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From Brooklyn to Kuwait

Tea Lounge, a Park Slope café, will open in a different neighborhood this November—Kuwait City. Owner **Jonathan Spiel** wasn't looking to expand internationally, but the first solid offer in his efforts to franchise came from Kuwait-based entrepreneur **Mohammed al Arbash**, who is seeking to open several locations in malls around the Middle East. "They were looking for ideas across the country and they loved the place," Mr. Spiel said.

Tea Lounge blends into Kuwaiti culture, which emphasizes gathering over tea and whose per-capita income is the world's fifth highest. "It's a booming economy," Mr. Spiel said. "It's a very social culture, which fits in great with my concept."

That concept is part café, part bar and part live-music venue. Mr. Spiel said the Kuwait outpost's menu will add cheesecake, a local favorite, and will leave out the alcohol and prosciutto sandwiches.

Tea Lounge serves between 400 and 500 customers each day at about \$6 per customer. A Tea Lounge franchise costs \$25,000, plus 5% royalties. But franchisees must have net worths of at least \$400,000, and \$100,000 in liquid assets. Mr. Spiel is currently pursuing leads for franchising opportunities in the states and abroad.

—Ali Elkin

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