

EUROPEAN CUISINE IN A BAGUETTE



EXPRESS GOURMET™
UK MASTER FRANCHISE OPPORTUNITY



**BAGETERIE
BOULEVARD**

BORN IN PRAGUE

WE ARE A FAMILY-OWNED BUSINESS BASED IN PRAGUE, WITH A STRONG Foothold IN THE FOOD AND BEVERAGE INDUSTRY.

Owned and led for 30 years by Mr Petr Cichon, we have truly made our mark in F&B, QSR and hospitality.

- 60+ restaurants in central Europe (80% franchised)
- Flexible store formats: high street, food court, drive-through and travel
- A concept of modern French-inspired QSR restaurants with a stylish atmosphere.



SUMMARY

BRAND

Our purpose

European "Express ourmet"

PRODUCT & CUSTOMER POSITIONING

Customer & price positioning

Our customer mix

Dayparts & need-states

PORTFOLIO

Core portfolio

Seasonal menu

"Le fast" snack

A good breakfast kicks off a successful day

BeBalanced

Creperie café

Coffee and seasonal drinks

Baguette boxes for sharing

Corporate delivery

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RESTAURANT FORMATS

High street

Food court

Airport

Drive-through

Shopping mall drive

Signature design elements

"The chef is always right"

Annual MasterChef™ menu

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OUR SYSTEMS

BB = Complete ecosystem

Complete proprietary software

Self-service kiosk

App & loyalty card

E-training & certifications

Supply chain

Franchising

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BRAND



**BAGETERIE
BOULEVARD**

OUR PURPOSE

DEMOCRATISING EUROPEAN CUISINE (WITH A GRAIN OF HUMOUR).

OUR CHALLENGE THROUGH 3 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:

To take people on a gastronomic tour across European regional cuisines.



**BAGETERIE
BOULEVARD**

EUROPEAN EXPRESS GOURMET™

**PREPARED ON DEMAND
WITH AUTHENTIC INGREDIENTS. FAST.**

- present in Central Europe with over 60 stores



**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

UK DIRECT COMPETITION

SUBWAY



M&S
- FOOD -



BAGETERIE BOULEVARD

OUR CUSTOMER MIX



MODERN CUSTOMERS



KIDS AND TEENAGERS



VALUE-ORIENTED



HEALTHY AND LOW CALORIE-ORIENTED
LARGE RESTAURANT
FORMAT ONLY

**BAGETERIE
BOULEVARD**

DAYPARTS & NEED-STATES

MORNING TO EVENING, MONDAY TO SUNDAY, SPRING TO WINTER

Our goal is to meet our customer's needs throughout the entire day.



BREAKFAST



LUNCH



SNACKING



DINNER



**BAGETERIE
BOULEVARD**

PORTFOLIO



**BAGETERIE
BOULEVARD**

CORE OFFERING

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 grilled and 4 cold. Customers may choose from 3 kinds of freshly-baked French bread + 1 gluten-free.



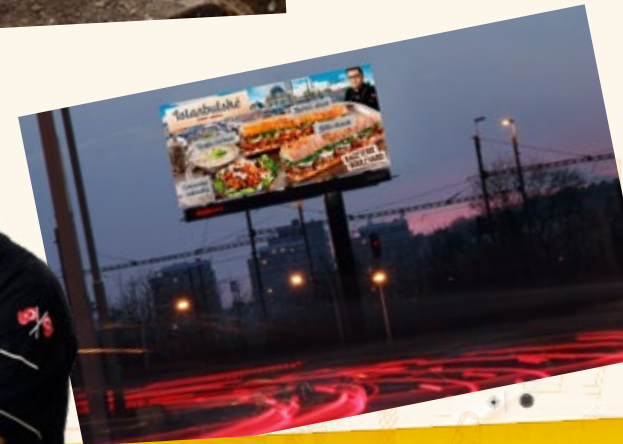
SEASONAL MENU

Our seasonal CHEF MENU™ has 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 cuisine
- marketed through both local and national campaigns



Kemal Deniz
Şef Kemal



**BAGETERIE
BOULEVARD**

FORMER SEASONAL MENUS

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
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„le FAST SNACK“

Affordable offering for kids and teenagers



**BAGETERIE
BOULEVARD**

A GOOD BREAKFAST KICKS OFF A SUCCESSFUL DAY

Mornings 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.

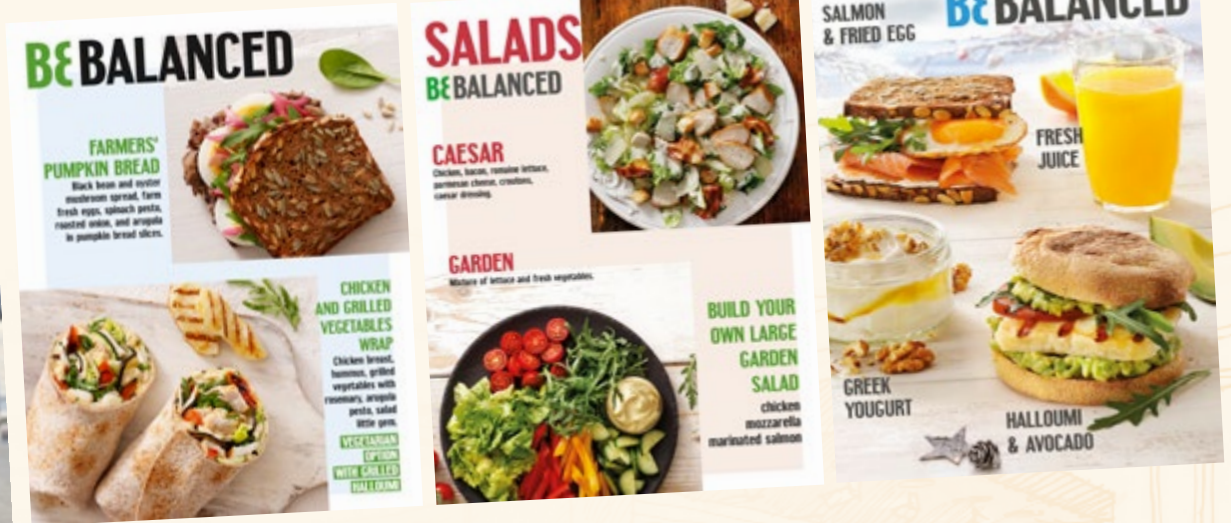


**BAGETERIE
BOULEVARD**

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 crêperie corner.



DRINKS

Our homemade black lemon Ice Tea, is one of the top selling items, and a huge profit maker.



Seasonal drinks are launched twice a year.



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

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



RESTAURANT FORMAT

HIGH STREET
FOOD COURT
DRIVE-THROUGH
AIRPORT



**BAGETERIE
BOULEVARD**

HIGH STREET

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

| ENERGY SUPPLIES | CONSUMPTION | NOTE |
|-----------------|-----------------------|------------------------------|
| ELECTRICITY | 100 kW | 3x80 A |
| VENTILATION | 10 kW | 3500 m ³ (in/out) |
| COOLING | 15 kW | - |
| WATER | 2 m ³ /day | DN63 |
| WASTE DRAINAGE | 2 m ³ /day | DN200 |

Street daily passenger traffic
over 10.000

Estimated Investment
£ 200,000 to £ 500,000

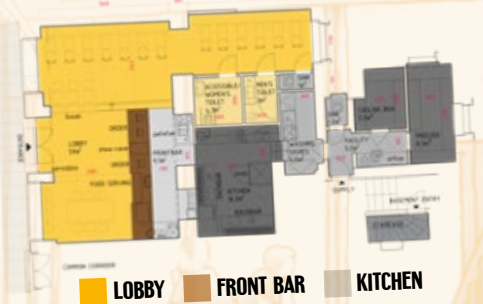
Space Required
100-300 m²



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 of an aisle
- sometimes with its own lobby

| ENERGY SUPPLIES | CONSUMPTION | NOTE |
|-----------------|-----------------------|------------------------------|
| ELECTRICITY | 100 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 |

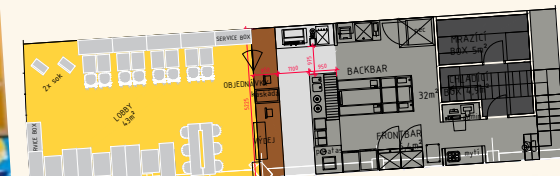
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|--------------------------------|-----------------------------|
| Street daily passenger traffic | Space Required |
| 15.000 | 30-100 m² |
| Estimated Investment | |
| £ 130,000 to £ 220,000 | |



FOODCOURT



FOOD COURT WITH PROPRIETARY LOBBY



TYPICAL LAYOUT

BAGETERIE BOULEVARD

FOOD COURT



BAGETERIE BOULEVARD

AIRPORT

- inside airport - with or without proprietary seating

| ENERGY SUPPLIES | CONSUMPTION | NOTE |
|-----------------|-----------------------|------------------------------|
| ELECTRICITY | 100 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 |

Street daily passenger traffic

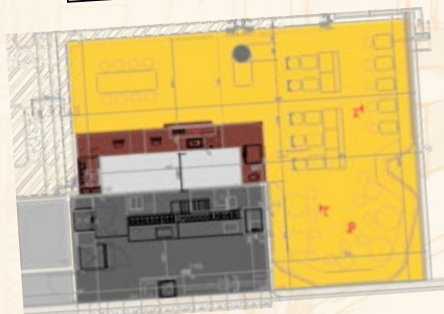
15.000

Space Required

30-100 m²

Estimated Investment

£ 130,000 to £ 220,000



LAYOUT



INTERIOR



AIRPORT



**BAGETERIE
BOULEVARD**

STAND-ALONE DRIVE-THROUGH

- situated primarily on main roads (motorways, highways, etc.)
- a drive-through is an integral component of this format

| ENERGY SUPPLIES | CONSUMPTION | NOTE |
|-----------------|-----------------------|------------------------------|
| ELECTRICITY | 136 kW | 3x125 A |
| VENTILATION | 10 kW | 5500 m ³ (in/out) |
| COOLING | 15 kW | - |
| WATER | 3 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 | |
| £ 800.000 to £ 1 200.000 | |

* Building over 250 m² + land min. 750 m²



EXTERIOR



INTERIOR



TYPICAL LAYOUT

**BAGETERIE
BOULEVARD**

STAND-ALONE DRIVE-THROUGH



**BAGETERIE
BOULEVARD**

SHOPPING MALL DRIVE-THROUGH

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

| 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 | 400-600 m² |
| Estimated Investment | |
| £ 400.000 to £ 500.000 | |

* Building over 250 m² + land min. 750 m²



EXTERIOR



INTERIOR



TYPICAL LAYOUT

SIGNATURE DESIGN ELEMENTS



1. Chef's quotes on the wall
2. Chef's quotes on the floor
3. logo
4. self-order kiosk



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

**BAGETERIE
BOULEVARD**

CLIPPINGS

AS PART OF OUR DESIGN

PREPARED SERIOUSLY BY EUROPEAN CHEFS,
COMMUNICATED WITH A GRAIN OF HUMOUR.

"THE CHEF IS ALWAYS RIGHT"

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.



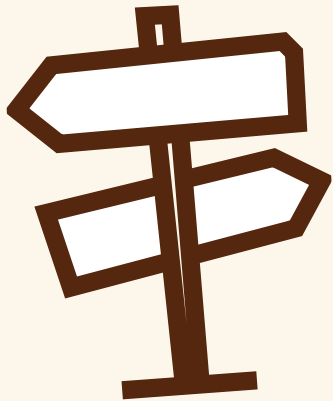
**BAGETERIE
BOULEVARD**

OUR SYSTEMS

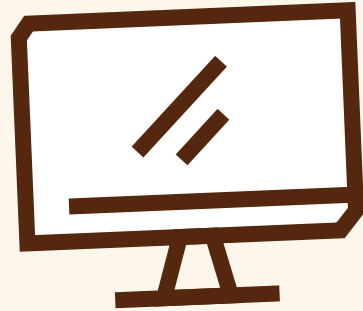


**BAGETERIE
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BB = COMPLETE ECOSYSTEM



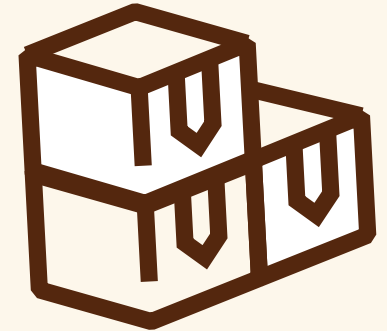
**NATIONAL AND
LOCAL MARKETING**



**MARVIN OPERATIONAL
SOFTWARE**



**TRAINING CENTRE AND
ONLINE TRAINING**



CENTRAL SUPPLY

**BAGETERIE
BOULEVARD**

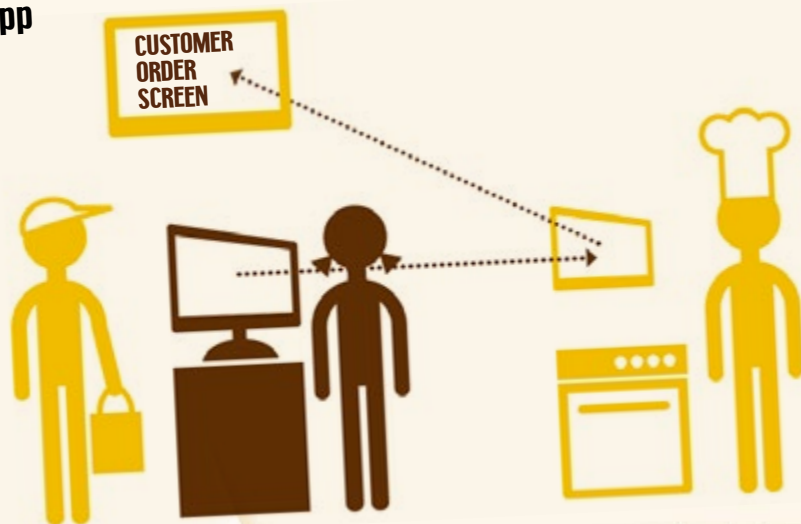
**BAGETERIE
BOULEVARD**

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 screen
- drive-through system
- self-order kiosk
- app



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

**BAGETERIE
BOULEVARD**

SELF-SERVICE KIOSK

SIMPLE & USER-FRIENDLY

distinctive design



↶ HOME SCREEN WITH PRODUCT CATEGORIES

**BAGETERIE
BOULEVARD**

APP & LOYALTY CARD



FEATURES:

- EASY PICKUP
- DELIVERY
- SERVE TO THE TABLE
- COUPONS
- LOYALTY CARD/POINTS



**BAGETERIE
BOULEVARD**

E-TRAINING & CERTIFICATIONS

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

For us training is 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.



SUPPLY CHAIN TODAY

BAGETERIE BOULEVARD is a part of the Crocodile Group - a major European producer of packaged sandwiches and convenience food.

- solar-powered industrial bakery
- industrial kitchen
- central purchasing
- central delivery to restaurants



BAGETERIE BOULEVARD

FRANCHISING

We are seeking strategic partners to serve as a regional or national Master Franchisees.

Our ideal partner is an established F&B restaurant operator capable of complementing our expertise with local knowledge and infrastructure.

Our primary focus is on finding a partner proficient in restaurant and QSR operations, adept at team management, lease negotiations, location familiarity, understanding the local social fabric, and possessing deep insights into customer behavior.

Find out more about our Franchisees [here](#)



**BAGETERIE
BOULEVARD**

**FOR MORE
INFORMATION
CONTACT US AT**



**BAGETERIE
BOULEVARD**