

BAGUETTES BY CHEFS.



EUROPEAN CUISINE WITH THE SPEED OF A FAST FOOD

**BAGETERIE
BOULEVARD**

OUR STORY

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

The story of Bageterie Boulevard explains how the tabloid/boulevard press came into existence.

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

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

Do you know the history of Boulevard?

Rumor has that the history of tabloid dates back to Nazi occupation. At that time, it was forbidden to print newspapers in Paris and newspaper publishers were ordered to close their offices. This resulted in most journalists losing their jobs. They had to find a new job, which was also the case of Pierre Miette and François Beurre. The two journalists who had been working for the JOURNAL D'HIER

newspaper got recruited by a baker whose shop was located just a few steps from their closed editorial office. Among people, the baker's was long known as Boulagerie Boulevard because it was situated on the corner two main streets. Miette and François soon noticed that customers were gossiping while in queue for fresh bread – they were talking about what had happened in the street. And that's when they got an idea! Can there be a better material to print newspaper articles than paper bags into which fresh bread is wrapped? And so during the day they were selling bakery and during the night they were writing and printing stories that

their customers had recounted earlier that day. They built a very simple printing machine consisting of a bowl for ink and of single words which they created from old cookie cutters. They had only a very limited number of words; still it was enough to write short gossips and anecdotes. People started to like their simple way of writing, and baguette wrapping suddenly became the only uncensored source of information for local citizens. When the war ended, Pierre and François founded their own newspaper brand. On January 1, 1946 the first issue of their one-page newspaper was published. Portraying local gossips and scandals and being done in an unusual format with oversized headlines and restricted vocabulary, it was unique at that time. It has since been considered the first representative of its newspaper genre. And it is not by accident that that genre got the same name as the baker's where it had all begun... That's how the first tabloid, boulevard, saw the light of the day.



Pierre Miette and François Beurre leaving redaction and founding Boulangerie de Boulevard.

**BAGETERIE
BOULEVARD**

DESIGN AND PACKAGING

Packaging covered with stories.

Today, we still continue to write such stories to satirically comment on recent social and political events.

Tabloid press stories appear on:

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



**BAGETERIE
BOULEVARD**

ABOUT US

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

- traditional European cuisine in baguettes
- prepare on demand
- in four countries, over 40 stores
- offers various types of restaurants
- we don't fry
- offer throughout the day
- 10 fixed recipes, traditional and gourmet flavors
- urban lifestyle



**BAGETERIE
BOULEVARD**

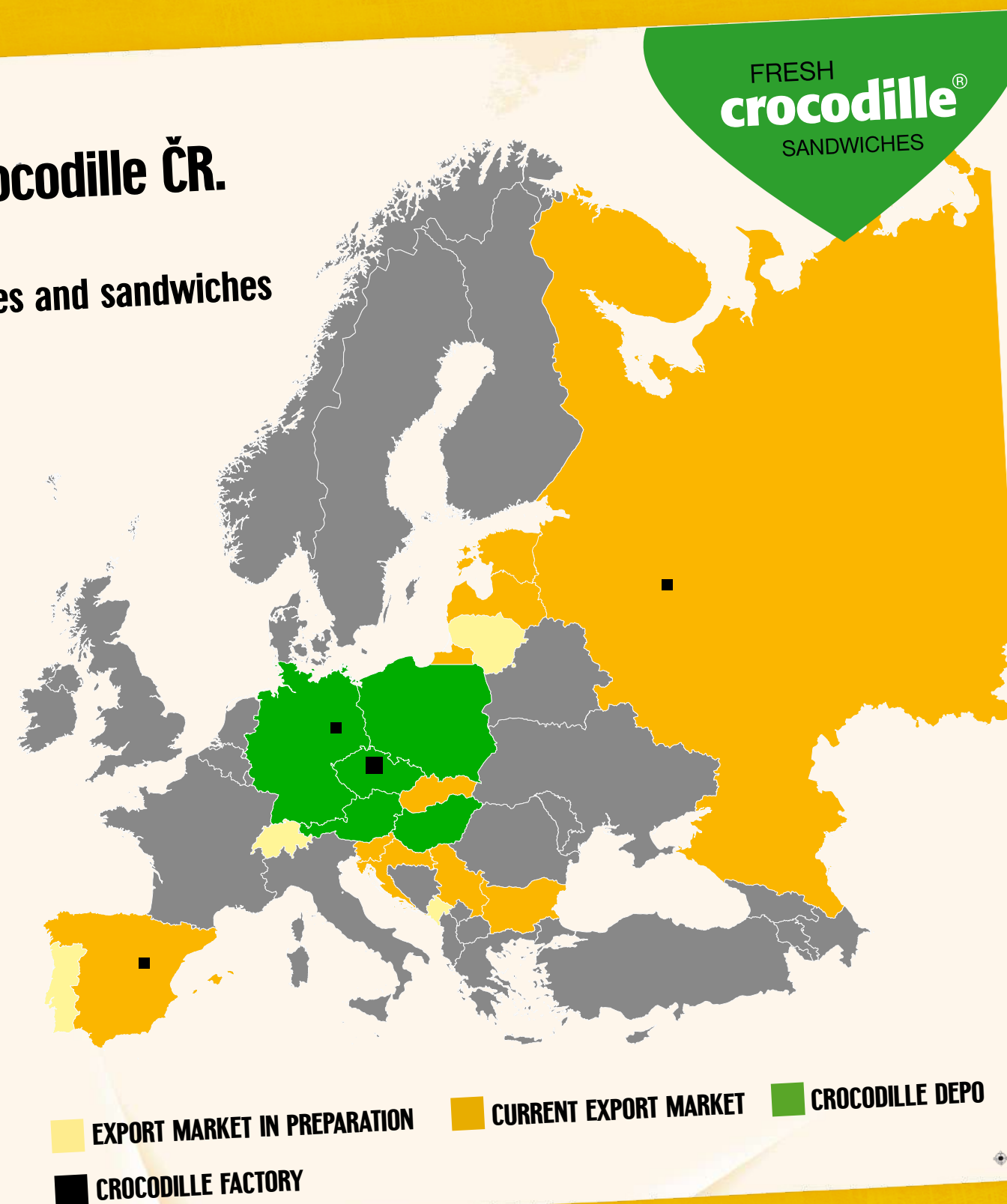
OUR ROOTS

BAGETERIE BOULEVARD is a concept of Crocodile ČR.



Petr Cichoň
owner of the company

- Crocodile ČR is a major producer of packaged baguettes and sandwiches
- 27 years of experience
- one 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**

CONCEPT POSITIONING

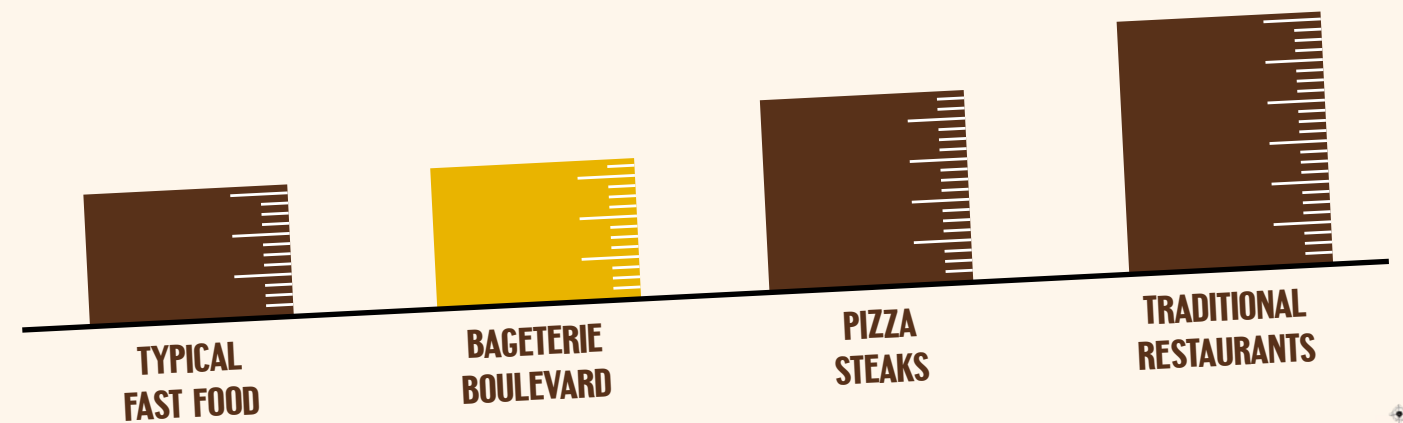


- White Collars • Big Cities •
- 25-45 • Middle and higher class •
- Middle and higher income •
- Women:Men 60:40 •

TYPICAL SHOPPING MALL FOOD COURT



PRICE LEVELS



**BAGETERIE
BOULEVARD**

OUR PORTFOLIO

TARGET MIX

TARGET MIX We strive to satisfy all our main target groups.



MODERN CUSTOMERS



HEALTHY AND LOW CALORIE-ORIENTED



VALUE-ORIENTED



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**

A GOOD BREAKFAST KICKS OFF A SUCCESSFUL DAY

Enjoy your morning in 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. Coffee served in porcelain mugs, original BB music and the daily newspaper are typical components of our breakfast menu.



**BAGETERIE
BOULEVARD**

BASIC PORTFOLIO

Fresh and Grilled Baguettes/ 3 + 1 kinds of bread

The basic BB product is a French baguette filled with various ingredients, all of which are fresh and healthy. These may be quite simple (meat, fish or vegetarian), but there are also very sophisticated haute cuisine recipes drawing inspiration from the culinary tradition of world-renowned European gastronomy.

The main menu consists of 10 fixed recipes, 5 of which are grilled and 5 of which come fresh. Customers may choose from 3 kinds of freshly baked French Bread plus 1 gluten-free, yet cannot modify the fillings to order.



**BAGETERIE
BOULEVARD**

SEASONAL MENUS

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

- Gourmet experience in a baguette
- four times a year, each season from a different region
- prepared by renowned chefs
- 2 CHEF MENU fillings, 2 for FIT CALORIES and 1 soup
- seasonal and local ingredients
- extensive marketing promotion



Radek Hasman
EXECUTIVE CHEF
LA COLLEZIONE



**BAGETERIE
BOULEVARD**

SEASONAL MENU 2013-2017

Florent Courriol
French Michelin Chef
Winter 2013-2014



Jan Beneš
U Štěpána - Executive Chef
Spring 2014



Patrick Raingeard
Hotel Cap Estel - Executive Chef
Winter 2014



Georges Rognard
Dvůr Hoffmeister - Executive Chef
Autumn 2014



Radek David
Babiččina zahrada - Executive Chef
Spring 2015



Andrea Crippa
Chef of Cooking School Laboratorio
Summer 2015



Markéta Pavleje
Foodblog Kitchenette, Autumn 2015

Lubo Mikuš
Restaurateur
of Atelier Red & Wine
Winter 2015



AUSTRIA-HUNGARY

**BAGETERIE
BOULEVARD**

SEASONAL MENU 2013-2017

SELECTED CHEF MENU™ 2016

Kamila Rundusová
KAMU
Spring 2016



ASIAN FUSION

Miroslav Kalina
Kalina Restaurant
Autumn 2016



ALSACE

Ioannis Asarlidis
Chef & Owner of Kavala Restaurant
Summer 2016



GREECE



TRENTINO

Martin Kortus
Cooking School Laboratorio
Winter 2016



Radek Hasman
Executive Chef
La Collezione
Spring 2017



MARCHE

Riccardo Lucque
Chef and restaurateur
Aromi, La Finestra
Summer 2017



TUSCANY

Marek Raditsch
Executive Chef
Kampa Group
Autumn 2017



SCANDINAVIA



Jan Punčochář
Winter 2017

CZECH

**BAGETERIE
BOULEVARD**

SEASONAL MENU 2018

Matteo De Carli
Spring 2018



PUGLIA



Patrik Bečvář
Summer 2018



SAINT-TROPEZ



Vojtěch Kalášek
Autumn 2018



GREAT BRITAIN



FIT CALORIES

FOR HEALTHY AND LOW CALORIE-ORIENTED CUSTOMERS

- Healthy and fresh
- low calorie
- special bread



BAGETERIE
BOULEVARD

LE FAST SNACK

The Affordable Option from Our Menu

These full-flavor products complement our portfolio by offering a smaller meal, ideal as a midday snack.

They are primarily targeted at younger customers and available at a very attractive price, though no compromise is made regarding either their quality or taste.



**BAGETERIE
BOULEVARD**

OUR COMBO

BB COMBO

At Bageterie Boulevard, the customer is offered a complete meal option. Characteristic complements to our menu are soups of the day or roasted potato wedges with Tartar sauce.



CHOOSE YOUR BAGUETTE



CHOOSE YOUR SIDE DISH



ICE TEA 0,4 l



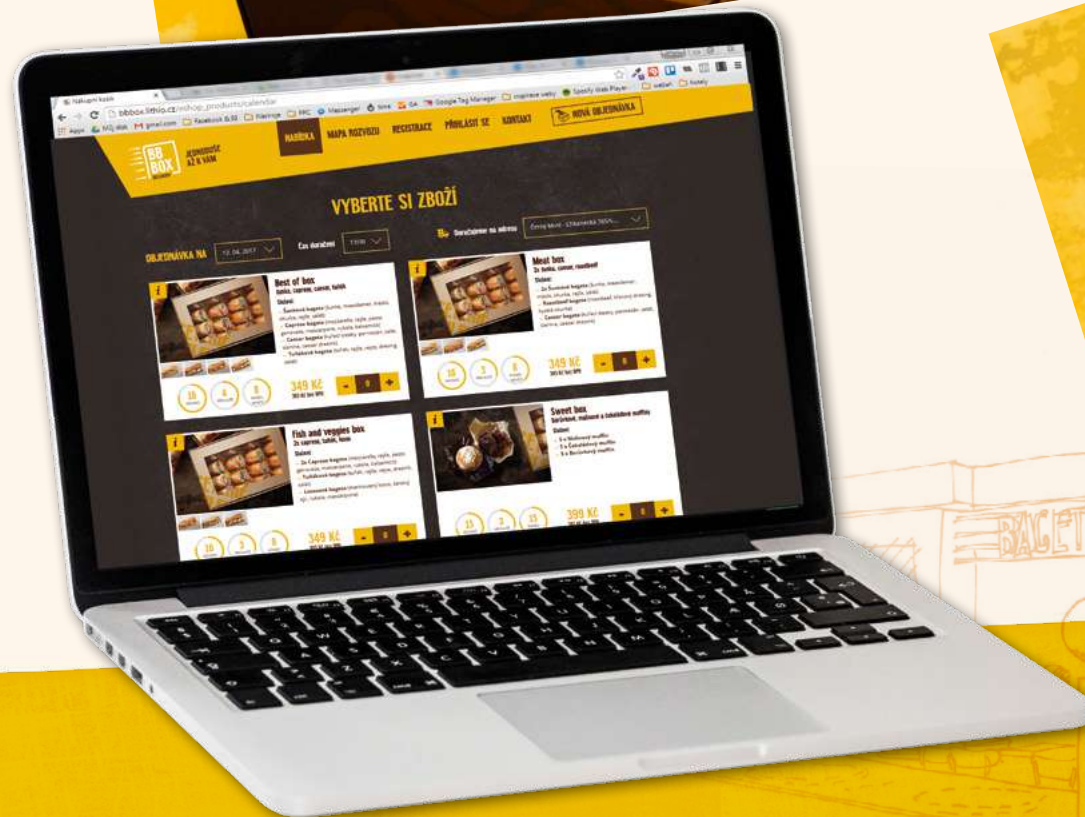
TRY OUR MENU DEAL
WITH ICE TEA AND PATATAS (OR SALAD/SOUP) AND YOU'LL SAVE 34 CZK

**BAGETERIE
BOULEVARD**

OFFICE CATERING

The **BB BOX** delivery solution is targeted at businesses and office centers.

- 4 types: with baguettes and with sweets
- we also deliver drinks
- fast delivery service
- intuitive online order system
- for meetings, offices etc.



BOX 4 FAMILY

Family box is the ideal food-sharing solution for your roadtrip or picnic.

- Every box contains baguette 8 pieces - 4 different kinds in white bread and 2x patatas with tartar sauce.
- Select restaurants offer the possibility of assembling your own BB Box from baguettes of your own choosing.



CRÊPERIE INSIDE

Shop in shop solution

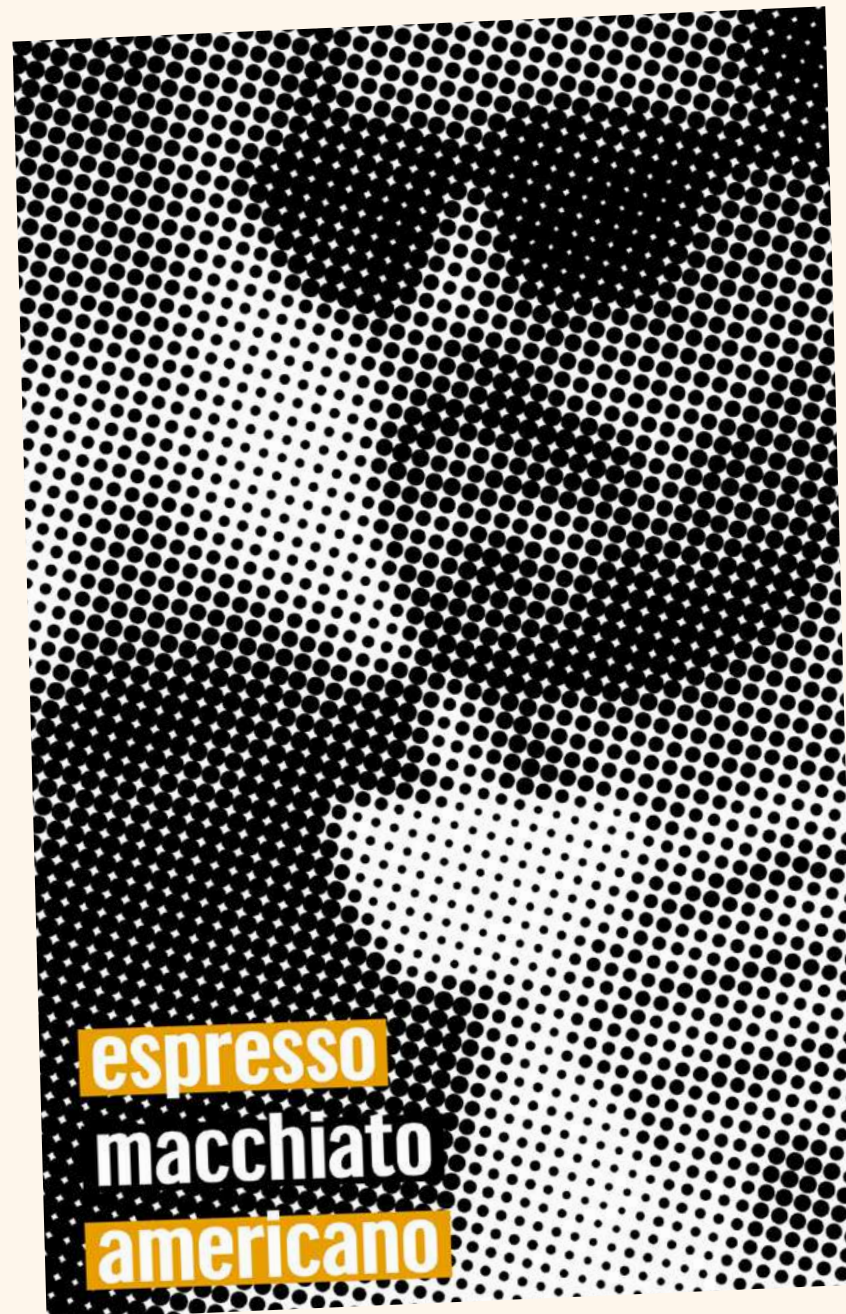
- 2 basic fillings
- 1 seasonal option
- Only in select BB restaurants
- Can be a part of the main BB front bar or stand-alone



OUR COFFEE STORY

High quality coffee is an essential part of the BB concept.

- Special coffee blend from Naples
- family business with tradition
- La Cimbali machine



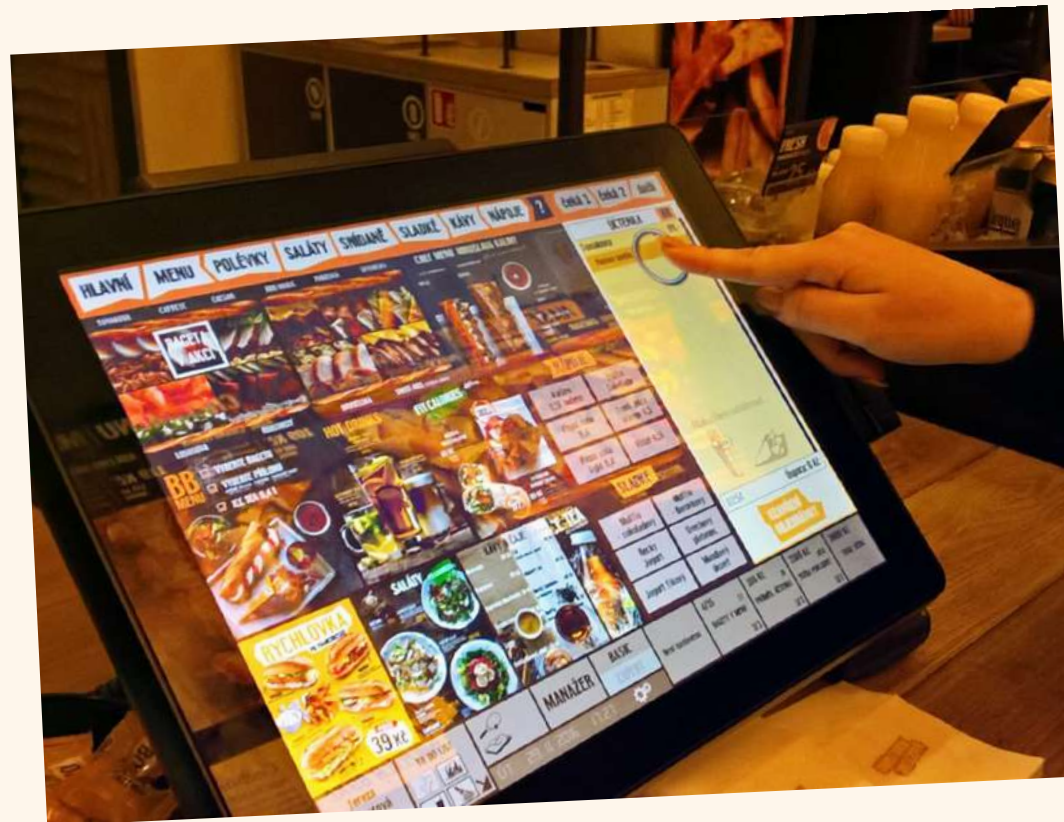
**BAGETERIE
BOULEVARD**

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



CASH REGISTER SYSTEM



KITCHEN DISPLAY



BAGETERIE
BOULEVARD

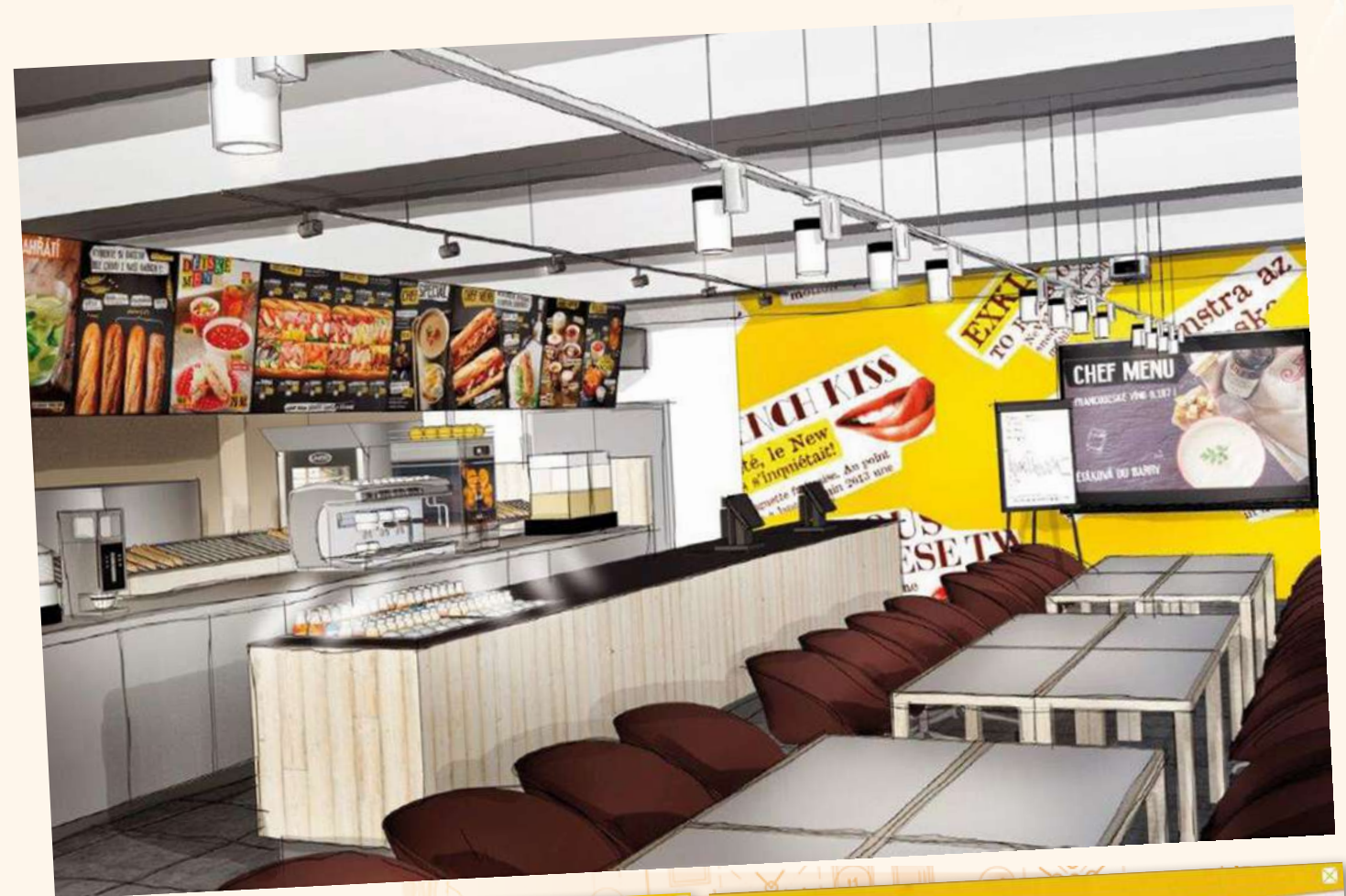
TRAINING CENTER

We have developed an easily transferable system for training the entire Bageterie Boulevard structure.

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

We have built our own proprietary training center, including a functional model of a BB restaurant for training employees.

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



**BAGETERIE
BOULEVARD**

FRANCHISING

Most of our restaurants are operated by individual franchisees. Come grow with us!

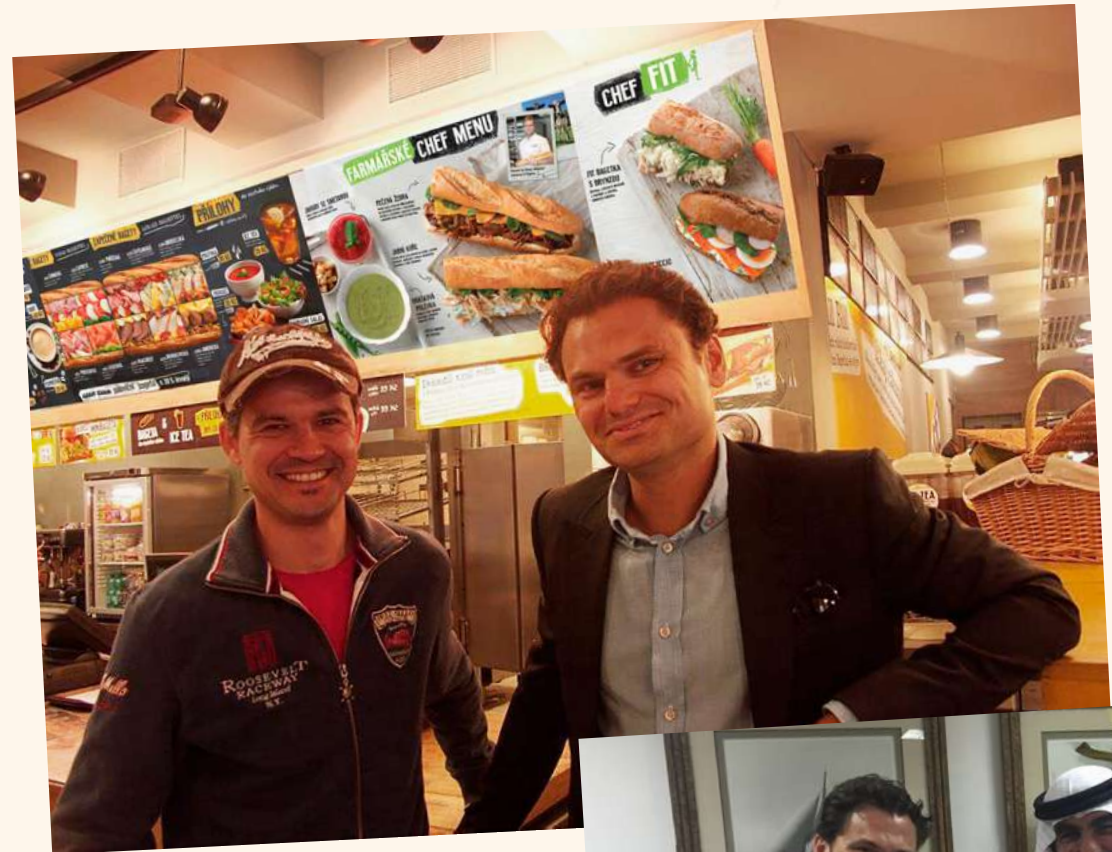
Three fundamental rules we follow:

- 1/ We treat your money as if it were our investment.**
- 2/ Transparent purchase pricing.**
- 3/ If you are not making a profit, you don't pay the franchising fee.**

More at www.bb.com/fransiza

Master-franchising

To expand to other European and non-European markets, we seek opportunities for establishing national licenses, master franchise agreements, or to develop joint ventures.

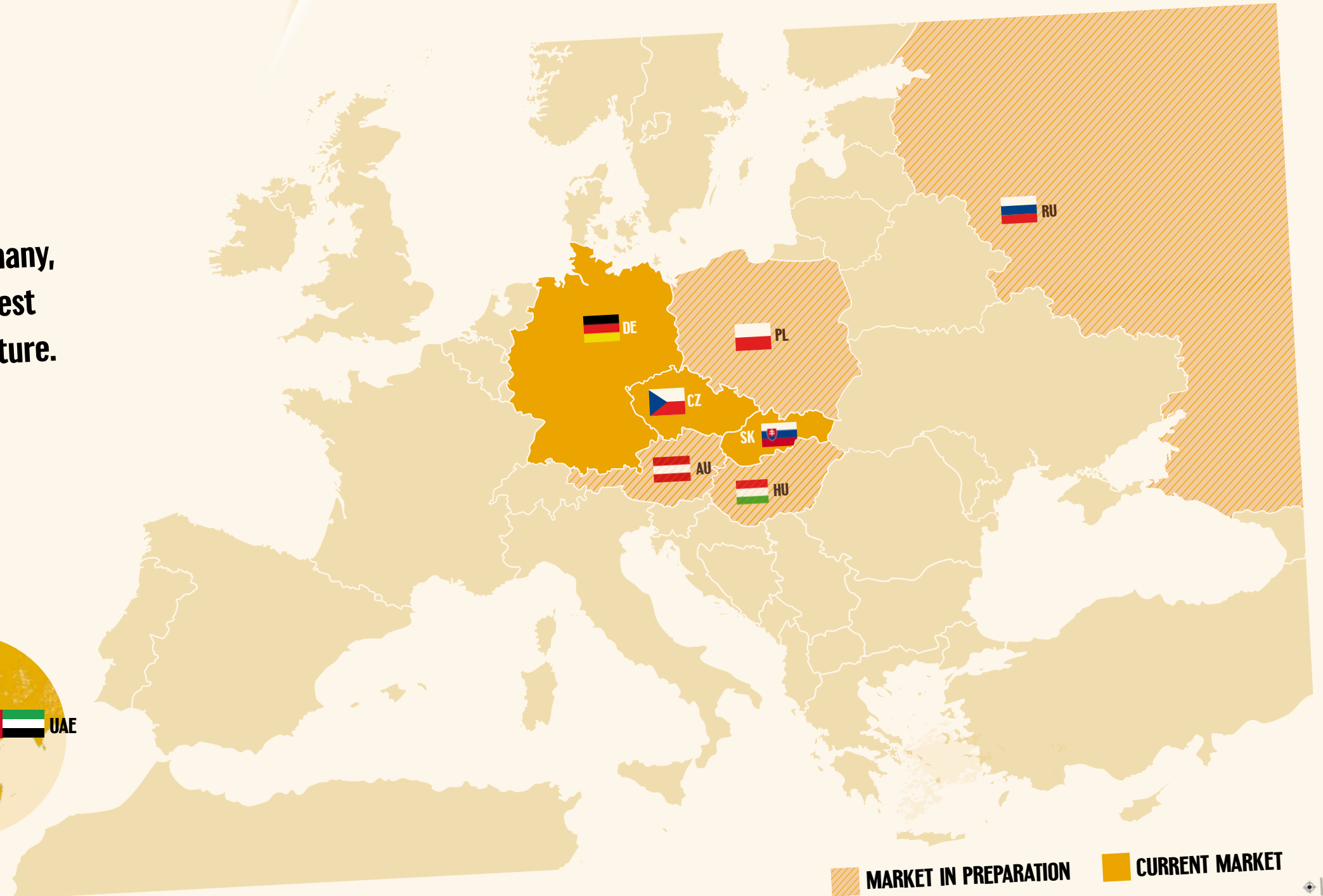
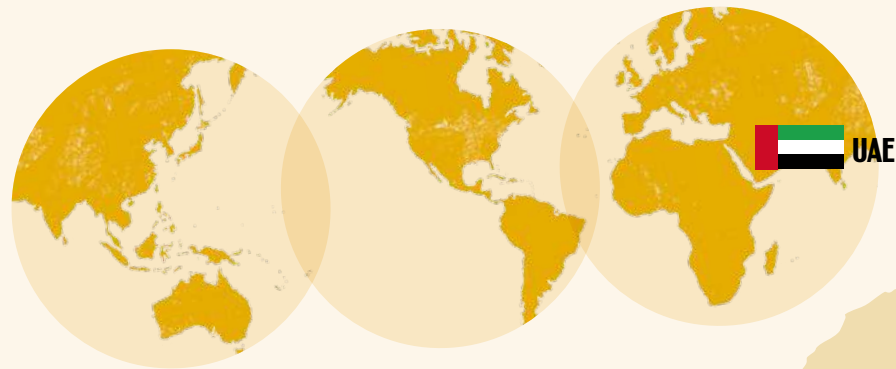


**BAGETERIE
BOULEVARD**

EUROPEAN EXPANSION 2019-2020

Our Plans to Enter New Markets

Our current priority markets are Germany, Austria and Hungary, where we can best utilize our existing logistic infrastructure.



BAGUETTES THE FRENCH WAY.



**BAGETERIE
BOULEVARD**

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Shorter version of this
presentation available on
bageterie.com/download

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