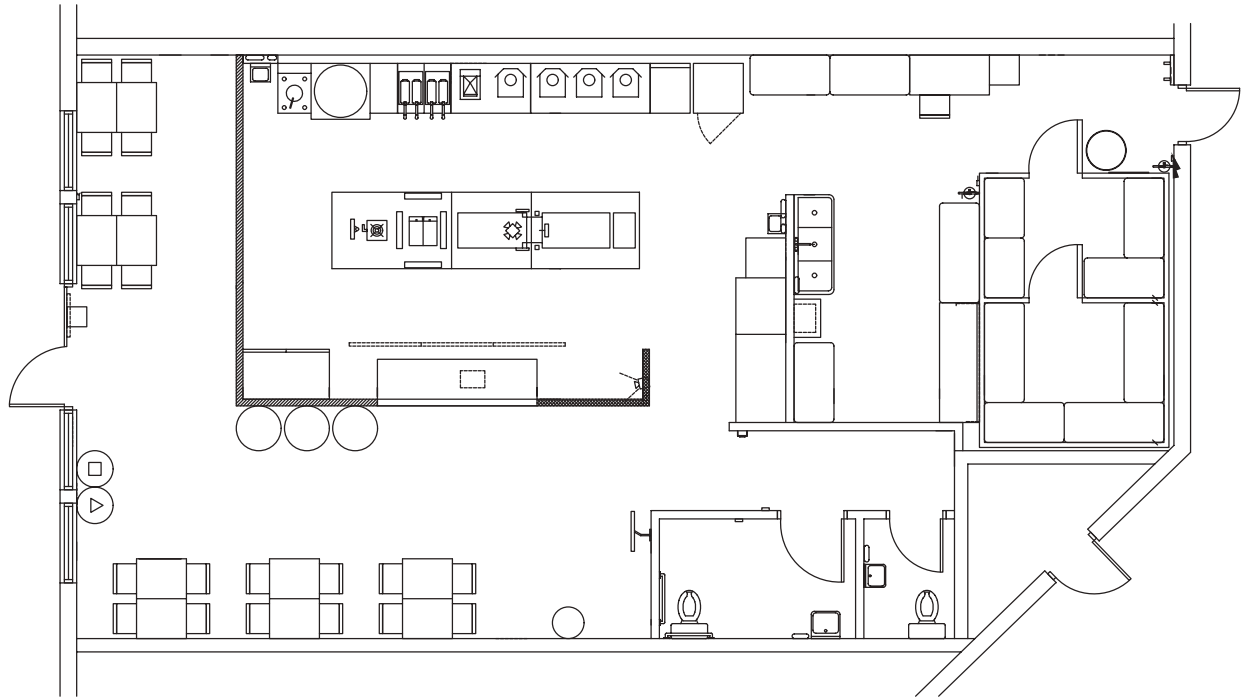
## COMMENTS

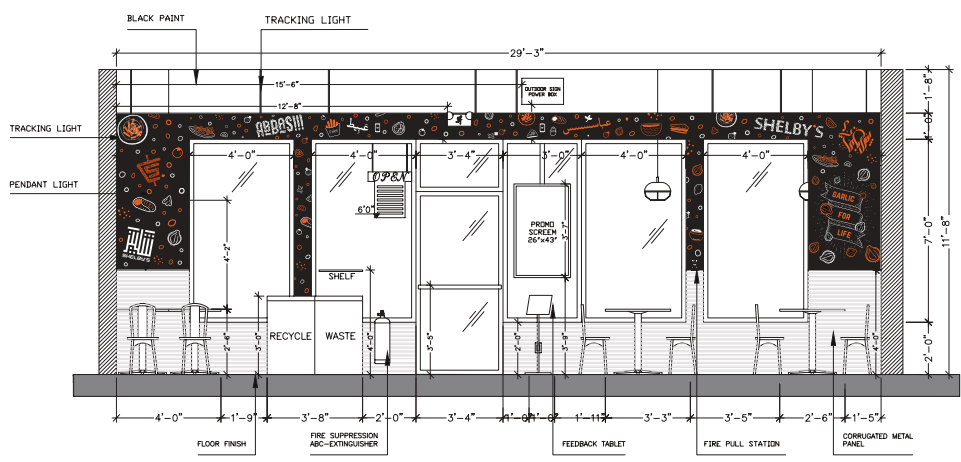
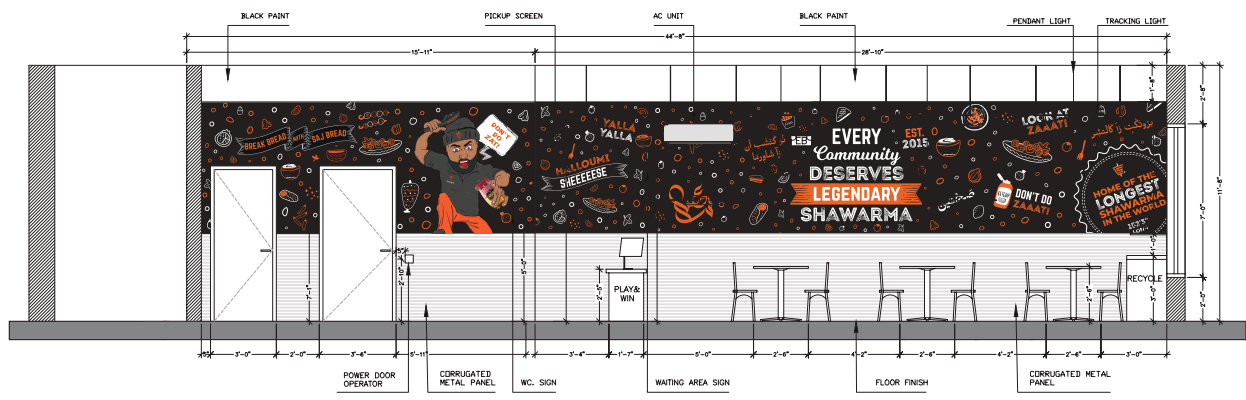
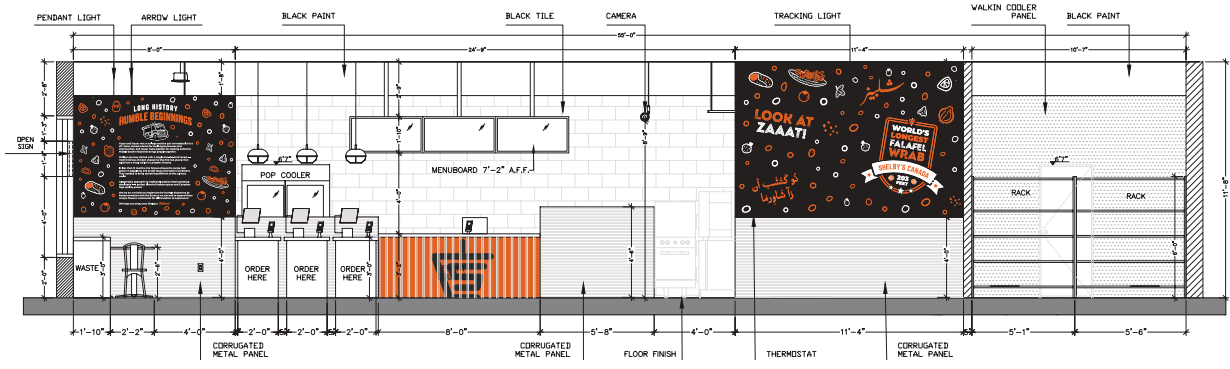
Patio space & drive-thru  
corner units preferred,  
not required

For leasing inquiries, please contact [leasing@shelbys.ca](mailto:leasing@shelbys.ca)

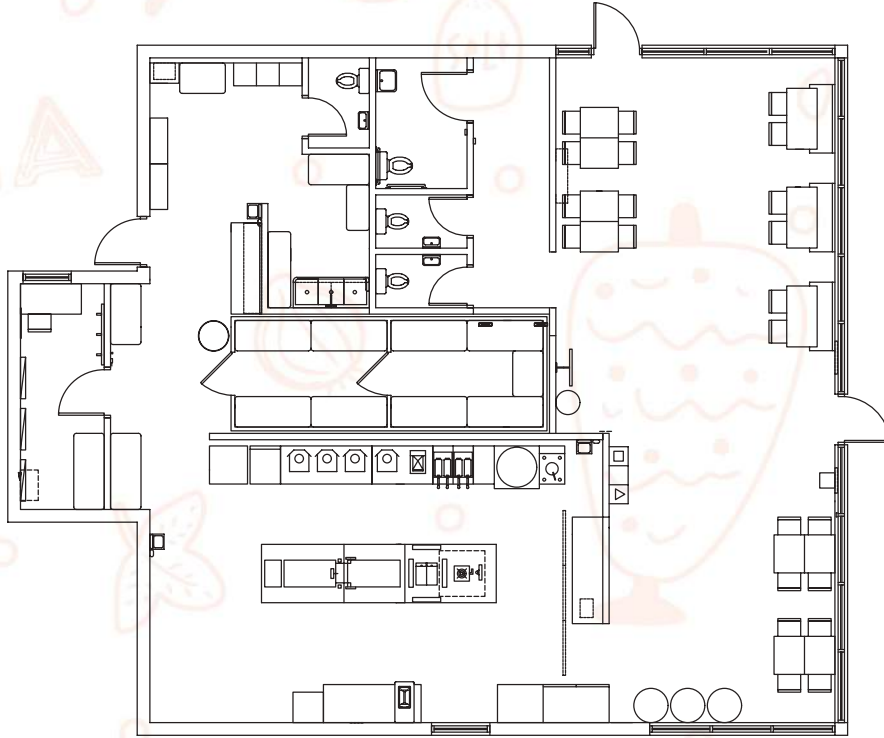


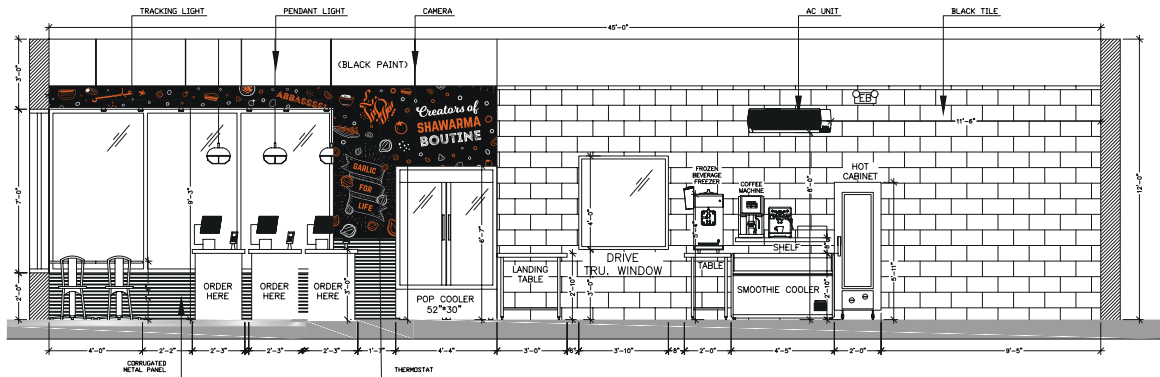
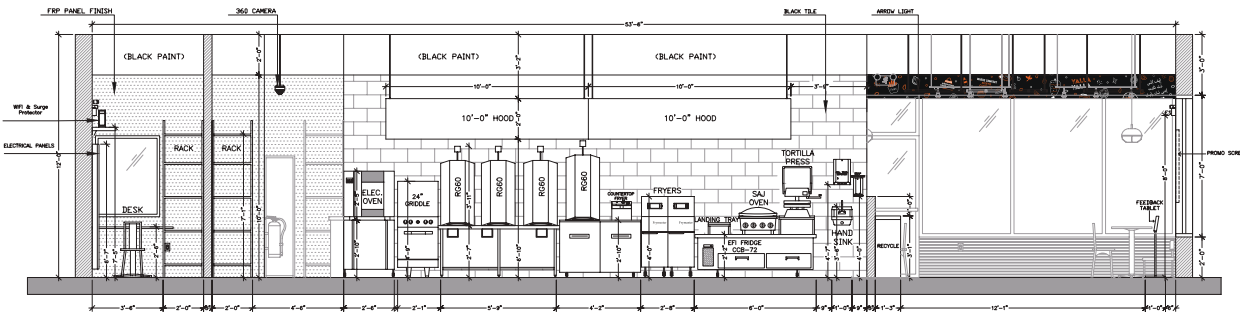
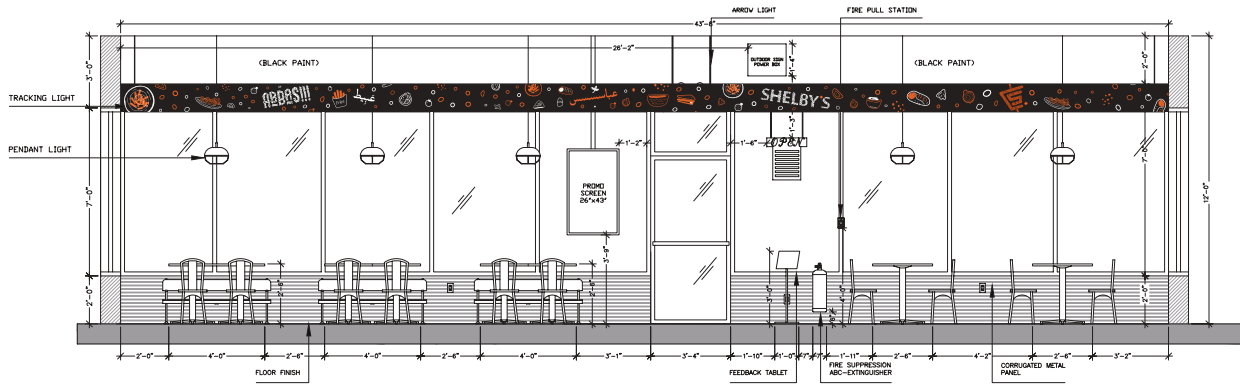
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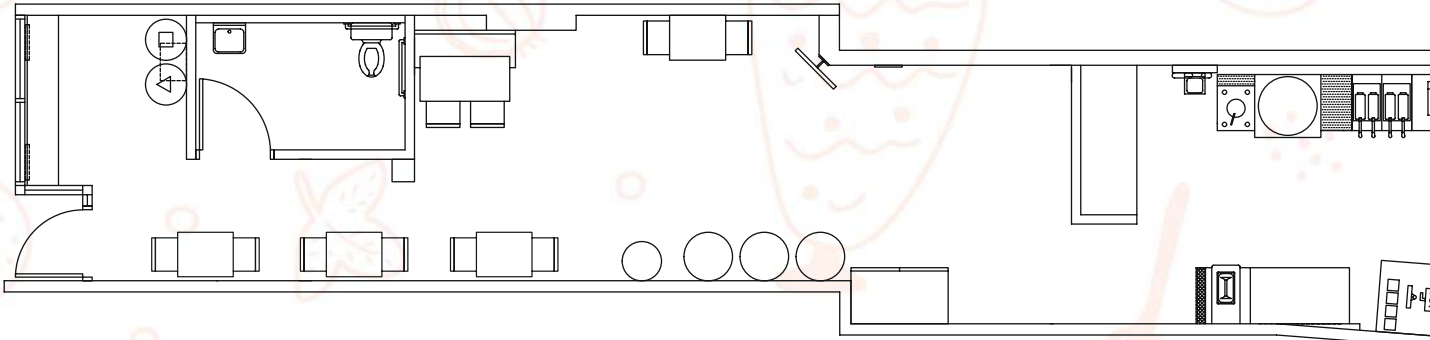
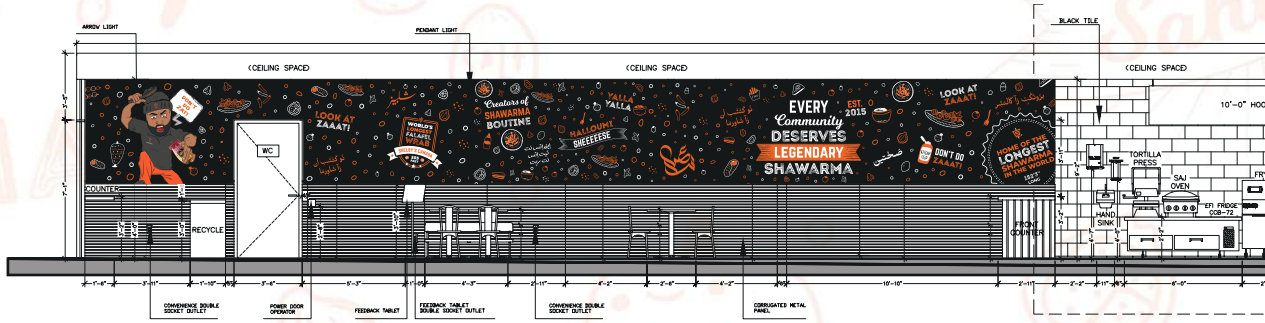


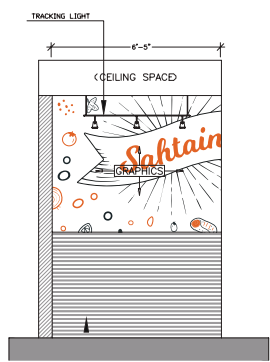
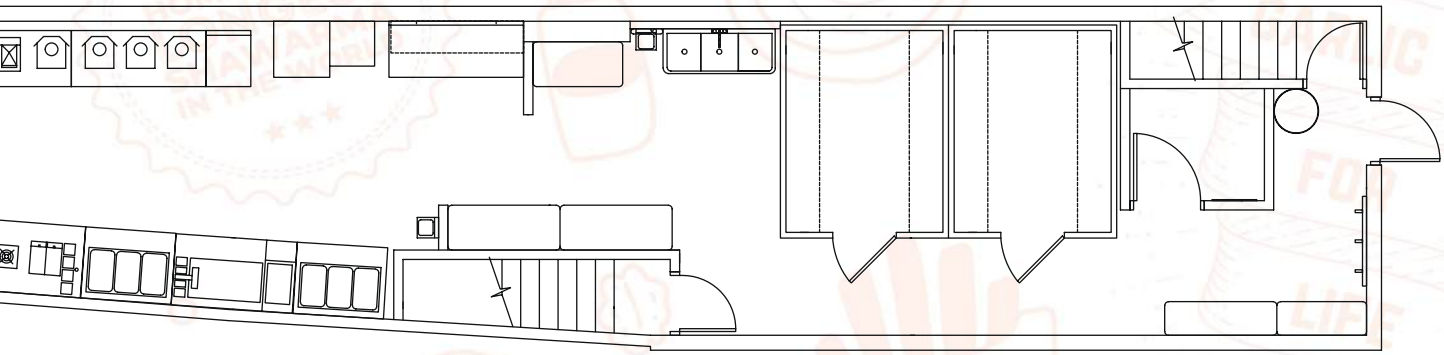
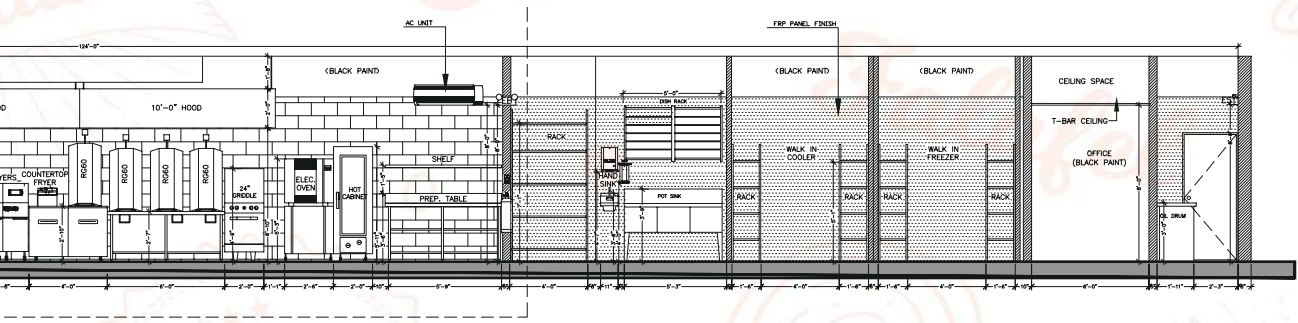
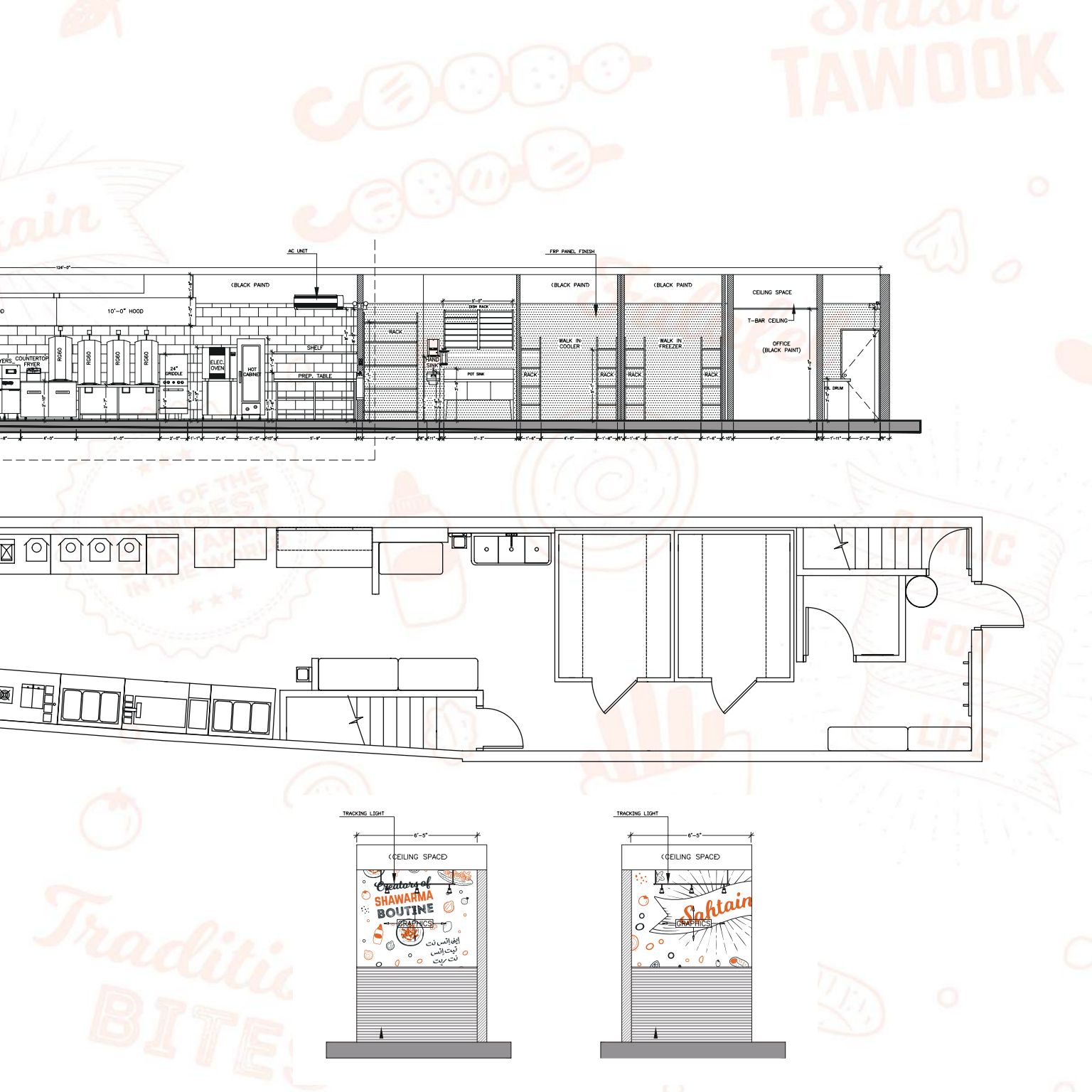
# Square DESIGN





# Hallway DESIGN







# *Company* FINANCIALS

Over **\$80m** company revenue

**50%** growth projected year over year

**3.2M** orders served in 2025

Average ticket price **20%** higher than industry standards



# What We're LOOKING FOR

## AREA DEVELOPERS

Our *Area Developer Program* is designed for experienced multi-unit QSR operators and investors looking to scale within a defined territory.

*Partners commit to:*

- Developing a minimum of 5 locations
- Investing approximately 20% of the total cost per store in exchange for 20% equity across the store or area development package.

Area Developers focus on market growth, site development, and strategic expansion rather than day-to-day operations, bringing a minimum of **5+ years** of experience and a proven track record of operating multiple brands with **20+ locations**, along with the leadership and infrastructure required to scale high-performing markets.



# What We're LOOKING FOR

## OPERATING PARTNERS

Our *Operating Partner Program* is built for driven leaders who want to take ownership at the store level and grow through performance.

*Partners invest:*

- \$20,000
- 20% equity over four years, with a two-year vesting period, by actively operating and scaling a location.

This role is hands-on, focused on delivering exceptional operations, driving sales, and building strong teams, and requires a minimum of **5+ years** of experience managing a store or multiple locations as a General Manager, with a strong track record of operational excellence and team leadership.



# Meet The LEGENDS



**Yazan El-Shalabi**

*Founder / CEO*

Yazan is continuously evolving the business and creating growth opportunities for investors in the communities across Canada. He is active in all components of the business from menu design to site location, and daily operations.

Shortly after graduating college, Yazan began work immediately in his field of construction management. After several years of work, his interests shifted completely. Yazan opened the first Shelby's restaurant in 2015 and works closely with entrepreneurs to run a successful Shelby's franchise.

Yazan enjoys participating in soccer and assisting communities in need.



**Yasser Ali**

*Co-Founder / CMD*

Yasser has been in the restaurant industry for over 18 years. From bus boy to kitchen chef, he has worked every job there is in a restaurant. Today he is best known as the face of Shelby's. He co-founded Shelby's in 2015.

Yasser's unique outlook on fusion foods is essential in the development and evolution of the Shelby's menu.

Yasser holds a Bachelor's degree in sociology in psychology from the University of Toronto and a diploma from Fanshawe College in Business Purchasing and Supply Chain management.

His multi-level experience in the restaurant industry and his creativity when it comes to food is what helped Shelby's distinguish itself from other restaurants.



## **Usama Valam**

*CFO / President*

Usama Valam serves as the President and Chief Financial Officer (CFO) of Shelby's Franchise Holdings Inc., where he leads the company's global financial strategy, and corporate development. With over 20 years of senior leadership experience spanning finance, strategic sourcing, mergers and acquisitions (M&A), and organizational transformation, Usama is recognized for driving sustainable growth and shaping the strategic direction of one of Canada's fastest-growing Quick Service Restaurant (QSR) brands.

As President and CFO, Usama oversees all financial, operational, legal, real-estate development, IT and supply chain functions of Shelby's worldwide. He plays a key role in advancing the company's global expansion initiatives, guiding franchise development, and ensuring fiscal sustainability across all markets. Under his leadership, Shelby's continues to strengthen its position as a premium, globally recognized shawarma brand with a growing international footprint in North America, the United Kingdom, and the Middle East.

Throughout his career, Usama has executed complex M&A transactions, implemented high-impact cost-optimization initiatives, and built integrated procurement and distribution systems that drive consistency, profitability, and scalability. His ability to combine strategic foresight with operational precision has consistently resulted in measurable business transformation and long-term stakeholder value.

A visionary leader known for his analytical acumen, innovation mindset, and collaborative leadership style, Usama continues to champion initiatives that elevate brand performance, enhance franchisee success, and create lasting impact across the organization. His commitment to excellence, integrity, and disciplined growth remains central to Shelby's evolution as a global category leader in the Shawarma QSR space.



## **Sultan Nabhani**

*Creative Director*

Sultan brings a wealth of expertise in filmmaking, creative writing, and photography, honed through years of collaboration with global brands, agencies, and broadcast channels.

As a key member of Shelby's marketing team, Sultan has played a pivotal role in creating visually captivating videos designed for consumer engagement. He also creates comedic content on TikTok that playfully showcases our company's culture and brand identity. With his talents in writing and directing, Sultan oversees all video productions while being deeply involved in our social media, marketing strategies, and overall creative direction.

His passion for visual storytelling, photography, music, and food fuels his creativity and drives his commitment to delivering impactful content.



# **SHELBY'S**



## **Andrew Kirkwood**

*VP Information Technology*

Andrew brings a wealth of experience to his current role as Vice President of Information Technology, blending his extensive background in the restaurant industry with a deep understanding of technology. With over 30 years of leadership in both fine dining and quick-service restaurant (QSR) environments, Andrew's commitment to delivering high-quality food and exceptional customer service has always been central to his approach. This philosophy aligns perfectly with Shelby's business model, which emphasizes fresh ingredients, a fun and engaging customer experience, and a strong focus on quality.

Andrew's transition to this role reflects his proven track record of leveraging technology to enhance business operations. For the last few years, he has been at the forefront of innovative IT strategies, driving large-scale initiatives that improve infrastructure, adopt emerging technologies, and enhance client satisfaction. His leadership has consistently fostered high-performing teams, ensuring scalable IT solutions that support the broader goals of the business.

Known for his strategic mindset, Andrew focuses on reducing inefficiencies, exceeding performance targets, and aligning IT operations with the company's growth objectives. He is particularly focused on helping franchisees run more efficient, future-focused stores, believing that empowering individual locations will ultimately drive the company's success in the competitive Middle Eastern QSR market. With his combination of industry knowledge and forward-thinking IT leadership, Andrew is uniquely positioned to guide Shelby's continued growth and innovation in the years ahead.



## **Tony Glitz**

*VP Project Management*

Tony has over 39 years in the Food and Beverage industry, starting his career as a cook at eleven years old!

Tony's dedication to the hospitality industry has never stopped expanding and developing as a Canada Red Seal Certified Chef. Tony also has worked for the industry's finest as Corporate Chef, and Executive Director of Food and Beverage of many other well-known companies.

Tony is a graduate of Humber College in Ontario, with a degree in Hotel and Restaurant Management and Culinary Management, graduating with honours. He also spent time in Japan working and training with a team of Japanese Chefs at a major resort.



## **Jason LeGroulx**

*VP Training & Field Operations*

Jason has spent over 30 years in the food and beverage industry working in several franchise models including Domino's Pizza, Boston Pizza, Crabby Joe's and most recently as the Leasing and Construction Manager for Subway in SW Ontario.

Through his various leadership roles that have included kitchen manager, general manager and former franchisee with an international QSR brand, he has developed a well rounded skill set to assist franchisees improve operations and profitability.



## Ashley Khan

*Sr. Legal Counsel*

Ashley brings more than a decade of legal and commercial experience to the Shelby's leadership team. In her role as Senior Legal Counsel, she oversees all legal, regulatory, and compliance matters, while building and advancing the in-house legal function to scale with Shelby's national and global growth.

With deep expertise in franchise, corporate, real estate, and commercial law, Ashley is a trusted advisor to the executive and operations teams, working proactively to protect the brand and enable ambitious expansion.

Passionate about creating structure in fast-moving businesses, Ashley is driven by the goal of helping Shelby's bring legendary food and innovation to communities around the world — with integrity, consistency, and confidence behind every step.



## Sandra Lewis

*VP Real Estate Development*

Sandra Lewis serves as Vice President of Real Estate Development at Shelby's Canada, where she leads the national and international expansion of our restaurant footprint. Her approach to strategic site selection and lease negotiation blends analytical precision with deep market insight, ensuring every location is positioned for long-term success.

Sandra's reputation as a fair but firm negotiator is well earned. She is known for crafting clear, mutually beneficial agreements that protect brand interests while fostering strong landlord and broker relationships.

Before joining Shelby's, Sandra built her expertise through years of hands-on experience in commercial real estate at A&W and Starbucks. She is a trusted mentor and collaborative leader who values transparency, efficiency, and innovation. Sandra's commitment to excellence and her ability to drive expansion with integrity make her a vital part of Shelby's executive team as the brand continues its journey toward global recognition.



## Cinthia Nehring

*Sr. Director, Marketing*

Cinthia Nehring is a seasoned brand strategist with over 25 years of experience leading marketing initiatives and elevating brands across Asia Pacific, the Middle East, and the Americas. She has worked with globally recognized brands, including Coca-Cola, Mattel, McCann, Sprint, and Church's Texas Chicken, consistently delivering impactful results through innovative strategies and strong leadership. Her passion for brand building drives her ability to turn ambitious goals into measurable achievements.

Her career spans multiple industries, including consumer goods, advertising, finance, consulting, and healthcare. Cinthia has built and led high-performing teams, developed marketing programs that exceed revenue targets, and guided large-scale digital transformation efforts. In a previous role as International Head, she oversaw more than 750 restaurants worldwide, aligning brand strategy with business growth. She also brings extensive experience in event planning and business operations, with a proven track record of managing complex projects and delivering measurable outcomes.

Cinthia holds a Bachelor of Science in Marketing with a specialty in Sales from Louisiana State University. Her academic foundation, combined with her commitment to continuous learning, enables her to lead with insight and adaptability in a rapidly changing global market.

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*Community*  
**DESERVES**  
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