

Amsterdam Falafelshop opens in Miami Beach

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A Washington, D.C.-based eatery that serves up customizable falafel dishes and Dutch-style fries has opened in Miami Beach with a second location coming soon.

Amsterdam Falafelshop's first Florida locations are owned by a franchise group led by Ajay Patel that includes [Devang Patel](#) and Vasanth Gunasekaran. After opening the chain's area flagship at 1522 Washington Ave., they plan to

open another location at 5835 Sunset Drive in South Miami in the fall.

"We're so excited for Ajay and his team to open the first Amsterdam Falafelshop in South Florida," said [Arianne Bennett](#), CEO of Amsterdam Falafelshop.

"Opening this new shop on South Beach has been a long time coming and we're thrilled Ajay's team is on board to make the introduction to South Florida."

Amsterdam Falafelshop's menu includes vegetables, falafel pitas and bowls and more than two dozen toppings and garnishes. The eatery also sells Dutch-style, twice-fried fries in paper cones with multiple dipping sauces.

"I chose to open an Amsterdam Falafelshop for the freshness of its vegetables, salads and sauces. Everything is fresh and created onsite daily," Patel said. "I know other people also seek that in comfort food, so this is exactly what I wanted to bring to the South Beach community."

The Miami Beach shop will be open during lunch and late hours every day. Amsterdam Falafelshop, established in 2004, is accepting applications for franchisees for "expansion into other select urban centers." Other than its two South Florida locations, Amsterdam Falafelshop has four restaurants in Washington D.C. and Massachusetts.

The total cost of opening an Amsterdam Falafelshop is priced between \$379,300 to \$544,900. Its franchise fee is \$29,500 for the first store with a 5 percent royalty on gross revenues. The royalty increases to 6 percent a year after opening.

Amsterdam Falafelshop franchisees are also expected to contribute 1-3 percent of their gross revenues to advertising.

Franchisees are required to have a minimum net worth of \$500,000 and \$150,000 in liquid assets.