



# The Crescent Bazaar: A Luxury Halal Culinary Journey

Curating the diversity of Islamic gastronomy for the global high-net-worth traveller.

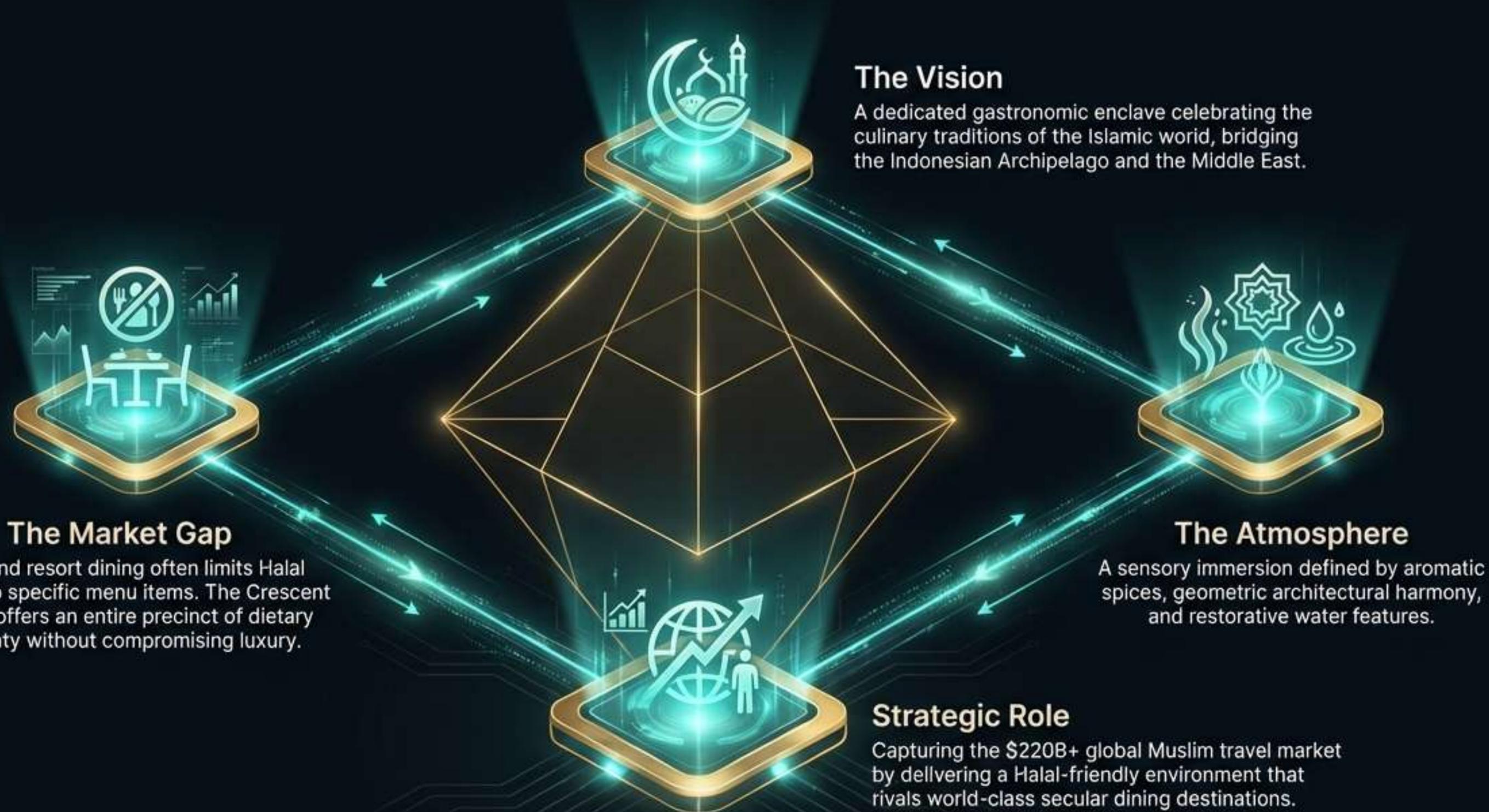
**Market Position:** Mid-Market to High-End (ASEAN, GCC, Cultural Explorers)

**Signature Experience:** Sufi Supper Nights

**Asset Class:** HTEM Gold/Silver Mix (Cultural/Culinary)

**Location:** Mentawai Archipelago

# Executive Summary: Integrating Faith, Flavour, and Luxury



# Capturing the Global Muslim Traveller



## Primary Demographic

High-net-worth visitors from ASEAN and the GCC (Gulf Cooperation Council) requiring strict Halal adherence.



## Secondary Demographic

Non-Muslim Cultural Explorers seeking authentic ethnic cuisine (Persian, Turkish, Acehese).



## Psychographics

- **Values-Driven Spending:** Travellers seeking environments where they can dine freely without ingredient checking.
- **Service Demand:** Expectations of high service standards alongside dietary purity.



## Spend Profile

- High discretionary spend on premium proteins (meats) and large family-style communal meals.

# Geometric Harmony: Modern Islamic Tropical Design

## Design Philosophy

A fusion of traditional Mentawai materials (timber, thatch) with Islamic architectural motifs to create a sophisticated, serene community hub.

## Architectural Features

**The Courtyard:** A central open-air plaza anchored by a cooling fountain, referencing the traditional Islamic garden.

**Mashrabiya Screens:** Sustainable timber latticework providing privacy and passive cooling through airflow.

## Ambiance

A space designed for contemplation and community connection.



# The Signature Event: Sufi Supper Nights

## The Concept

A weekly immersive dining experience transforming dinner into a spiritual and cultural performance.

## The Experience

Communal feasting under the stars accompanied by live, low-tempo Sufi music (Qawwali, whirling performance, or Oud).

## Atmosphere

Contemplative, soulful, and deeply connective.

## Access

Ticketed exclusively via the Mentawai.one app to manage capacity and maintain intimacy.



# Culinary Pillar I: The Archipelago (Nusantara)

## Focus:

Elevating the diverse Halal heritage of Indonesia for a resort setting.

## Venue Concepts

- Acehese Kitchen: Specialising in rich, spice-heavy curries and roti canai.
- Padang Pavilion: A premium, hygienic interpretation of West Sumatra's famous Nasi Padang.
- Javanese Grill: Traditional charcoal-grilled Satay and fresh seafood.

## Authenticity

Heritage recipes preserved and presented with fine-dining precision.



# Culinary Pillar II: The Silk Road

## Focus:

Pan-Islamic cuisine connecting the Middle East to Asia.

## Venue Concepts

- The Persian Garden: Saffron rice, slow-cooked lamb stews, and pomegranate glazes.
- Turkish Delight: Wood-fired pide, kebabs, and a dedicated Baklava lounge.
- Levantine Meze: Small plates designed for sharing (Hummus, Baba Ganoush, Falafel).

## The Tea House

A premium lounge serving as a sophisticated dry bar alternative.



# Dry Luxury and The Mocktail Culture

## The Innovation

A sophisticated non-alcoholic beverage program utilizing zero-proof distillates to rival international cocktail bars.

## The Menu

Botanical infusions and tonics crafted from local spices (clove, nutmeg, cinnamon) sourced from Mentawai Fresh zones.

## Social Function

Provides a vibrant nightlife alternative for non-drinkers, extending the precinct's activity late into the evening without alcohol sales.



# Sourcing Standards: Halal & Tayyib

## The Standard

Moving beyond Halal (permissible) to Tayyib (wholesome, pure, and sustainable).

## Supply Chain Nodes

- **Proteins:** Sourced from certified ethical farms (organic, free-range).
- **Seafood:** Direct from Mentawai fishing cooperatives ensuring sustainable catch.

## Traceability Tech

Integration with the ilipa One blockchain allows guests to scan QR codes for instant verification of origin and Halal certification.



ETHICAL FARM



TRANSPORT



ilipa One  
Verification



KITCHEN



PLATE

# The Green Season Strategy: The Covered Souk

## Infrastructure

Retractable roofing and covered colonnades mimic the sheltered souks of Istanbul and Marrakech.

## Q1 Operational Pivot

During the wet season, the precinct transforms into a warm refuge featuring rich stews and hot teas.

## Sensory Experience

The acoustics of rain on the roof complement the Sufi music, enhancing the comfort aspect of the dining experience.



# Frictionless and Certified Operations

## Payment Infrastructure

100% Cashless environment using Palm Vein biometrics and MCoin. Eliminates physical cash handling for hygiene.



## Digital Interface

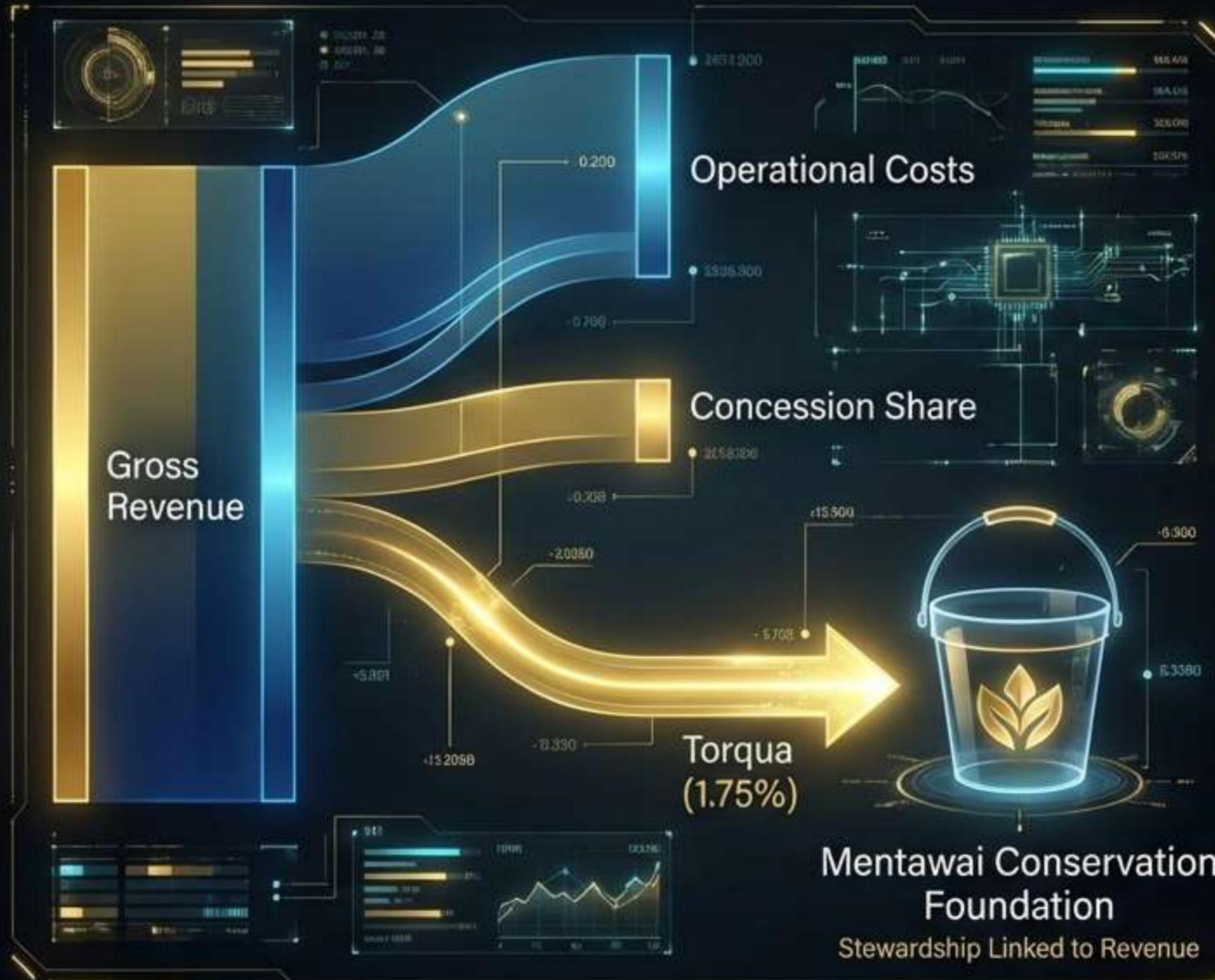
Fully digital menus provide instant translation into Arabic, English, and Mandarin.



## Dietary Confidence

App-based filtering allows users to select specific dietary strictness levels (e.g., no cross-contamination zones), ensuring total peace of mind.

# Economic Model and Yield Strategy



## Classification: HTEM Gold/Silver Mix



### Revenue Drivers

High average check size driven by large family groups and premium protein costs (Lamb/Beef).



### Operational Structure

Revenue-Share Concessions allow authentic regional chefs to operate with reduced CAPEX



### The Torqua

1.75% of all dining revenue is automatically directed to the Mentawai Conservation Foundation, linking stewardship with revenue.

# Sustainability: The Zero-Waste Feast

## The Challenge



Managing waste generated by large-format cultural feasting.

## The Solution



**Food to Go:** Surplus food is packaged in biodegradable containers for staff or discounted sale via the app.

**Composting:** All organic waste is processed via the island biodigester.



Table Feast



## Materiality

Strictly plastic-free operations using clay pots, ceramic plates, and metal cutlery.



Soil/Energy



Sorting



Biodigester

# Community Integration and Inclusivity



## Employment

Priority hiring for local Mentawai staff, supported by cultural training on Halal service standards.



## Bridging Cultures

A Halal-focused precinct that invites international guests to experience the sophistication of Islamic cuisine.



## Facilities

Discreet integration of Prayer rooms (Musholla) for the convenience of staff and guests.



# Tradition Honoured. Flavour Celebrated.



The Role: A sanctuary of flavour and faith within the resort ecosystem.

The Balance: Successfully balancing religious adherence with high-end vacation luxury.

The Promise: A culinary journey that spans continents, anchored in the warmth of Mentawai.