

Akla Language Guidelines

ABOUT OUR VOICE

Akla's brand voice is how we show up in the world, and it's just as flavorful as the food we deliver. We speak like your smartest friend in Cairo: confident, a bit cheeky, always real. We mix wit with warmth and say things the way people actually say them, without the fluff, of course. Our tone carries pride in Egyptian food culture, local humor, and the hustle of the city we live in. Whether we're talking to a customer or introducing a chef, our voice makes them feel seen, respected, and a little bit hungry.

We don't sound like a brand trying to be your buddy, and we don't hide behind corporate-speak. We sound like someone who knows the shortcuts around traffic, where to get the best fatta, and how to laugh even when things get messy. We take food seriously, but we never take ourselves too seriously. That's what makes us, well ... Akla.

BRAND VOICE TRAITS

Trait	What It Means for Akla	What It's Not
Confident	We know good food. We know the city. We talk straight.	Arrogant, preachy, or trying too hard to impress.
Witty	We joke like locals do: clever, not cringey. A sharp line here and there.	Forced, cheesy, or over-the-top funny.
Direct	No fluff. No buzzwords. We say things simply and clearly.	Vague, overly poetic, or marketing-y.
Local	We speak like someone who's from Cairo, not like a tourist or expat.	Overly westernized, generic, or trying to be "global."
Cool	Effortlessly stylish. A bit sarcastic, but never rude.	Trend-chasing or using outdated Gen Z lingo.
Food-Serious	We respect food, and celebrate the people who make it.	We don't talk about food like it's just "content".

HOW WE SPEAK

Akla talks like your street-smart cousin who knows who makes the best koshary on the block and still gets fed by his teta every Friday. We're not here to act fancy; we're here to bring you the kind of food people *actually* crave: homemade, handmade, and full of Cairo flavor. Every dish on Akla comes from a real kitchen, made by real chefs who cook like family.

We borrow lines from Khalto, nod to 3ammo's unsolicited food reviews, and yeah, we'll even give the cat a voice if it gets the point across. We're not "adopting a tone". This is how people actually talk around the table.

These aren't made-up characters. They're who Egyptians actually trust with food. Mama's molokheya. Teta's rice that somehow never sticks. Khalto's mysterious spice mix. Even the fridge gets feelings in our world. We talk like this because it's how Cairo sounds when food is around: loud, loving, and straight to the point.

COMMON GREETINGS / OPENERS:

- **Hey there, aklagy.** (*Hello, food lover.*)
- **Welcome, aklagaya.** (*For the ladies of food.*)
- **Ya ahl el akl!** (*People of food, gather round.*)
- **Sahby, el mawkeb gat.** (*My friend, the feast has arrived.*)
- **Ahlan bel sofra gang.** (*Welcome, table crew.*)
- **Ga3an? El 3azouma gayya.** (*You hungry or just being polite? Food's coming.*)
- **El 3azouma 3aleina.** (*We're hosting, don't argue.*)
- **No mama, no problem.**
- **Dafa3na el fatoura, enta bas kol.** (*We paid ... your job is to eat.*)
- **Like mama's ... bas delivery.**
- **Khaltak ba3atet wara2 3enab ... don't embarrass her.** (*Your aunt cooked vine leaves, so clean your plate.*)
- **Teta bet2oul el akl gahez ... enta fein?** (*Grandma says the food is done ... where are you?*)
- **3ammo Magdy mesh sahl bs talab tani.** (*Uncle Magdy's hard to please, but he went for seconds.*)
- **El batta ray7a lel matbakh / sofra.** (*Even the duck smelled it and joined the table.*)

- Even the cat parked at the door. Respect.

COMMON PHRASES:

- Khaltk would be jealous.
- Teta's molokheya has serious competition.
- Even 3ammo Magdy stopped mid-story to eat.
- This food made the cat loyal again.
- It's like your fridge finally forgave you.
- Balady flavors, but Class A taste.
- Handmade, not factory-made.
- From el matbakh to your table. *(From the kitchen to your table)*
- Calories? We don't do math here.

BANNED / OFF-BRAND WORDS

Off-brand Words / Phrases	Why Not
Gourmet experience	Sounds pretentious and fake.
Delectable bites	Cringe food writing.
Empowering home chefs	Corporate NGO vibes.
Elevating the culinary journey	No one talks like this in Cairo.
Foodie	Too western / Instagrammy.
Crave-worthy	Buzzword, doesn't feel native.

MICROCOPY EXAMPLES (APP / WEBSITE)

Chef Profile:

Name: *Mama Laila*

Bio: *A Cairo classic—msh akl bas, di tarbeya. Her molokheya has fans in 4 districts.*

Notifications:

- **Order Confirmed:** *El akl beyetla3 men el forn. Ready in 35 mins.*
- **Delivery Update:** *Driver 3ala el taree2. Matensash el 3esh. **(The driver's on the way. Don't forget the bread.)** OR Driver 3ala el taree2 ... get the table ready. (The driver's on the way ... get the table ready.)*
- **Rating Reminder:** *Rate the akl. Wala 3ayzena nebaa3tolk tany? **(Rate the food ... or do you want us to send you another one?)***

CTAs:

- "Add to cart" → *Hat el akl **(Bring in the food)***
- "Confirm Order" → *Yalla, akl **(Let's eat)***
- "View More" → *Shoof el ba2y **(Check out the rest)***
- "Track Order" → *Fein el akl? **(Where's the food?)***
- "Tip the chef" → *Zawwed el mokafa2a **(Tip the chef)***
- "Back" → *Erga3 lel matbakh **(Back to the kitchen)***

SOCIAL MEDIA POST EXAMPLES

Post 1: Koshary

Caption:

You know what hurts? Ordering koshary and someone says “take less macarona”. La2 ya 3am, give me ALL the macarona, ALL the rice, ALL the da2a. If it’s not messy, it’s not koshary. Fein el spoon?

That’s why Akla delivers it the way it’s meant to be: extra carbs, extra da2a, extra comfort.

Post 2: Molokheya (Teta)

Caption:

Teta bet2oul: “el akl sekhen ... enta fein?”

And honestly, she’s not wrong. Food this good doesn’t wait. That’s the whole point of Akla ... we deliver before Teta gets mad.

Post 3: Wara2 3enab (Khalto Suzy)

Caption:

Here’s the thing about wara2 3enab: it’s a full-time job. By the time Khalto Suzy finishes rolling one tray, she’s already threatening to never do it again. Bas, guess what? She still does it, because you’ll finish it in 5 minutes and then ask for more.

On Akla, you don’t have to beg Khalto; you just order.

Video of Chef Samiha preparing mahshi

Caption:

Mahshi rule #1: el wara2 lazem yeb2a thin as gossip. Chef Samiha doesn’t play.

New Feature: Schedule Orders

Caption:

Plan ahead? Shaklak mesh mn el nas el bet2oul “hatelna ay haga.” Now you can schedule aklak from Mama before your mother-in-law visits.

Cultural Anchors to Lean Into

Local Habits & Humor:

- **Cairene sarcasm:** Dry wit, slight exaggeration, and subtle jabs (without being mean).
- **Food as nostalgia:** Reference childhood, mama's food, and Friday lunch.
- **No shame in loving carbs:** Rice, bread, and potatoes aren't the enemy.
- **People don't want perfect—they want familiar:** Messy koshary > plated foam.
- **Shared meals = love:** Use food to reference family, relationships, and neighborhood pride.
- **City logic:** Reference local chaos, like ordering before el zohor traffic or finding a delivery guy who made it despite Madinet Nasr traffic.

Quick Tone Checklist Before Hitting Publish

- Would your smart Egyptian cousin say this?
- Does it feel like a real conversation, not a billboard?
- Is there *one* line that makes someone smile or nod?
- Is it more **balady b cool** than **global b generic**?
- If it had a smell, would it smell like garlic in butter?