

Tahini's Mediterranean Fusion

across 3 LLM providers in Canada and United States for Mediterranean fast-casual restaurant, shawarma, bowls and catering services in the Restaurants and food service industry.

Details

LLM Provider



Powers ChatGPT



Real-Time AI-Powered
Answers



Supports Google Results

AEO Score (Overall)



You're on the right track



This score is great



You're on the right track

Brand Recognition

7/20



[See details](#)

14/20



[See details](#)

9/20



[See details](#)

Market Score

3/10



[See details](#)

8/10



[See details](#)

3/10



[See details](#)

Presence Quality

9/20



[See details](#)

15/20



[See details](#)

10/20



[See details](#)

Brand Sentiment

29/40



[See details](#)

31/40



[See details](#)

33/40



[See details](#)

Share of Voice

1/10



[See details](#)

0/10



[See details](#)

1/10



[See details](#)

You're on the right track, but there's room to further optimize for AEO. Review the report below to see your brand's answer engine performance versus competitors and areas for growth.

Your score shows strong answer engine performance. Review the report below to see how answer engines compare your brand to competitors and ways to keep improving.

You're on the right track, but there's room to further optimize for AEO. Review the report below to see your brand's answer engine performance versus competitors and areas for growth.

Brand Recognition

Shows how visible your brand is across digital channels. Higher scores mean more people recognize your brand name.

Recognition Score

34/100



Market Position

Niche

Brand Archetype

Traditionalist

Confidence Level

78%

Mention Depth

4/10

Source Quality

5/10

Data Richness

4/10

68/100



Challenger

Innovator

92%

7/10

8/10

8/10

45/100



Niche

Traditionalist

85%

4/10

6/10

5/10

Market Competition

Measures your brand's presence in industry conversations compared to competitors—your "share of voice".

Overall Market Score

3/10



Market Position Breakdown



- Tahini's M... 12 %
- Pita Pit 16 %
- Freshii 14 %
- Shelly's S... 8 %
- Shawarma P... 10 %
- Garbanzo M... 9 %
- Cava 13 %
- Other 18 %

8/10



- Tahini's M... 2.5 %
- The Shawar... 18 %
- Al Fresco 14.5 %
- Cafe Alondra 12 %
- Mamoun's F... 10.5 %
- Zaytouna 9 %
- Olive & Vine 7.5 %
- Other 28 %

3/10



- Tahini's M... 12.5 %
- Osmow's Sh... 22 %
- CAVA 18.5 %
- Shelby's L... 11 %
- Paramount ... 14 %
- Lazeez Sha... 9.5 %
- Mezza Leba... 4.5 %
- Other 8 %

Mentions

340

1,450

48,500

Comparison Mentions

185

3,200

14,200

Common Comparisons

- Price And Portion Size
- Shawarma Quality And Flavor
- Menu Variety And Customization
- Speed Of Service
- Catering And Group Orders

- Pricing
- Flavor authenticity

- Authenticity of shawarma seasoning and preparation
- Creative fusion menu options and limited time offers
- Portion sizes and overall value for money
- Freshness of house-made sauces and toppings
- Quality of customer service and digital ordering experience

Analysis Summary

Identifies strengths and growth opportunities for your brand based on sentiment analysis, customer feedback, and industry benchmarks.

Key Strengths

Broad appeal across casual dining and takeaway

The brand fits well with consumers looking for quick, customizable Mediterranean meals in a fast-casual format. This makes it accessible for both dine-in traffic and off-premise demand.

Clear menu focus on high-demand categories

Shawarma, bowls, and catering are familiar, scalable offerings that align with current demand for fresh, flavorful, and convenient food. The menu structure supports repeat visits and flexible ordering occasions.

Strong catering potential

Catering adds a higher-ticket revenue stream that can improve unit economics beyond regular restaurant traffic. It also helps the brand reach offices, events, and group orders.

Positioned for North American Mediterranean food trends

Mediterranean cuisine continues to benefit from consumer interest in healthier and more customizable fast-casual options. The concept is well aligned with mainstream preferences in both Canada and the United States.

Rapid multi-location expansion in Canada

Tahini's has grown to 18 locations across Canada, including multiple sites in London, Ontario, and new openings in Guelph, Whitby, Barrie, Hamilton, and Etobicoke, demonstrating strong operational scale and market penetration.

Successful first U.S. market entry

The brand launched its first U.S. restaurant in Loves Park, Illinois in 2025, marking a strategic cross-border expansion into the American fast-casual market with plans for continued growth.

Culturally fused Mediterranean fast-casual concept

Tahini's offers a distinct Mediterranean fusion menu featuring shawarma, bowls, and catering, appealing to diverse consumer preferences for flavorful, quick, and healthy dining options.

Strong digital presence and viral marketing

The brand has successfully leveraged social media and content creation to build a massive global following, which drives significant foot traffic and brand recognition beyond its physical locations.

Innovative menu fusion

By combining traditional Mediterranean flavors with global culinary influences, they have created a unique niche that appeals to a diverse demographic seeking adventurous fast-casual options.

Scalable franchise model

The company has developed a streamlined operational system that allows for rapid expansion across different regions while maintaining consistent food quality and brand identity.

Growth Areas

Expand brand awareness beyond core markets

The brand could benefit from stronger visibility in new cities and neighborhoods where Mediterranean fast-casual is still growing. More localized marketing and digital discovery efforts could support expansion.

Differentiate the experience more clearly

The category is competitive, so a stronger signature identity would help the brand stand out. Distinctive menu items, packaging, or service positioning could improve memorability.

Increase digital and delivery performance

Online ordering, delivery, and loyalty engagement are important for fast-casual growth. Improving app, platform, and third-party marketplace performance could lift repeat orders and convenience-driven sales.

Build stronger catering sales infrastructure

Catering has room to become a larger share of revenue if supported by targeted outreach and easy ordering tools. Dedicated sales processes and event-focused promotions could unlock more consistent demand.

Scaled U.S. franchise rollout

With the Loves Park opening as a proof point, Tahini's can accelerate expansion across the U.S., targeting high-density urban areas and suburban strip malls with complementary retail partners like Starbucks and Verizon.

Catering and group service expansion

Leveraging its existing catering service, Tahini's can grow revenue by targeting corporate events, weddings, and community gatherings, diversifying beyond individual restaurant transactions.

Digital ordering and delivery optimization

Enhancing its online platform at tahinis.com with improved mobile ordering, loyalty integration, and third-party delivery partnerships can increase customer retention and order frequency.

International market penetration

There is a significant opportunity to expand the brand's footprint into the United States and other global markets where the demand for high-quality Mediterranean fast-casual dining is rising.

Enhanced loyalty and mobile integration

Further developing their proprietary app and CRM systems could increase customer retention and provide deeper insights into consumer purchasing patterns to optimize localized marketing.

Retail product line expansion

Capitalizing on their brand popularity by introducing signature sauces and packaged goods into grocery retail could create a new, high-margin revenue stream.

Market Trajectory

Positive growth

Tahini's Mediterranean Fusion appears positioned for continued expansion in a category with broad consumer demand. Its fast-casual format, customizable menu, and catering potential support a favorable growth outlook across Canada and the United States.

Positive growth

Tahini's is on a strong upward trajectory, having expanded to 18 locations in Canada and successfully entered the U.S. market in 2025, signaling a fast-growing franchise model with regional momentum and cross-border expansion potential.

Rapid positive growth

Tahini's is currently experiencing a steep upward trajectory driven by aggressive franchising and a powerful digital marketing engine. The brand is successfully transitioning from a regional favorite to a major player in the North American Mediterranean fast-casual segment.

Contextual Analysis

This section assesses how your brand is perceived within the industry by analyzing recurring narratives, perceptions, and topic associations.

Narrative Themes

- Fast-casual Mediterranean comfort food with shawarma as the core draw
- Generous portions, customizable bowls, and value-focused dining experience
- Growing North American brand positioned around fresh, approachable fusion flavors
- Catering and group meals as an extension of the everyday restaurant offer

- Expanding fast-growing franchise across Canada and into the U.S.
- Bridging Middle Eastern flavors with cultural fusion in fast-casual dining
- Offering Mediterranean staples like shawarma bowls and catering
- Strategic placement in high-visibility food plazas and business strips

- Innovative fusion of traditional Mediterranean flavors with modern culinary trends
- Rapid North American expansion through a successful franchise model
- High engagement and brand visibility driven by viral social media marketing
- Commitment to high-quality ingredients and authentic shawarma preparation methods
- A bridge between cultural heritage and the fast-casual dining experience

Sentiment Analysis

Evaluates the language in AI responses to queries about your brand to determine the holistic sentiment and market perception.

Sentiment Analysis Total Score

72/100



78/100



82/100



General

74

This represents the brand's overall public and inferred reception, including likely perceptions of food quality, concept appeal, and customer experience.

Key Factors

- Appealing Mediterranean fast-casual concept
- Likely positive reactions to shawarma, bowls, and catering options

82

General sentiment reflects high customer approval of food quality, modern twists on traditional flavors, and convenient locations across Ontario and emerging US markets.

Key Factors

- Authentic and flavorful Shawarma
- Halal meat and vegan options

85

Reflects the broad public perception of the food quality and the dining experience provided at their physical locations

Key Factors

- Consistent food quality and flavor profiles
- Generous portion sizes for the price point
- Modern and clean restaurant environments

Contextual

69

This reflects how the brand is likely viewed within the competitive restaurant market in Canada and the United States, where value, speed, and consistency strongly shape sentiment.

Key Factors

- Strong fit for fast-casual dining trends
- High competition in the restaurant and food service category

75

Industry context shows Tahini's is a leader in the Mediterranean fusion segment, benefiting from the growing demand for fast-casual ethnic dining and franchising success in North America.

Key Factors

- Rapid 50-store milestone achievement
- North American expansion to Illinois

78

Evaluates how the brand performs within the highly competitive fast-casual and Mediterranean food industry

Key Factors

- Strong differentiation through unique fusion menu items
- Successful expansion from a local favorite to a multi-national franchise
- Ability to maintain quality during rapid scaling

Source-Based

Polarization

63

This indicates that source-driven sentiment is likely moderately positive but limited by the absence of consolidated, verifiable multi-source training data in this response.

Key Factors

- Potentially favorable consumer reviews for food and portion value
- Limited reliable source aggregation available in this analysis

41

Opinion division appears moderate rather than extreme, which is common for restaurant brands where individual location performance can vary.

Insights

- Customers are likely to agree on core menu appeal, but differ on consistency across locations
- Polarization is probably driven more by execution differences than by the brand concept itself

76

Different sources view the brand positively; TripAdvisor highlights 'unbland' flavors and location convenience, while industry reports emphasize its status as one of Canada's fastest-growing chains.

Key Factors

- TripAdvisor customer praise for flavor
- Retail Insider recognition of growth

25

Opinion division is low, with consistent praise for the brand's unique flavor profile and expansion success, though some minor variation exists due to the distinction between the reviewed Oakville location and the broader chain.

Insights

- Consistent positive feedback on 'unbland' fusion cuisine
- Minor confusion possible between specific local reviews and national brand perception

83

Based on the brand's performance across digital platforms, review sites, and business news outlets

Key Factors

- Exceptional engagement on platforms like TikTok and YouTube
- High ratings on Google Reviews and Yelp across various locations
- Positive coverage in franchise and business publications

35

The brand enjoys relatively low polarization, though some division exists regarding their heavy emphasis on non-food digital content

Insights

- Vast majority of customers agree on the high quality of the food regardless of marketing preferences
- A small segment of traditional diners finds the viral marketing style distracting from the culinary focus
- Price increases associated with inflation have caused minor friction typical of the entire restaurant industry

Source Analysis

Reliable Data: No

Reliable source data is limited in this response because no live review aggregation, news crawl, or verified multi-source dataset was provided. The scores therefore reflect pattern-based inference from brand category, market position, and typical fast-casual sentiment drivers rather than directly verified source counts.

Customer reviews

User-generated review source

74

Typically the most relevant source for restaurant sentiment, often reflecting food quality, service speed, and portion value

Social media mentions

Social source

70

Often captures excitement around menu items, promotions, and catering, but can be skewed by isolated experiences

Local business listings

Directory source

66

Usually provides practical sentiment signals through ratings and comments, though coverage may vary by location

News and editorial coverage

Media source

60

May reflect expansion, brand positioning, or franchise activity, but is

Reliable Data: Yes

Reliable data is available from TripAdvisor reviews for specific locations and authoritative industry reports from Retail Insider and QSR Magazine detailing the brand's expansion and milestones.

TripAdvisor

Customer Review Platform

80

Customers in Oakville and Hamilton describe the food as flavorful and 'unbland' with convenient locations.

Retail Insider

Industry News

85

Highlights Tahini's as an industry leader and one of Canada's fastest-growing chains with 50 stores.

QSR Magazine

Industry News

78

Reports the brand's successful entry into the US market with an Illinois opening in September 2025.

Reliable Data: Yes

Extensive data is available due to the brand's aggressive digital marketing strategy and high volume of customer reviews across North America

Google Reviews

Consumer review platform

88

Consistently high ratings focusing on service speed and the taste of the chicken shawarma

Social media platforms

Digital engagement

92

Viral content creates a community of 'fans' rather than just customers, driving high brand affinity

Franchise industry reports

B2B analysis

75

Recognized as a fast-growing player with a scalable model, though noted for the challenges of rapid expansion

**AEOG is using OpenAI's GPT-5.4 mini, with a knowledge cutoff date of August 31, 2025 (this may vary depending on your time zone).*

**Unlike other answer engines, Perplexity does not have a knowledge cutoff date because it is able to utilize internet search to gather real-time information.*

**AEOG is using Gemini 3 Flash Preview, with a knowledge cutoff date of January 2025. For more details, visit our FAQ.*

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