



f.Café

PRODUCT

Chef-inspired comfort meals,
signature burgers and grills,
artisanal beverages,
premium ingredients,
and curated dessert selections.

MODEL

Premium Casual –
classic Café favorites
with a gourmet twist.

Tier 1

C I T I E S

fCafé by FTV offers a modern
dining destination for urban food
lovers.



With elevated comfort cuisine,
stylish interiors, and curated
menus, it's a go-to spot for casual
yet refined dining.

PRODUCT

Popular Café meals,
combo platters, house beverages,
value-driven menus, and
seasonal specials.

Tier 2

C I T I E S

f: Café by FTV brings
fresh, contemporary dining to growing urban centers. Familiar flavors,
consistent quality, and inviting spaces create an
enjoyable everyday dining option.

MODEL

Affordable Casual –
flavorful meals with dependable
quality at accessible prices.



Tier 3 C I T I E S

MODEL

Essential / Accessible –
dependable dining with
comfort at its core.

it's a place the
whole community
can enjoy.

f- Café by FTV makes great food
simple and welcoming. With hearty
portions, friendly service, and
recognizable flavors,

PRODUCT

Basic café dishes,
local favorites, quick meals,
standard beverages, and everyday
desserts.

