

CL



# Franchise

Chocolate is always a  
good investment

CHIQUE°LATTE  
AMSTERDAM



# OUR STORY

Driven by the desire to indulge people with the most delicious tastes, incredible aromas, and the best-looking designs, we traveled all over the world to find the best products. Our hunt for an exciting formula knew no limits and took us from London to Zurich and from New York to Dubai. We handpicked heavenly tastes, smells and sensations with the utmost care.

With love and pride we'd like to welcome you to experience the result of our quest: Chiqueolatte! Give a taste to one of our many coffees that have been roasted exclusively for us or try out one of our fifteen types of tea, each with its own story. Enjoy the wide range of unique chocolate flavors that originate from over fifty countries. Brace yourself for the ultimate feeling of happiness when we get the chocolate fondue or chocolate fountain on stage. But most importantly, make sure to turn your visit into a memorable experience.

Over the past two years we've developed and improved the Chiqueolatte concept, giving our customers an experience in chocolate heaven. We currently have multiple franchise locations connected to our concept. In addition to our Dutch locations, we're also located in the United States, the United Kingdom and Luxembourg.



The checklist

# DO YOU HAVE WHAT IT TAKES?

The most amazing chocolate café in the world is looking for passionate, dedicated people with the desire to realize their own Chiqueolatte franchise location.

Do you have:

A passion and an eye for quality?

A healthy lifestyle with emphasis on quality food and drinks?

An inspired ambition and / or experience in the hospitality or food business?

Basic business insight?

Love for hospitality?

Did you check all the boxes above? In that case Chiqueolatte may be your ladder to success. Become an entrepreneur and make your dreams come true!



The concept

## A TRUE CHOCOLATE EXPERIENCE

A visit to Chiqueolatte is a memorable experience in which chocolate plays the leading role. Inspired by the chocolate cafes in London, the idea of Chiqueolatte was born, a place where you can enjoy handmade and exclusive chocolate, freshly ground coffee, the most delicious types of tea, fresh pastry and delicious food.



Upon arrival in the elegant charming interior, you'll be embraced by the aroma of chocolate, coffee and different kind of teas. Scents that'll encourage and invite you to take a seat in the cozy and stylish interior, enhanced by a wall with chocolate bars. A delightful place where you can meet up with friends. Try out the cozy lounge corner or travel back in time by entering one of our authentic canal houses. By all means, please do so with a lovely cup of coffee or tea accompanied by a bowl of handmade chocolate. All drinks are being served in an exceptional way with a quote card on the side.



What it's all about

# PRODUCTS & QUALITY

## Coffee

We only serve coffee with an honest background; all of our coffee beans can be traced back to the original farmer. You can either scan the QR code on the packaging or scan our menu with your phone to get to the bottom of it. We'll tell you which country your cup of coffee originated from and which farm produced the beans, along with some fascinating facts about coffee. Our farmers get a fair price, just the way it should be! Our beautiful coffees allow us to create many different recipes, so that we continue to surprise you. We also use other brewing methods in addition to our professional espresso machine. For example, we also brew coffee with a Chemex and a V60.

## Tea

We only use loose tea leaves without additives and of very high quality. Our menu offers a wide range of different teas; loose tea blends varying from green tea to white and black tea. Our blends consist of dried tea leaves supplemented with dried fruits, flowers and various herbs.

## International drinks

Our chocolate paradise allows you make a world trip, offering various international specialties ranging from Indian Chai Latte to genuine Turkish or Arabic coffee. How about our chocolate milk you wonder? We don't mess around; we melt our own chocolate for that so you'll enjoy the same heavenly chocolate taste as you do with our bonbons or chocolate bars.

## Juices and fruit smoothies

Chiqueolatte only serves pure, 100% natural juices and smoothies without additives.

## Pastries

We offer a rich assortment of pastries, with the best condiments, for your drink, ranging from cheesecake to red velvet cake to brownies.

## Bonbons

Handmade bonbons in different flavors and with different fillings. We've developed a daring concept with chocolate bonbons in challenging flavors such as broccoli and onion, but also champagne (non-alcoholic) it actually crackles in your mouth! and other ingredients that'll astonish you for days.

## Chocolate from all over the world

Our specially selected chocolate bars come from faraway places such as Congo and Haiti. They offer surprising tastes and are of the highest possible quality.

## Special elements

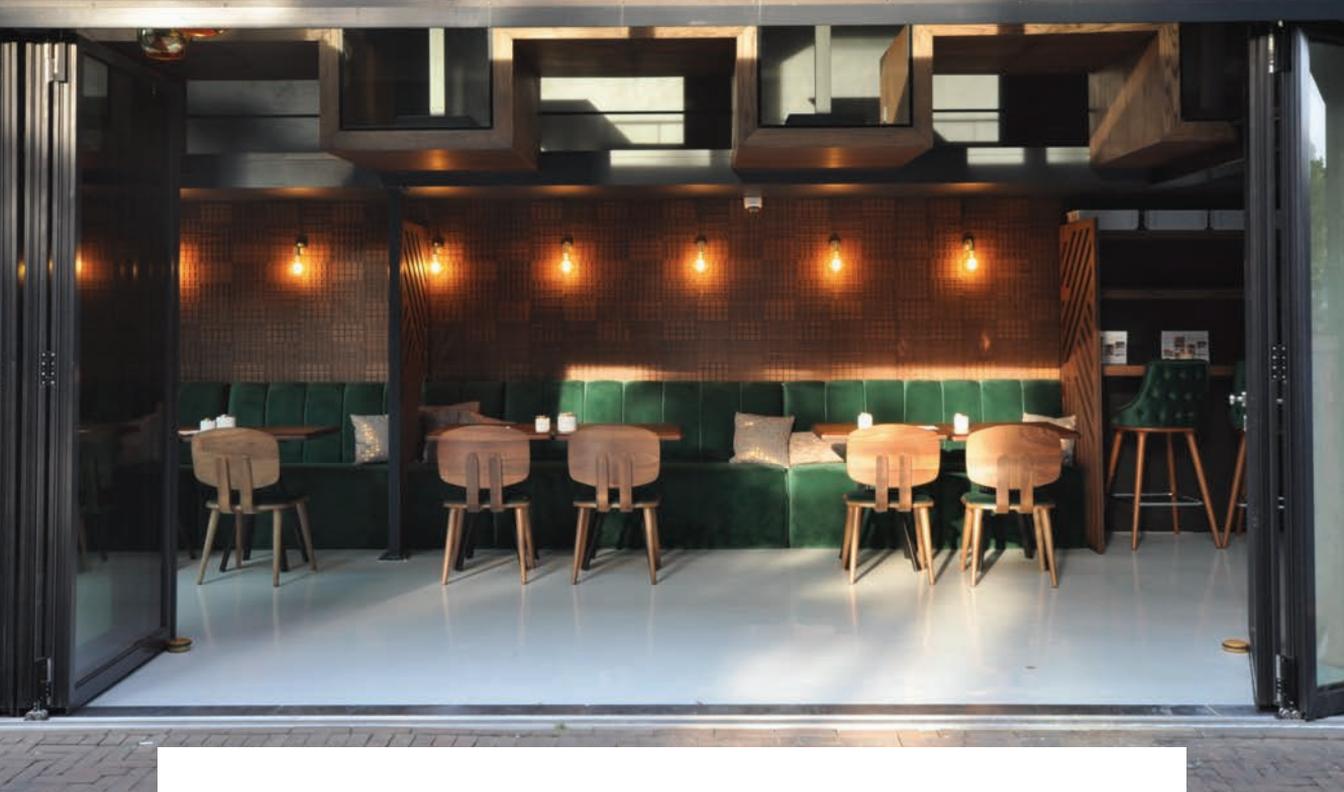
We provide a unique concept and we like to spread that message with extraordinary accessories such as a chocolate fondue, chocolate fountain and a melting chocolate ball filled with fresh fruit and marshmallows. Obviously, a high tea and high chocolate are also part of our assortment.

## Food

We offer a delicious breakfast, a high-quality lunch and various evening items on the menu. For example, a breakfast with egg and avocado, a tasty sandwich, a burger made from oyster mushrooms, a Poké bowl or the already famous Dutch pancake.

In short, our Chiqueolatte formula offers customers a reason to visit at any time of the day. The only thing you'll have to do is making sure they'll get the best in town, making them recurring cheerful customers.





## Franchise

# WHAT'S IN IT FOR YOU

### Design and atmosphere

Store facilities and design have been developed around the values of Chiqueolatte. We've created a relaxed, open and refined atmosphere to make the customer feel at home, like a warm blanket if you will. A Chiqueolatte franchise deal comes with full design specifications and building support.

### Menu development

We're always looking for new recipes to complete our formula even more. The menu gets regular updates to make sure you can continue to surprise your guests. Furthermore, we will continue to look for the right mix of recipes through direct analysis of sales.

## Education

Chiqueolatte has developed a 6-week training course to fully prepare you for running your own branch. These weeks are used to teach you all the tricks of the trade. You'll receive training in the preparation of all products, hospitality training, HACCP certified hygiene training and other necessary trainings. We ensure that you develop the skills you need to become a successful franchisee.

## Marketing and campaigns

We offer a total package, which means that all our franchisees will benefit from our total branding: all products such as bonbon boxes, coffee beans, to-go cups, etc. and our own labels are supplied in the style of Chiqueolatte.

Not only physical products, but also campaign materials and templates for your section on our main website or social media will be supplied by us.

## Website

We'll offer you a section on our website. This is convenient because it will allow you to introduce your own team or share your current local offers, without the hassle of creating or managing your own website.

## Social Media Management

We provide a marketing manual that teaches you how to promote your branch.

## Big Data Analyse

That might sound intimidating, but we make it simple and understandable. As an entrepreneur, you have to have a proper insight in your costs, prices, margins and such. We will present all of these numbers straightforward and up-to-date in a clear and easy to understand dashboard. This way you'll keep a grip on your business.



10-Step plan

# CREATING YOUR OWN CHOCOLATE PARADISE

1.

## Introduction

First, let's get to know each other while enjoying a cup of coffee or tea.

2.

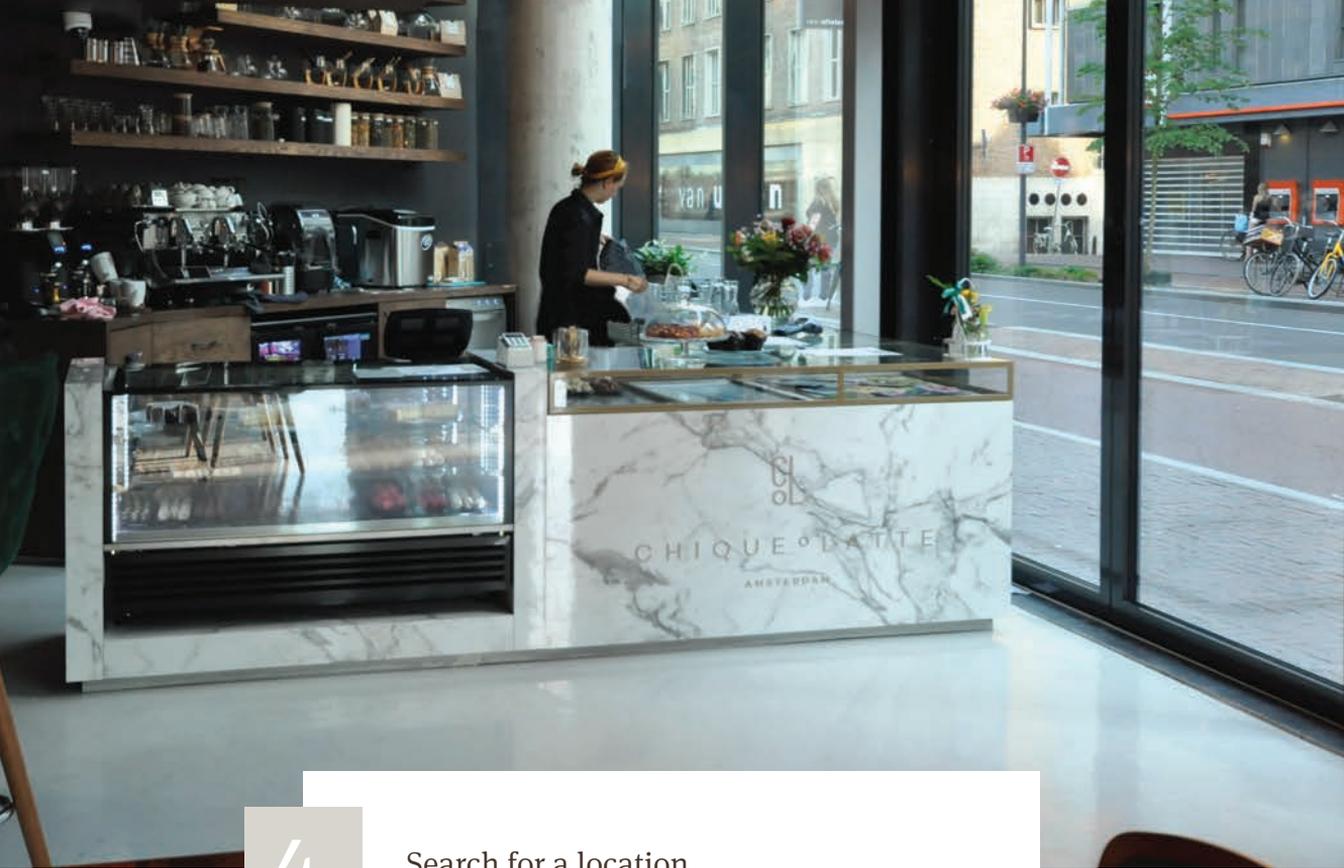
## Interview

Ok, so you've become curious and want to know more about what we can offer you as a franchisor. Nice! Let's dive into specifics and ask each other all we want to know.

3.

## Last interview and declaration of intent

Let's review the last conversation and get a little official by signing a declaration of intent. We will share this statement - and any other documents - with you prior to the interview, so that you have all the time to go through them in peace.



4.

#### Search for a location

Together we determine an area and actively search for a suitable location.

5.

#### Signing the franchise agreement

We've found a suitable location and we are going to sign the franchise agreement.

6.

#### Planning and budget

A preliminary prognosis was made based on a location investigation. Now we're going to assess these together on feasibility and we'll plan a budget.

7.

### Financing

In all likelihood, you may need financing. We'll help you with this since we operate with all major banks and we have a direct link with a major crowdfunding platform. This way we can help you arrange proper financing for your business. We do advise you to get guidance from a professional party during this process.

8.

### Renovation

This is an exciting and, above all, a very satisfying process. Your dream - which until now only existed on paper - now takes on a physical character and becomes reality.

9.

### Training

Time for the real thing. With our 6-week training course we'll prepare you to the best of our abilities, making a successful start of your brand-new location a fact.

10.

### Grand opening

Step into your very own chocolate paradise and welcome your guests with a grand opening. You'll remember this moment for a long time, and you will certainly never forget it!

## Key figures and

# INVESTMENT

### Entrance fee

Depends on country, area or city

### Monthly fee

6% + 1% marketing fee on sales excluding VAT

### Total investment

€180.000 – €250.000

### Average revenue

€300.000 – €550.000 annual

### Activities

Make customers happy with delicious chocolate, bonbons, various kinds of tea and coffee, pastries and hot and ice chocolate to enjoy on site or at home.

### **Suitable location**

Cities with over 70,000 inhabitants and/or tourist cities.

City center, A1 / B1, approaching roads to A1 / B1, emerging neighborhoods or business centers. The concept will serve its purpose at best at locations that meet the following characteristics:

- > 60 m<sup>2</sup>
- Presence of a terrace
- In or near a shopping mall
- Near a concentration of people such as hospitals, schools and (large) companies

### **Franchise type**

Hard franchise

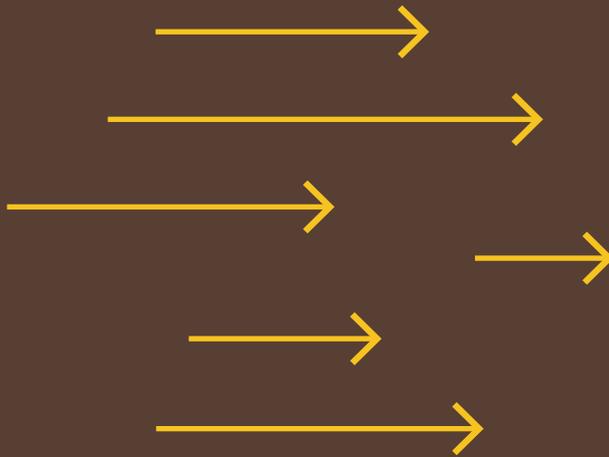
### **How is purchasing arranged?**

Central (continuous quality through uniformity)

### **Total area**

From 60 m<sup>2</sup> to 400 m<sup>2</sup>.

Are you the  
entrepreneur with  
the right amount of  
love for chocolate,  
coffee and tea?



Chiqueolatte offers you the opportunity to step into a successful business model. What are you waiting for? Take the first step!

Register now so that we can invite you for a personal meeting. Leave your details on our website or contact us by phone. See you soon!



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