

BAGUETTES BY CHEFS

**BAGETERIE
BOULEVARD**

BAGUETTES BY CHEFS



EUROPEAN EXPRÈS GOURMET™

**BAGETERIE
BOULEVARD**

SUMMARY

BRAND

Our mission

"The chef is always right"

BB 2023

PRODUCT & CUSTOMER POSITIONING

Customer & price positioning

Our customer mix

Dayparts & need-states

PRODUCTS

Core portfolio

Seasonal menu

Annual MasterChef™ menu

"Le fast" snack

A good breakfast kicks off a successful day

BeBalanced

Creperie café

5

6

7

9

10

11

13

14

16

17

18

19

20

Coffee and seasonal drinks

Baguette boxes for sharing

Corporate delivery

21

22

23

OUR RESTAURANTS

High street

Food court

Drive

Shopping mall drive

Signature design elements

25

27

29

31

32

OUR SYSTEMS

BB = Complete ecosystem

Complete proprietary software

Self-service kiosk

App & loyalty card

E-training

Supply chain

Our franchising

34

35

36

37

38

39

40

**BAGETERIE
BOULEVARD**

BRAND



**BAGETERIE
BOULEVARD**

OUR MISSION

DEMOCRATISATION OF EUROPEAN CUISINE (NOT TOO SERIOUSLY).

WHERE WE BEGAN:

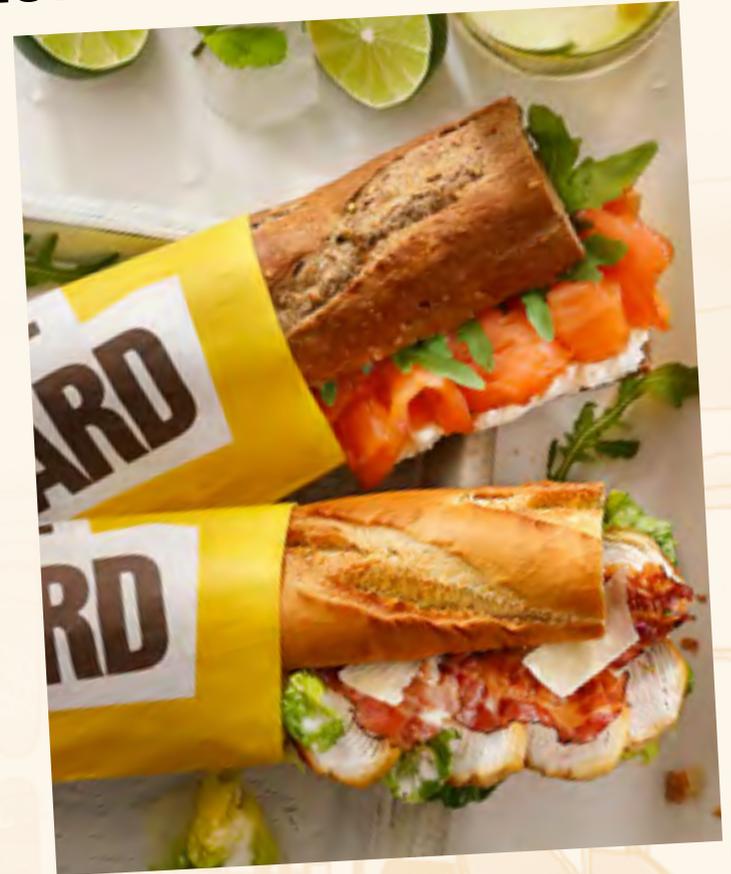
There was a fresh, crunchy baguette at the beginning...

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?

How about discovering the many treasures of European gastronomy with the speed of a fast food? We have done exactly that.

GET YOUR HANDS ON EUROPEAN CUISINE!



**BAGETERIE
BOULEVARD**

"THE CHEF IS ALWAYS RIGHT"

COVERED WITH CHEF'S STORIES

Short quotes from European chefs about the well-known as well as less well-known peculiarities of their regional gastronomy and local eating habits. These are featured on our restaurant walls as well as on most of the product packaging.

Bageterie Boulevard presents an "EXPRÈS GOURMET" fast casual concept based on the archetype of a Parisian brasserie.



**BAGETERIE
BOULEVARD**

BB 2023

- present in Central Europe 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**

PRODUCT & PRICE POSITIONING



**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



TYPICAL FAST FOOD

BAGETERIE BOULEVARD

PIZZA STEAKS

TRADITIONAL RESTAURANTS

COMPETITION



BAGETERIE BOULEVARD

OUR CUSTOMER MIX



MODERN CUSTOMERS



KIDS AND TEENAGERS



VALUE-ORIENTED



HEALTHY AND LOW CALORIE-ORIENTED
LARGE RESTAURANT
FORMER ONLY

**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**

PRODUCTS



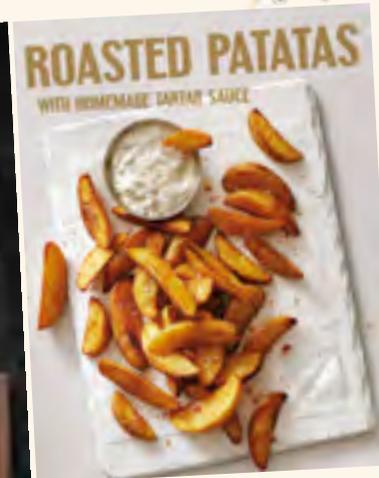
**BAGETERIE
BOULEVARD**

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.

The main menu consists of 8 staple 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.



**BAGETERIE
BOULEVARD**

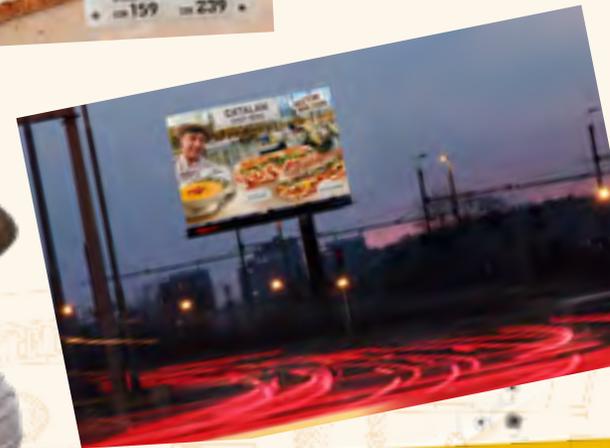
SEASONAL MENU

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

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



Jesus Comino
Chef of La Bodega



**BAGETERIE
BOULEVARD**

SEASONAL MENU

TRAVELLING ACROSS
TASTY EUROPE.

[CHEFMENU PRESENTATION.pdf](#)



**BAGETERIE
BOULEVARD**

ANNUAL MASTERCHEF™ MENU

BLOCKBUSTER CAMPAIGN WITH MASTERCHEF™ TV CONTEST.

TV contestants prepare their baguettes according to the brief; the winning one is on sale in all Bageterie Boulevard stores the very next day after being shown on TV.



**BAGETERIE
BOULEVARD**

"LE FAST" SNACK

Affordable offering for kids and teenagers



"le FAST SNACK"

PARIS

PATATAS

SWEET CHILLI

YORK HAM

€ 2,40

WITH ICE TEA € 1,99

"le FAST SNACK"

le Fast Snack +
SMALL PATATAS
or
SMALL ICE TEA

BAGETERIE BOULEVARD

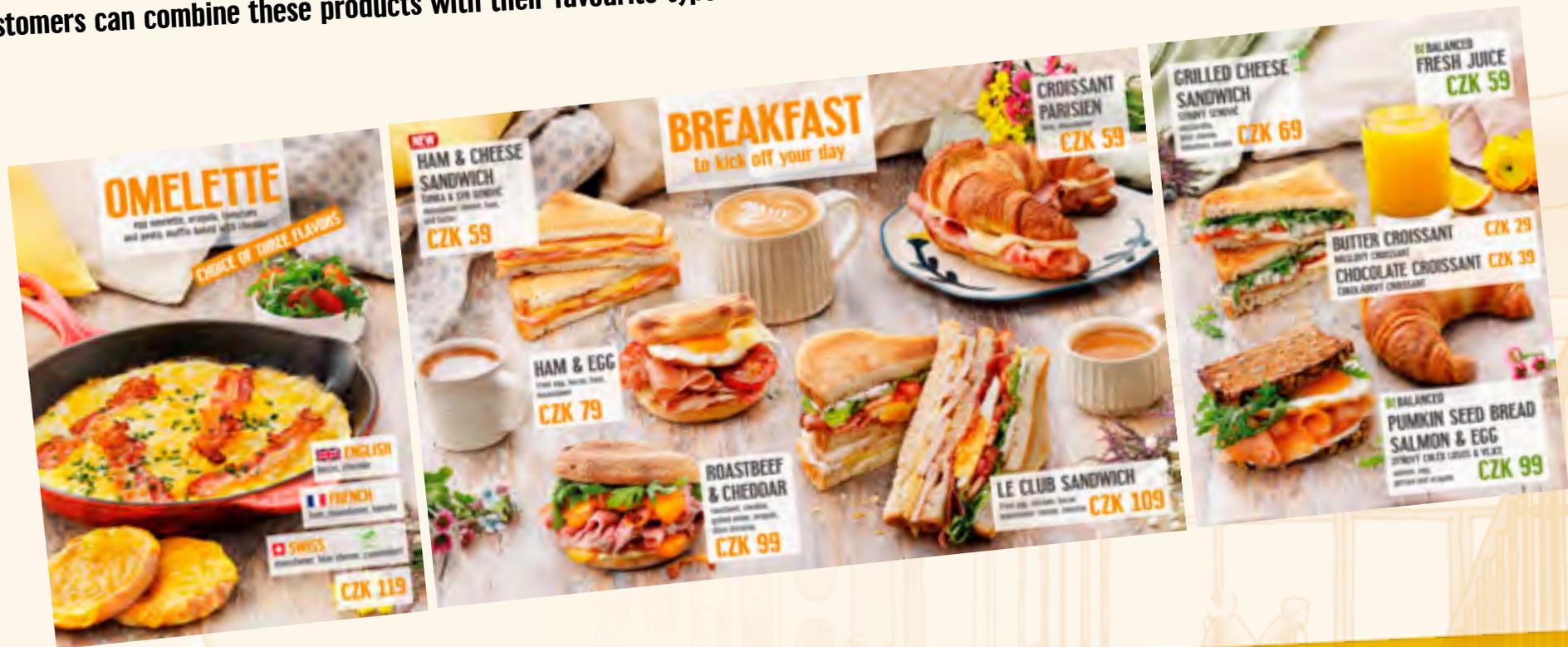
ONLY € 2,80

BAGETERIE BOULEVARD

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 favourite type of coffee, tea or fresh juice.



**BAGETERIE
BOULEVARD**

B&BALANCED

FOR HEALTHY AND LOW CALORIE-ORIENTED CUSTOMERS

- healthy and fresh
- low-calorie
- innovative bread offering



BAGETERIE
BOULEVARD

CRÊPERIE CAFÉ

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



COFFEE AND SEASONAL DRINKS

Our homemade black Ice Tea with lemon, as one of the top best-selling items, is also a huge profit maker.



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

BAGUETTE BOXES FOR SHARING

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

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



**BAGETERIE
BOULEVARD**

CORPORATE DELIVERY

**BB BOX - ideal B2B
delivery solution for
your office catering.**



bbbox.cz/en



OUR RESTAURANTS

HIGH STREET
FOOD COURT
DRIVE



**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 ³ (in/out)
COOLING	15 kW	-
WATER	1 m ³ /day	DN63
WASTE DRAINAGE	1 m ³ /day	DN200

Daily Foot Traffic in Number of People
over 10.000

Space Required
100-300 m²

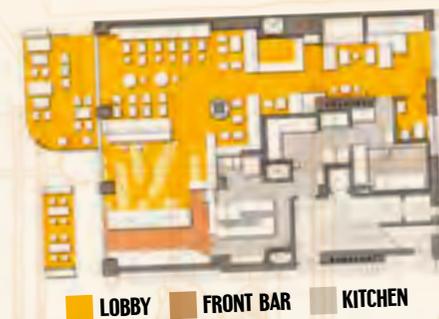
Estimated Investment
€ 200,000 to € 500,000



EXTERIOR



INTERIOR



TYPICAL LAYOUT

**BAGETERIE
BOULEVARD**

HIGH STREET



**BAGETERIE
BOULEVARD**

FOOD COURT

- inside shopping malls - with or without proprietary seating
- in a food court or on a corner façade
- sometimes with its own lobby

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

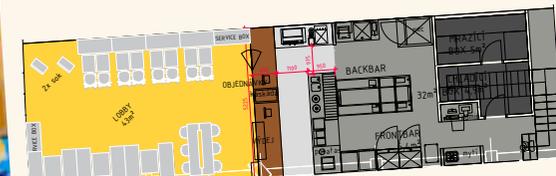
Daily Foot Traffic in Number of People	Space Required
15.000	30-100 m²
Estimated Investment	
€ 130,000 to € 220,000	



FOODCOURT



FOOD COURT WITH LOBBY



TYPICAL LAYOUT

**BAGETERIE
BOULEVARD**

FOOD COURT



**BAGETERIE
BOULEVARD**

DRIVE

- situated primarily on main roads (motorways, highways, etc.)
- as well as adjoining shopping centres and retail parks
- a drive-through 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 ³ (in/out)
COOLING	15 kW	-
WATER	4 m ³ /day	DN63
WASTE DRAINAGE	3 m ³ /day	DN200

Daily Traffic in Number of Cars	Space Required*
15.000	1.000-2.000 m²
Estimated Investment	
€ 500.000 to € 800.000	

* Building over 250 m² + land min. 750 m² without own parking.



EXTERIOR



INTERIOR



TYPICAL LAYOUT

**BAGETERIE
BOULEVARD**

DRIVE



**BAGETERIE
BOULEVARD**

SHOPPING MALL DRIVE

- adjoining shopping centres and retail parks
- connected with a shopping mall

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

Daily Traffic in Number of Cars	Space Required*
15.000	1.000-2.000 m²
Estimated Investment	
€ 500.000 to € 800.000	

* Building over 250 m² + land min. 750 m² without own parking.



EXTERIOR



INTERIOR



TYPICAL LAYOUT

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

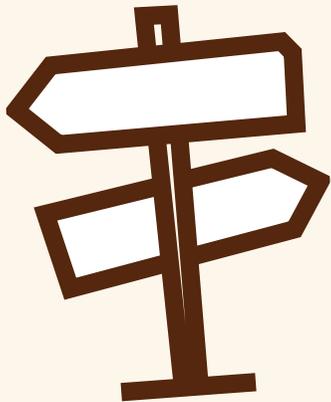
**BAGETERIE
BOULEVARD**

OUR SYSTEMS

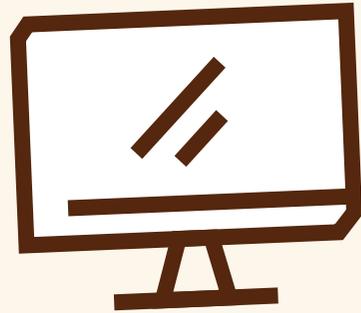


**BAGETERIE
BOULEVARD**

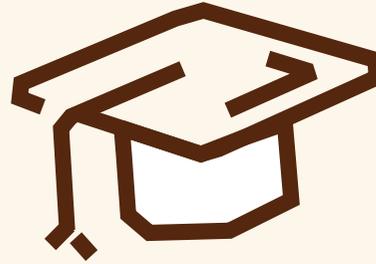
BB = COMPLETE ECOSYSTEM



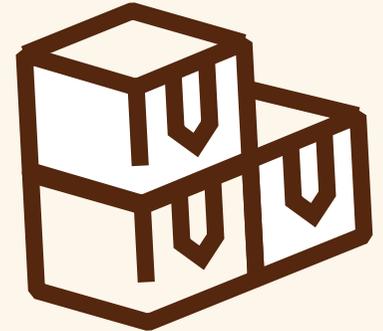
**NATIONAL AND
LOCAL MARKETING**



**CASH REGISTER AND
OPERATIONAL SOFTWARE**



**TRAINING CENTRE AND
ONLINE TRAINING**



CENTRAL SUPPLY

**BAGETERIE
BOULEVARD**

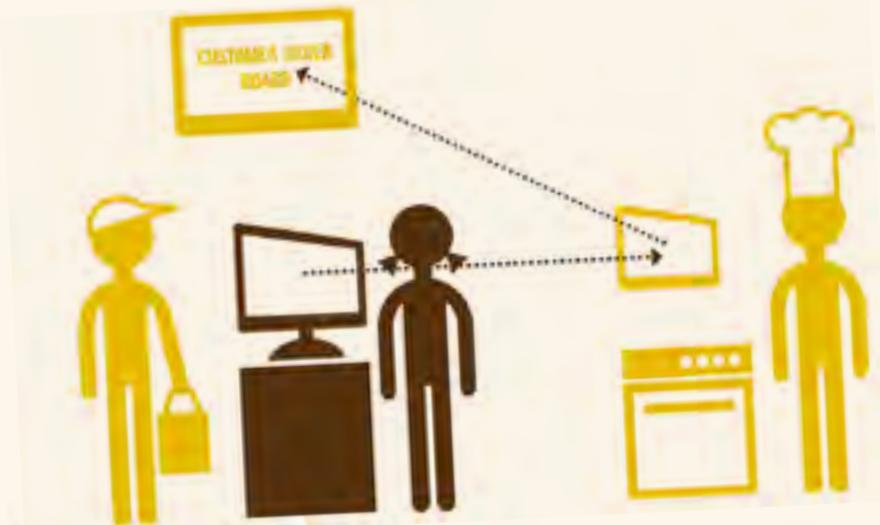
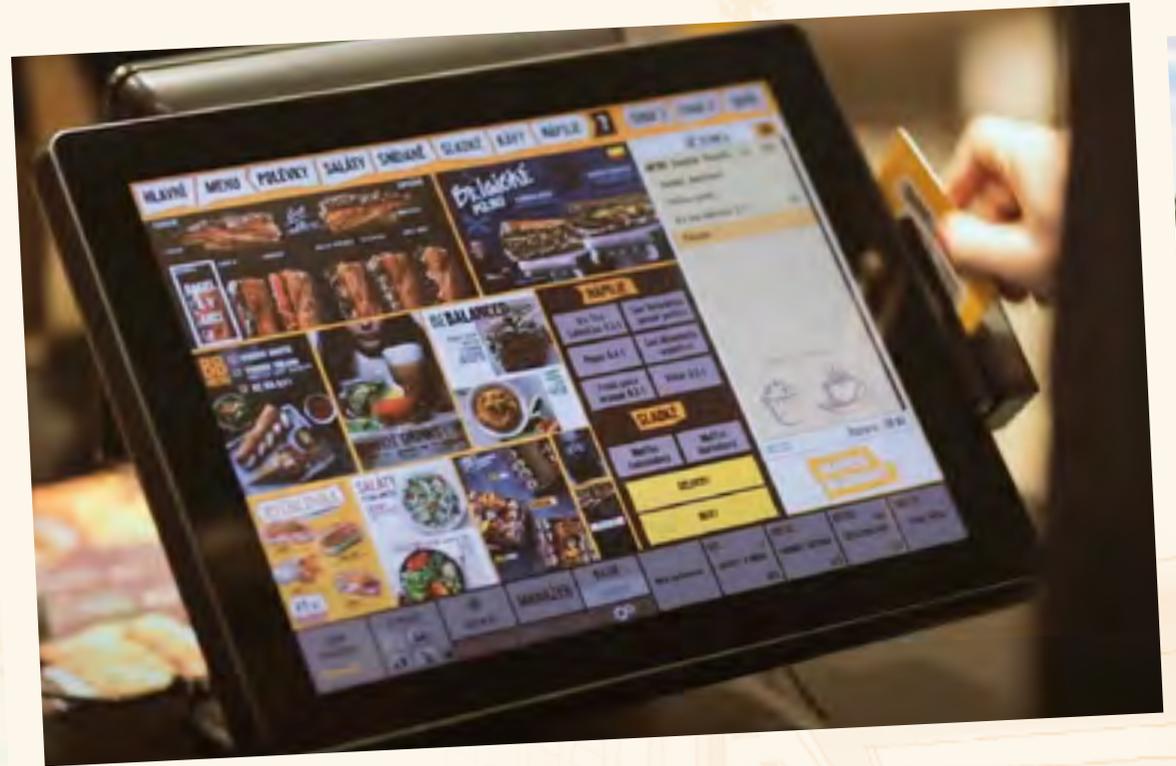
**BAGETERIE
BOULEVARD**

COMPLETE PROPRIETARY SOFTWARE

BB SYSTEMS MAKE IT EASY

Our restaurants operate on our own advanced system:

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



<https://www.youtube.com/watch?v=17Uxh673zmM>

**BAGETERIE
BOULEVARD**

SELF-SERVICE KIOSK

SIMPLE & USER-FRIENDLY

distinctive design



 HOME SCREEN WITH PRODUCT CATEGORIES

Demo video [here](#)



**BAGETERIE
BOULEVARD**

APP & LOYALTY CARD

For pickup and delivery of online orders.



The loyalty principle is simple.

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



BAGETERIE BOULEVARD

E-TRAINING

WE PROVIDE A USER-FRIENDLY E-TRAINING SYSTEM FOR ALL RESTAURANT POSITIONS - FROM CREW TO MANAGEMENT.

For us training is for us key to maintaining consistency in the quality of the products and services provided by all BB restaurants. Our training centre specialists are available for online consultations as well as final in-person certifications.

Our e-learning platform is also accessible on-site through dedicated iPads, integrating with our proprietary training courses and certifications."



**BAGETERIE
BOULEVARD**

SUPPLY CHAIN

BAGETERIE BOULEVARD is a part of the Crocodile Company Group - a major European producer of packed food.

- industrial bakery
- industrial kitchen
- central purchasing
- daily delivery to restaurants



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

Master-franchising

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



**BAGETERIE
BOULEVARD**

**FOR MORE
INFORMATION
CONTACT US AT**

