

# BAGUETTES BY CHEFS



EXPRÈS GOURMET™ FROM EUROPE

**BAGETERIE  
BOULEVARD**

# BRAND MISSION

## CULTURAL TENSION

There was a fresh, crunchy baguette at the beginning...  
Looking at it, we asked ourselves three questions:

- Does fast food automatically mean an uncultured compromise?
- Does gastronomy built on quality ingredients always have to be expensive?
- And finally, is it necessary to employ serious tone every time we talk about quality food?

## OUR MISSION

Democratization of European gastronomy not too seriously.



**BAGETERIE  
BOULEVARD**

# HISTORY OF TABLOID

„The history of tabloid/boulevard press is linked to baguettes.“

The story of Bageterie Boulevard explains how the origin of tabloid is linked to baguettes.

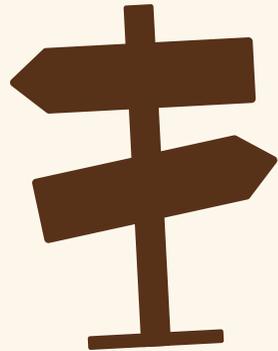
The word „boulevard“ or „bulvar“ in European languages refers to tabloid newspapers.

The story takes you back to the period of nazi occupation, when bakers Pierre and François (ex journalists from Paris) wrote the only uncensored source of information in the form of short stories manually printed on paper wraps for fresh bread.

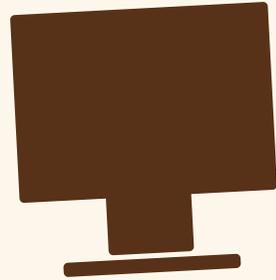


**BAGETERIE  
BOULEVARD**

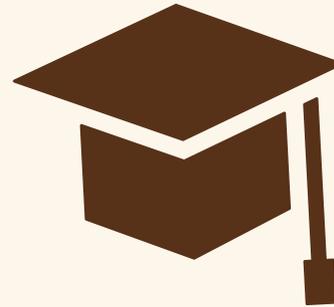
# COMPLETE ECOSYSTEM



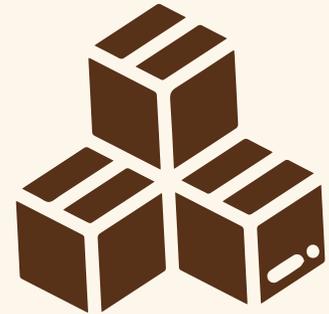
**NATIONAL AND  
LOCAL MARKETING**



**CASH REGISTER AND  
OPERATIONAL SOFTWARE**



**TRAINING CENTER AND  
ON-LINE TRAINING**



**CENTRAL SUPPLY**

**BAGETERIE  
BOULEVARD**



**BAGETERIE  
BOULEVARD**

# SHOP DESIGN AND PACKAGING

## Packaging covered with stories

The idea of newspaper headlines is transferred onto the product packaging, as well as becoming a part of the very interior of the restaurants themselves.

Tabloid press stories appear on:

- paper bags
- baguette and sandwich bags
- mugs and cups

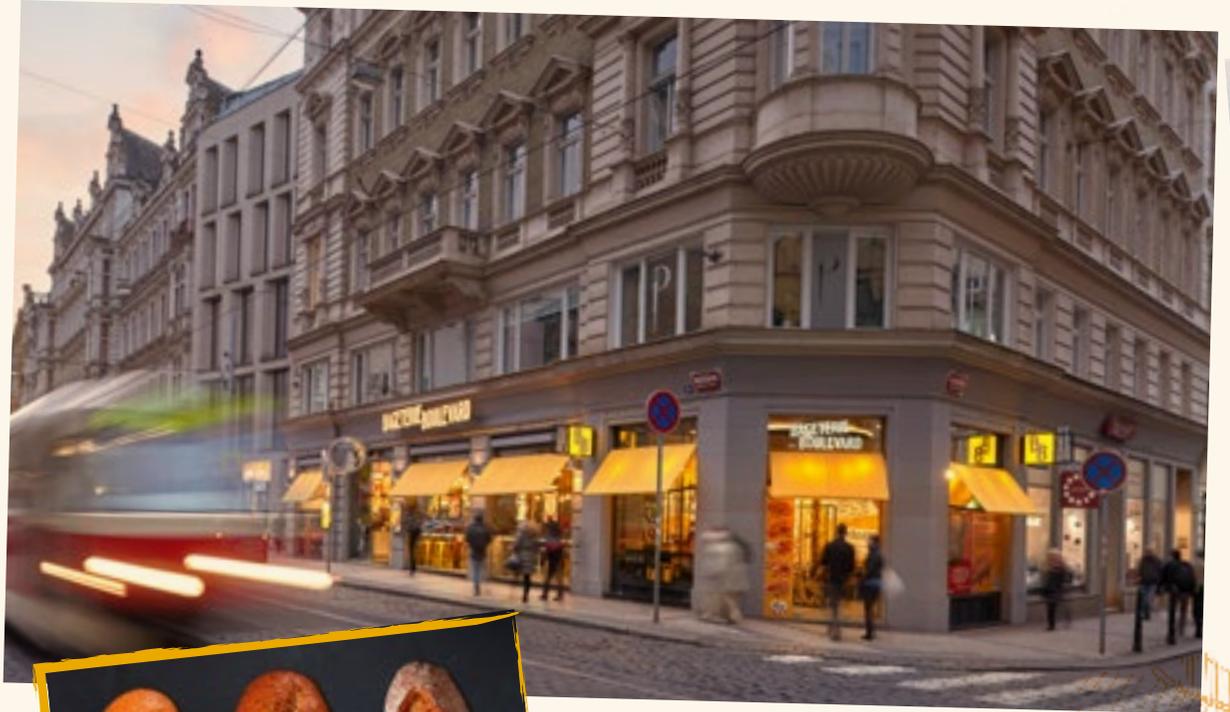


# ABOUT US

**Bageterie Boulevard is an exprès gourmet™ concept based on the archetype of a Parisian brasserie:**

**Today we are:**

- present in 3 european countries with over 60 stores
- operating 3 shop formats (high street, food court, drive)
- presenting both traditional and seasonal recipes covering all day fare



**BAGETERIE  
BOULEVARD**

# CUSTOMER & PRICE POSITIONING

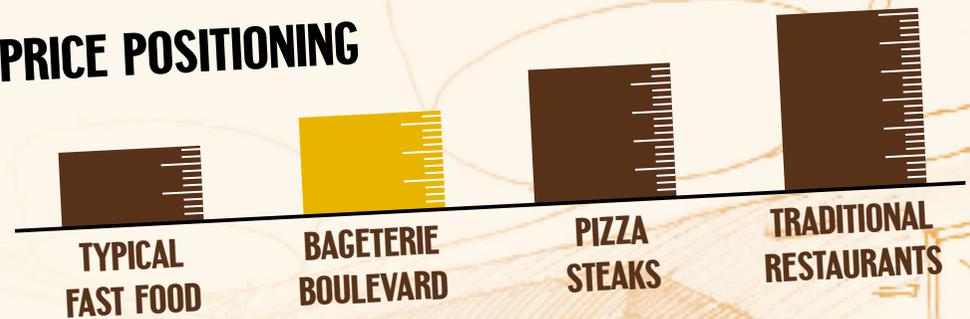


- WHITE COLLAR
- BIG CITIES
- 25-45
- MIDDLE AND HIGHER INCOME
- WOMEN: MEN 60:40

## TYPICAL SHOPPING MALL FOOD COURT



## PRICE POSITIONING



## COMPETITION



**BAGETERIE BOULEVARD**

# OUR CUSTOMER MIX



MODERN CUSTOMERS



HEALTHY AND LOW CALORIE-ORIENTED



VALUE-ORIENTED



KIDS AND TEENAGERS

BAGETERIE BOULEVARD

# DAYPARTS & NEED-STATES

**MORNING TO EVENING, MONDAY TO SUNDAY, SPRING TO WINTER**

Our goal is to meet our customers needs throughout the entire day.



**BREAKFAST**



**LUNCH**



**SNACKING**



**DINNER**



**BAGETERIE  
BOULEVARD**

# CORE PORTFOLIO

## Fresh and grilled baguettes in four types of bread.

The basic BB product is a French baguette filled with fresh and healthy ingredients. Their complexity varies from simple recipes (meat, fish or vegetarian) to sophisticated haute cuisine recipes drawing inspiration from the culinary tradition of world-renowned European gastronomy.

Main menu consists of 8 fixed recipes, 4 of which are grilled and 4 of which are fresh. Customers may choose from 3 kinds of freshly baked French bread + 1 gluten-free.



# SEASONAL MENU

The seasonal CHEF MENU™ has already become a legendary component of the BB concept.

- introduced 4 times a year
- prepared with a renowned European chef
- presenting regional ingredients characteristic for the local gastronomy
- marketed through both local and state-wide campaigns



Lars Sjöstrand  
DANIELA'S BY BAROCK



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BOULEVARD

# SEASONAL MENU

2019

SPRING



SUMMER



AUTUMN



WINTER



2020



2021



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# B&BALANCED

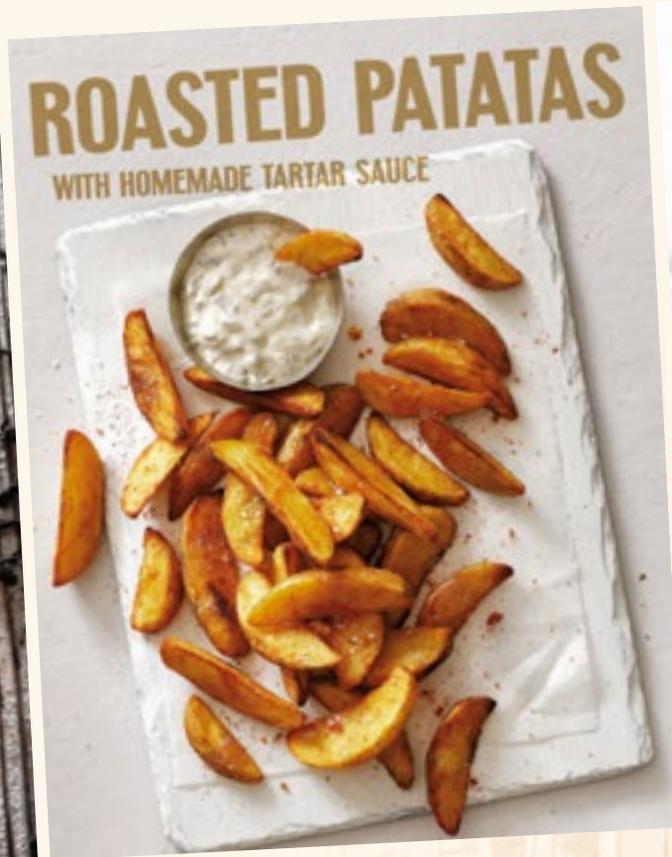
## FOR HEALTHY AND LOW CALORIE-ORIENTED CUSTOMERS

- healthy and fresh
- low calorie
- innovative bread offering



BAGETERIE  
BOULEVARD

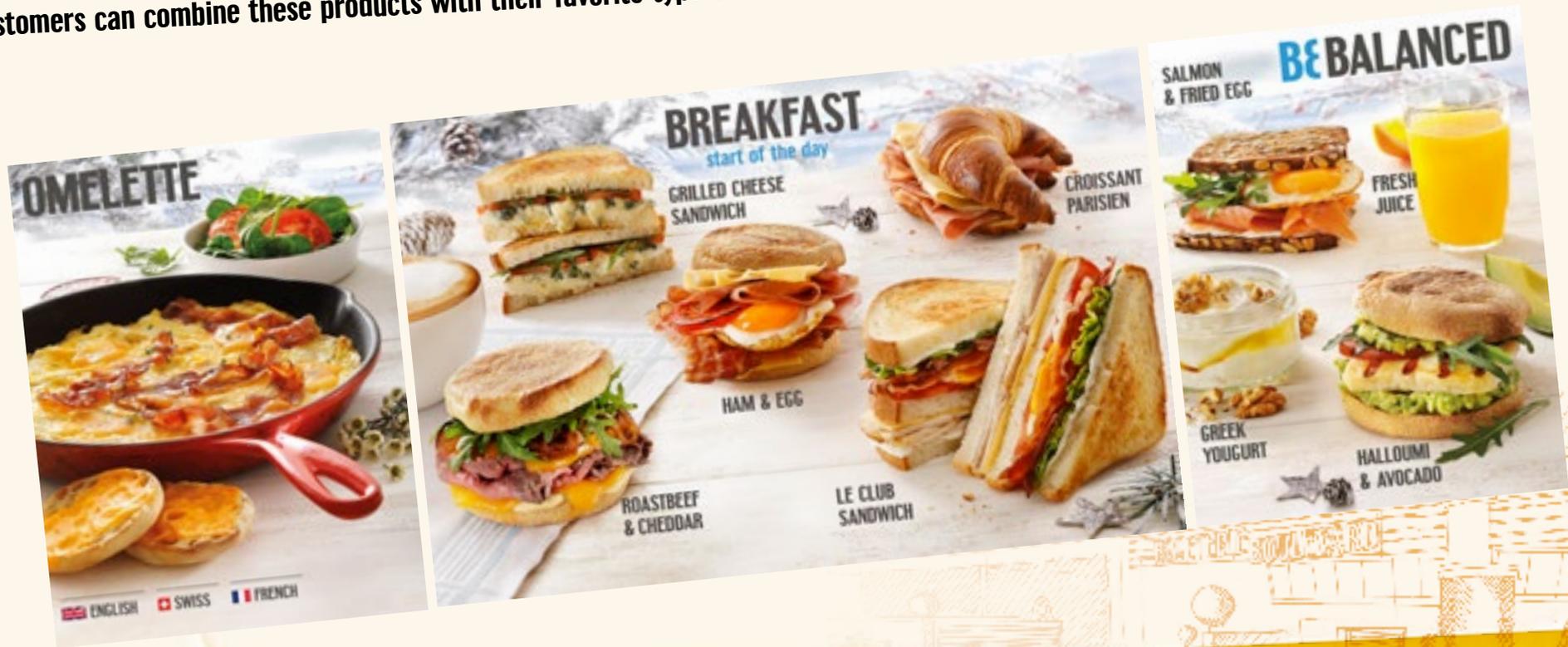
# ADDITIONAL SIGNATURE PRODUCTS



# A GOOD BREAKFAST KICKS OFF A SUCCESSFUL DAY

## Morning with Bageterie Boulevard

In the morning, Bageterie Boulevard offers a wide range of breakfast products. Customers can combine these products with their favorite type of coffee, tea or fresh juice.



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BOULEVARD**

# "LE FAST" SNACK

Affordable offering for kids and teenagers



**"le FAST SNACK"**

PARIS

SWEET CHILLI

PATATAS

YORK HAM

**€ 2,40**

WITH ICE TEA **€ 1,99**

**"le FAST SNACK"**

le Fast Snack +  
**SMALL PATATAS**  
or  
**SMALL ICE TEA**

**BAGETERIE BOULEVARD**

**ONLY € 2,80**

**BAGETERIE BOULEVARD**

# OFFICE CATERING

**BB BOX - ideal delivery solution for your office catering.**



[bbbox.cz/en](http://bbbox.cz/en)



# BAGUETTE BOXES

**Box4family™**  
is the ideal food  
sharing solution for  
your on-the-go occasions.

Choose one of our standard boxes  
or go for your personal favorite mix.



BOULEVARD

Amait

# CRÊPERIE INSIDE

Some locations offer a shop-in-shop creperie corner.



# OUR DRINKS

Our homemade black Ice Tea with lemon as one of top bestselling items is also huge profit maker.



Our coffee blend comes from a small family-owned coffee roastery near Naples.

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BOULEVARD**

# OUR RESTAURANT FORMATS

HIGH STREET  
FOOD COURT  
DRIVE  
EVENTS



**BAGETERIE  
BOULEVARD**

# HIGH STREET

- at frequented spots in cities, near public transport hubs
- usually corners of main streets
- large windows
- additional outdoor seating

ENERGY SUPPLIES	CONSUMPTION	NOTE
ELECTRICITY	73 kW	3x80 A
VENTILATION	10 kW	2500 m <sup>3</sup> (in/out)
COOLING	15 kW	-
WATER	1 m <sup>3</sup> /day	DN63
WASTE DRAINAGE	1 m <sup>3</sup> /day	DN200

Daily Foot Traffic in Number of People  
**over 10.000**

Space Required  
**100-300 m<sup>2</sup>**

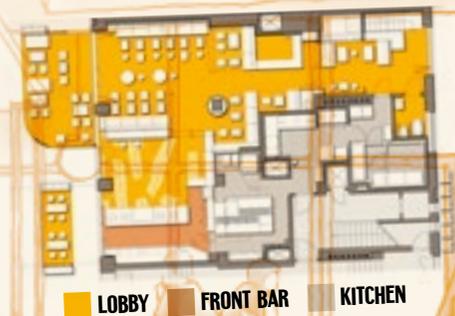
Estimated Investment  
**€ 200,000 to € 500,000**



EXTERIOR



INTERIOR



TYPICAL LAYOUT

**BAGETERIE  
BOULEVARD**

# HIGH STREET



**BAGETERIE  
BOULEVARD**

# FOOD COURT

- inside shopping malls - with or without a proprietary seating
- in foodcourt or corner facade
- sometimes with own lobby

ENERGY SUPPLIES	CONSUMPTION	NOTE
ELECTRICITY	73 kW	3x80 A
VENTILATION	10 kW	2500 m <sup>3</sup> (in/out)
COOLING	15 kW	-
WATER	1 m <sup>3</sup> /day	DN63
WASTE DRAINAGE	1 m <sup>3</sup> /day	DN200

Daily Foot Traffic in Number of People	Space Required
<b>15.000</b>	<b>30-100 m<sup>2</sup></b>
Estimated Investment	
<b>€ 130,000 to € 220,000</b>	



FOODCOURT



FOODCOURT WITH LOBBY



TYPICAL LAYOUT  
 ■ CUSTOMER AREA ■ KITCHEN ■ FRONTBAR

**BAGETERIE BOULEVARD**

# FOOD COURT



**BAGETERIE  
BOULEVARD**

# DRIVE

- situated primarily on main roads (motorways, highways, etc.)
- as well as adjoining shopping centers and retail parks
- the drive-thru is an integral component of this unit type
- occasionally connected with a shopping mall

ENERGY SUPPLIES	CONSUMPTION	NOTE
ELECTRICITY	136 kW	3x160 A
VENTILATION	10 kW	2500 m <sup>3</sup> (in/out)
COOLING	15 kW	-
WATER	4 m <sup>3</sup> /day	DN63
WASTE DRAINAGE	3 m <sup>3</sup> /day	DN200

Daily Traffic in Number of Cars	Space Required*
<b>15.000</b>	<b>1.000-2.000 m<sup>2</sup></b>
Estimated Investment	
<b>€ 500.000 to € 800.000</b>	

\* Building over 250 m<sup>2</sup> + land min. 750 m<sup>2</sup> without own parking.



EXTERIOR



INTERIOR



TYPICAL LAYOUT

**BAGETERIE  
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# DRIVE



**BAGETERIE  
BOULEVARD**

PŘÍPRAVA  
FRONTBAR

LOBBY  
40 MÍST

WC ZÁKAZNÍCI

# EVENTS AND SEASONAL RESORTS

We also operate Bageterie Boulevard as temporary restaurants during cultural festivals, sports events and trade fairs.

Our restaurants can also be placed seasonally at winter or summer resorts.



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# SIGNATURE DESIGN ELEMENTS



1. newspaper clippings wall
2. newspaper clippings floor
3. logo
4. baguette wall divider
5. self order kiosk



1. logo
2. two-sided panel with logo
3. awning
4. city light display
5. outdoor seating

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BOULEVARD**

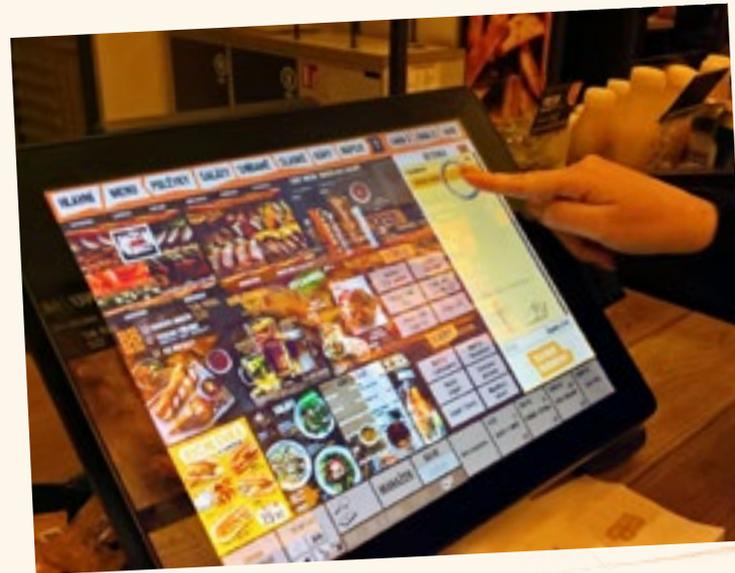
# PROPRIETARY CASH REGISTER SYSTEM

## BB SYSTEMS MAKE IT EASY

Our restaurants operate on our own system:

- cash register with customer display
- kitchen display
- customer order board
- drive system
- self-order kiosk

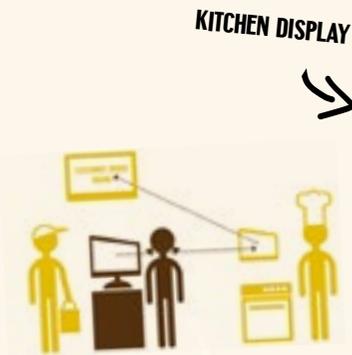
<https://youtu.be/vGZuR64NSI4>



CASH REGISTER SYSTEM



CUSTOMER ORDER BOARD



KITCHEN DISPLAY



SELF-SERVICE KIOSK



CUSTOMER DISPLAY

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# SELF-SERVICE KIOSK

## SIMPLE & USER FRIENDLY

distinctive design



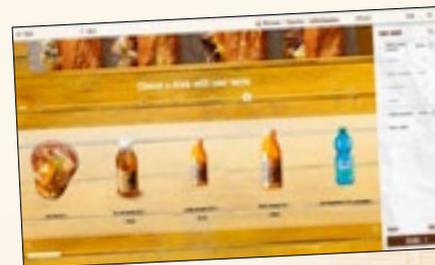
HOME SCREEN WITH PRODUCT CATEGORIES



NAVIGATION THROUGH PHOTOGRAPHIC SCENES



PRODUCT MENUBOARDS



BB MENU OFFER AND CUSTOMIZATION



INTUITIVE ORDER AND PAYMENT

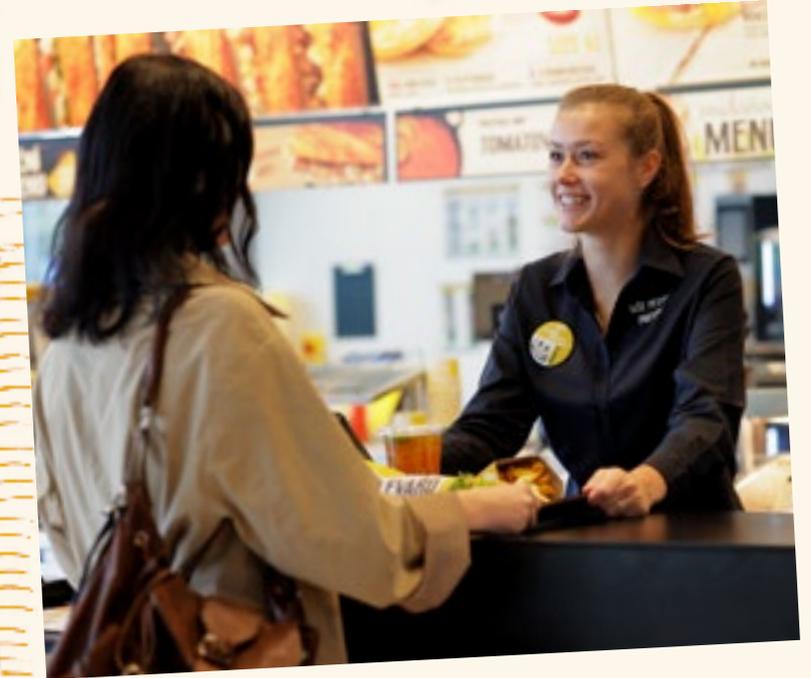
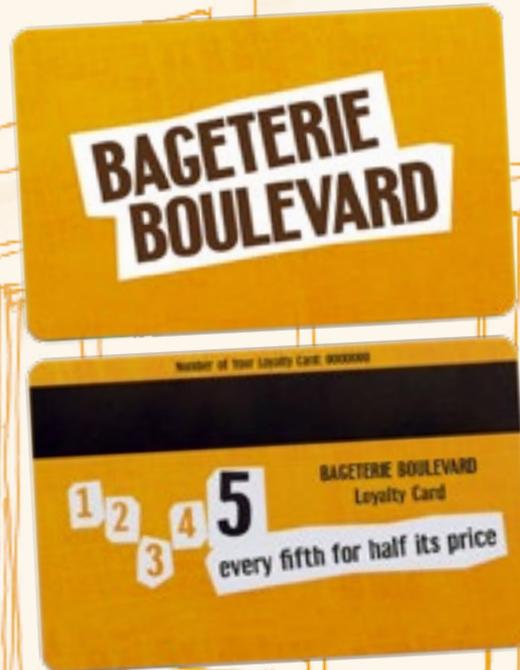


**BAGETERIE  
BOULEVARD**

# OUR LOYALTY SYSTEM

The rules are simple.

Buy baguettes and you will get every fifth for only half its price.



**BAGETERIE  
BOULEVARD**

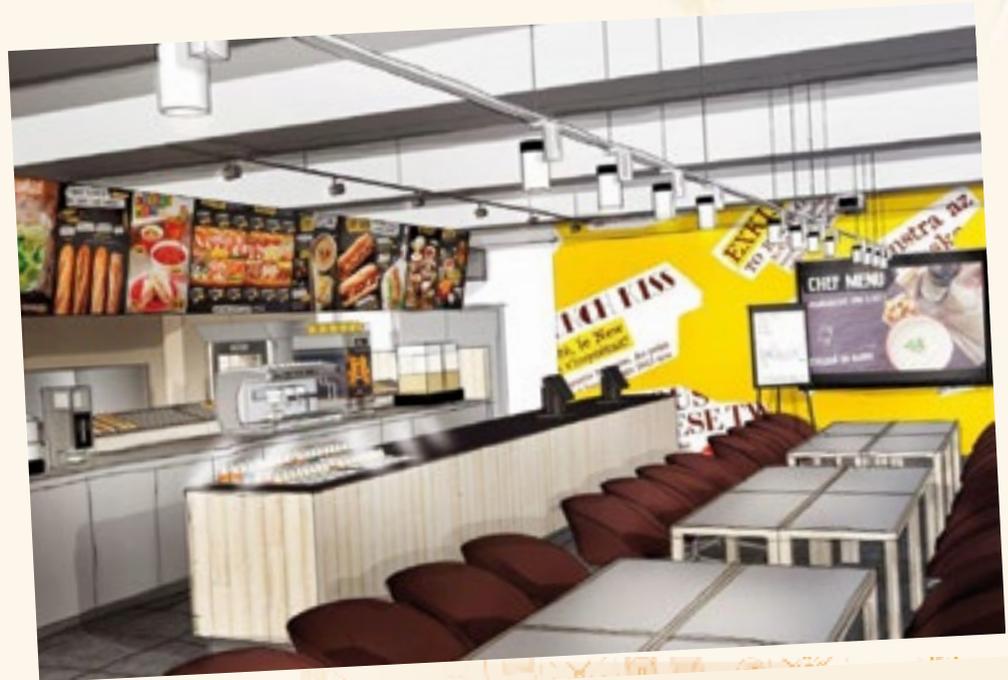
# E-TRAINING CENTER

**Offering easy to use online training system for all restaurant positions - from crew to management.**

**Training helps us maintain consistency in the quality of products and services provided by all BB restaurants.**

**Our training center specialists are available for on-line consultations as well as final certifications.**

**We also utilize e-learning on-site in our restaurants via dedicated iPads that interface with our proprietary training courses and certifications.**



**BAGETERIE  
BOULEVARD**

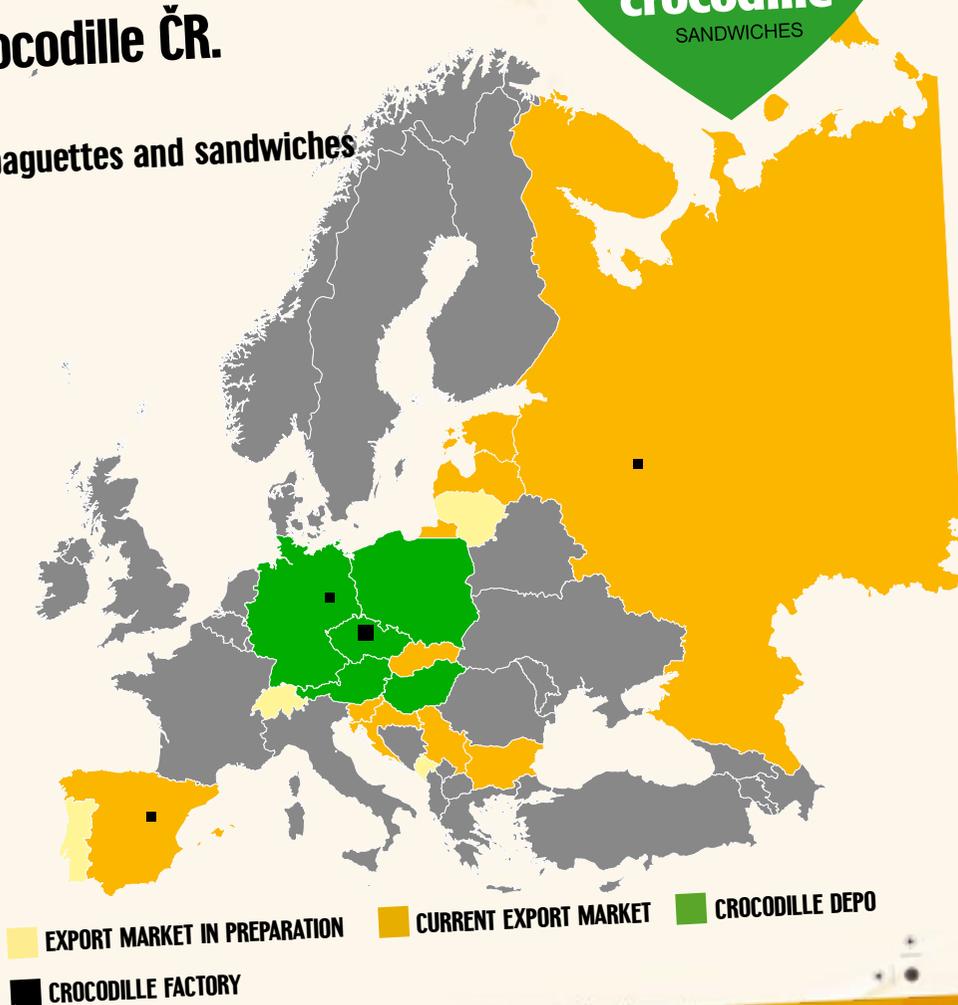
# OUR ROOTS

## BAGETERIE BOULEVARD is a concept of Crocodile ČR.



Petr Cichoň  
founder of the  
company

- Crocodile ČR is a major European producer of packaged baguettes and sandwiches
- over 30 years of experience
- exclusive owner
- operating in more than 20 countries
- over 30 millions baguettes and sandwiches per year
- strong logistics, central warehouses and factories
- over 1400 employees



**BAGETERIE  
BOULEVARD**

# OUR FRANCHISING

**Most of our restaurants are operated by single or multi unit franchisees.**

**We believe in three fundamental franchising principles:**

- 1/ We treat your investments as if they were our own.**
- 2/ We have a transparent purchasing policy and incentivise our franchise partners to participate in the sourcing process.**
- 3/ We charge the franchise fee only when the unit is profitable.**

More at [bageterie.com/franchise](http://bageterie.com/franchise)

## Master-franchising

**We seek opportunities for establishing national licenses, master franchise agreements, or joint ventures worldwide.**



**BAGETERIE  
BOULEVARD**

**FOR MORE  
INFORMATION  
CONTACT US AT**

**BAGETERIE  
BOULEVARD**

[franchising@bageterie.com](mailto:franchising@bageterie.com)

[bageterie.com/downloads](http://bageterie.com/downloads)



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