

Pâtisserie Valerie

LOVINGLY HANDMADE SINCE 1926

FRANCHISE BROCHURE

OUR MISSION

**PATISSERIE VALERIE: 100 YEARS
OF ELEVATING BRITISH SPECIAL OCCASIONS
WITH LOVINGLY HANDMADE CAKES
& EXQUISITE PATISSERIE**



Patisserie Valerie

TRADITION & FUTURE VISION

OUR HERITAGE

Founded in the 1920s in London's Soho, Patisserie Valerie brought the finest of Belgian patisserie to the UK. With nearly a century of history, we continue to deliver handmade cakes and pastries, embracing traditional methods and the freshest ingredients. Our offerings range from stunning whole cakes to our renowned afternoon teas.



LOOKING AHEAD

As we move into the next century, we aim to invigorate our brand by blending our rich heritage with contemporary elements. Our flagship at Cribbs Causeway will showcase this evolution through new store designs that merge Art Nouveau and Art Deco influences with modern aesthetics. This approach not only enhances customer experience but also sets the stage for a future where tradition meets innovation.

The background of the slide features a Patisserie Valerie storefront and interior. The storefront has a glass facade with a repeating pattern of the brand's logo and the text "PIZZA IS LIFE" and "THIS WAY TO PIZZA". The interior is visible through the glass, showing a modern, bright space with pink and blue seating, a counter with a menu board, and a display of pastries. The central text is overlaid on a dark blue, rounded rectangular background.

BECOME OUR FRANCHISE PARTNER

At Patisserie Valerie, we are eager to partner with passionate and enthusiastic individuals who are ready to grow with us. Our ideal franchisees are driven by a commitment to quality and excellence, aligning with our brand's values and the high standards that our customers expect.

We seek partners who are:

- **PASSIONATE ABOUT QUALITY:**
Individuals who understand the importance of exceptional food and service and are committed to maintaining the high standards that define Patisserie Valerie
- **CUSTOMER-FOCUSED:**
Franchisees who are genuinely dedicated to creating an inviting atmosphere and enhancing customer experience, ensuring that every guest leaves satisfied
- **COMMUNITY-DRIVEN:**
Leaders who understand the value of community engagement and are enthusiastic about making Patisserie Valerie a local staple and a gathering place for all occasions

If you embody these qualities and are excited about the opportunity to operate a turnkey franchise with comprehensive support, Patisserie Valerie could be the perfect fit for you. Join us in bringing a taste of tradition and innovation to communities across the country and making every day a celebration of fine patisserie.

WHAT WE VALUE

We live and breathe our key principles which guide us in evolving the company for the next 100 years.

This guides all our decisions and is how Patisserie Valerie shows up to the world, even when nobody is watching.

CREATIVE

We've been lovingly hand-making outstanding cakes and pastries since 1926. We're inspired by traditional pâtisserie methods, bringing exceptional European classics like mille-feuille, chocolate éclairs and fruit tarts to UK consumers. But we're also constantly innovating, using those skills and passions to create new ideas and bring a modern twist to traditional ones.

QUALITY

We believe in doing things to the highest possible standard. This commitment to refined aesthetics and high standards runs through every part of our work, from the finish on our cakes and pastries, to the ceremony of serving exceptional coffee in our shops. Why shouldn't everyday be the best it can be, after all?

INTEGRITY

Our 100 year heritage is a legacy built up through a dedication to working with honesty and integrity in everything we do. Whether it's our commitment to menu quality, employee welfare or the environmental impact of what we do, we strive to do the best and to be honest when we need to do better.

JOYFUL

We believe that enjoying delicious, lovingly handmade cakes, pastries and coffee should be a joyful experience. The colours, textures, aromas and tastes of our menu are carefully designed to evoke delight and pleasure to our customers, with our customer service being the glacé cherry on the fondant icing of the ultimate mood-lifting experience.



WHY CHOOSE PATISSERIE VALERIE?

BRAND HERITAGE

Joining Patisserie Valerie means becoming part of a celebrated legacy. Our cakes aren't just baked; they're crafted, drawing on nearly a century of tradition. With a robust social media presence, your new shop will open to a crowd that already loves and recognizes our brand. Step into a business where the name alone attracts attention and customer loyalty.

CONTINUOUS INNOVATION

At Patisserie Valerie, innovation is key. We continuously evolve our cake selections to keep pace with culinary trends and seasonal flavours, ensuring our offerings remain fresh and relevant. This commitment to innovation keeps our menu exciting and maintains customer interest throughout the year.

EXCLUSIVE ACCESS TO SIGNATURE CAKES

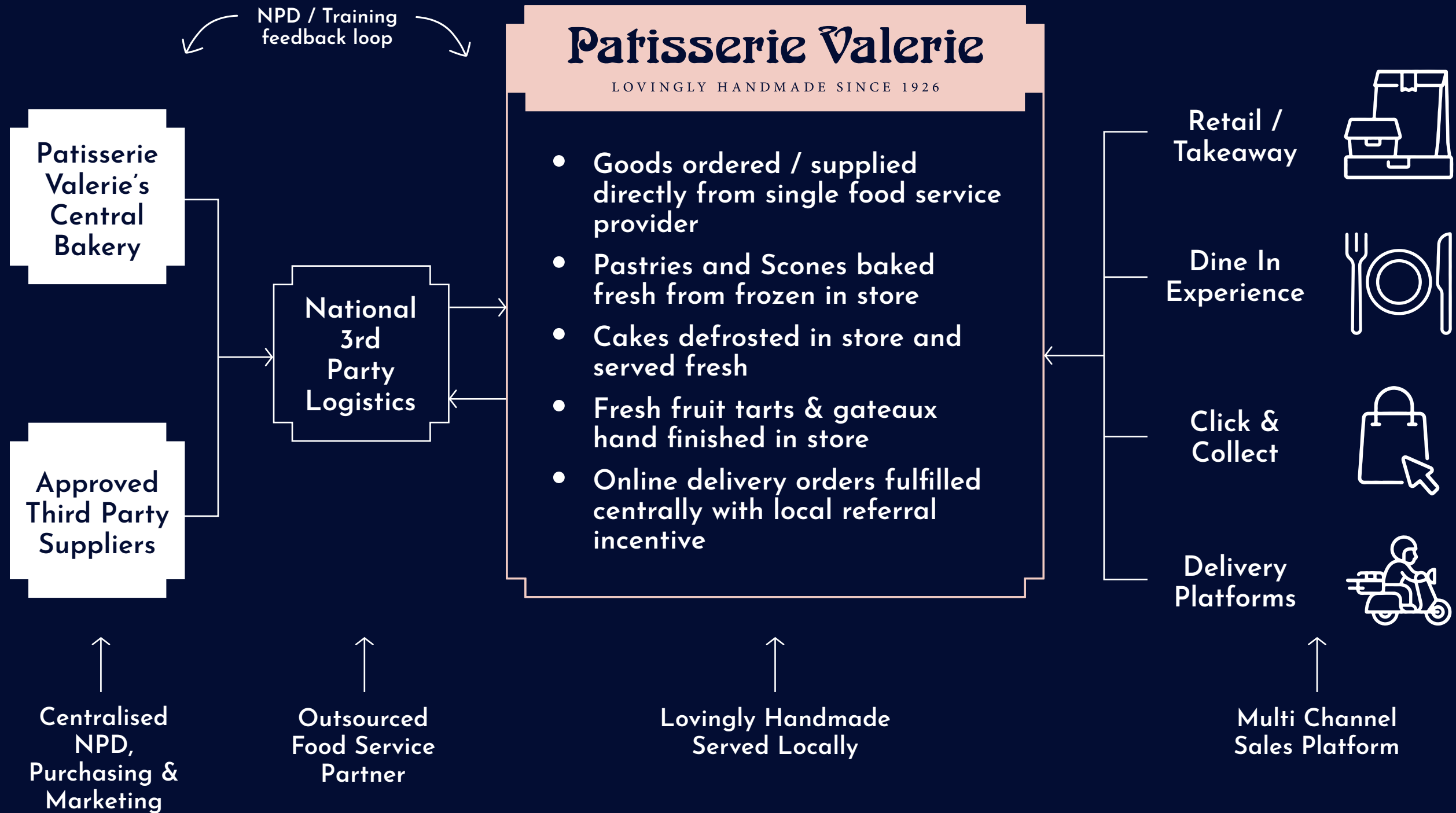
Benefit from our range of famous handmade cakes, baked in our bakery by our 100 bakers and patisserie chefs and then delivered to your store via our logistics partner, ensuring quality and customer delight.

PROVEN, PROFITABLE BUSINESS MODEL

Our business model is optimized for high returns with industry-leading average transaction values (ATVs). Catering to all day parts, our menu includes not just our famous cakes but also a selection of coffee and complementary food items. This combination drives substantial sales volumes throughout the day and boosts cash margins, demonstrating proven success across multiple revenue streams.



HOW IT WORKS




CATERING FOR ALL DAY PARTS

At Patisserie Valerie, our menu is thoughtfully designed to appeal to customers at any time of day, offering a variety of high-quality dining options:

- **BREAKFAST DELIGHTS:** Embrace the brunch trend with our sophisticated menu highlighted by our signature Eggs Benedict. Our brunch offerings are perfect for late-morning indulgence and draw a crowd with their modern, trendy appeal.
- **LIGHT MEALS:** Transition smoothly into the afternoon with our selection of light meals. These dishes are designed to satisfy without overwhelming, perfect for a midday boost that keeps customers refreshed and ready for the day.
- **SPECIALTY COFFEE:** Experience the art of coffee at Patisserie Valerie. Our specialty coffees are crafted from the finest beans, selected for their unique flavour profiles that complement our pastries perfectly. Our skilled baristas make each cup to highlight the distinct characteristics of the bean, providing a sublime coffee experience that stands out. Ideal for a morning pick-me-up or a delightful accompaniment to any meal, our coffees elevate the everyday into the extraordinary.
- **RETAIL CAKES:** Takeaway from our exquisite range of retail cakes, each designed to impress and celebrate the moment. These offerings significantly increase average transaction values (ATVs) by encouraging additional purchases, making every visit to our store more valuable.

Patisserie Valerie's diverse menu supports our franchisees by attracting a wide range of customers, driving traffic from morning to evening, and enhancing overall customer satisfaction and sales.





FRANCHISE MODELS

Patisserie Valerie offers three distinct franchise models, each designed to cater to different market environments and customer needs:

1 KIOSK - GRAB & GO LOCATION

- **Ideal for** High-traffic travel hubs with limited seating, focusing on grab-and-go service
- **Typical Sales:** £300,000
- **Typical Build Costs:** £100,000 - £125,000
- **Typical Size:** 300 - 400 sqft
- **No. of Covers:** 0 - 10
- This compact format is designed to maximise efficiency in bustling locations, offering a streamlined menu of our most popular items

2 COUNTER STORE - RETAIL FOCUSED

- **Ideal for** busy shopping centres, retail outlets, or high streets
- **Typical Sales:** £600,000
- **Typical Costs:** £250,000 - £300,000
- **Typical Size:** 1500 - 1750 sqft
- **No. of Covers:** 50 - 80
- These stores offer a more extensive menu and extra seating, providing a relaxed environment for customers to enjoy a wider range of our products

3 FULL RESTAURANT - FULL-SERVICE DINING

- **Ideal for** Premium shopping centres or busy high streets
- **Typical Sales:** £1,100,000
- **Typical build Costs:** £400,000 - £500,000
- **Typical Size:** 2500 - 3000 sqft
- **No. of Covers:** 70 - 100
- The full restaurant model provides a comprehensive dining experience with a full menu in a more traditional sit-down setting

Each model is designed to optimise the Patisserie Valerie experience tailored to different location characteristics and customer engagement levels, ensuring franchisees can select the format that best fits their business goals and market demands.

FRANCHISE SUPPORT

At Patisserie Valerie, we are committed to supporting our franchisees every step of the way to ensure a seamless start-up and ongoing success. Our comprehensive support includes:

- **PRE-OPENING TRAINING:** Extensive training on site selection, store design, and operational practices, conducted at our headquarters and at your location, ensures that you are well-prepared for your grand opening
- **DEDICATED STORE DESIGN TEAMS:** Our specialised design teams work closely with each franchisee to create a store environment that embodies the Patisserie Valerie brand while maximising functional space utilisation and customer flow
- **APPROVED SHOP FIT-OUT CONTRACTORS:** We have a list of approved contractors skilled in efficiently constructing and outfitting stores to meet our high standards. This turnkey solution ensures that new franchisees can move forward with confidence, knowing that all aspects of store setup are handled by experienced professionals
- **OPERATIONAL SUPPORT:** Continuous support is provided post-opening, including regular updates to operational manuals, on-site training for new products, and periodic performance reviews to maintain our high standards
- **MARKETING SUPPORT:** Franchisees gain access to our effective marketing strategies and materials, which are designed to drive customer engagement and increase foot traffic. This includes national campaigns and local store marketing initiatives
- **TECHNOLOGY AND SALES SYSTEMS:** We provide state-of-the-art sales and inventory management systems that are integrated with our central management systems for real-time monitoring and support
- **SUPPLY CHAIN LOGISTICS:** Our established relationships with suppliers ensure you receive high-quality ingredients at competitive prices, with efficient logistics for timely deliveries

This robust support structure is designed to offer a turnkey franchise operation that allows franchisees to focus on growing their business and enhancing customer experiences with the full backing of the Patisserie Valerie brand.



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CONCLUSION

Joining Patisserie Valerie as a franchisee offers a unique opportunity to become part of a prestigious brand that blends almost a century of tradition with a dynamic approach to modern café culture.

Our proven business model, extensive support system, and commitment to quality provide a solid foundation for your success.

We invite you to bring Patisserie Valerie's legacy of lovingly handmade cakes and exquisite pastries to your community.

For more details or to begin your application, please contact:

Email: franchise@patisserie-valerie.co.uk

Website: www.patisserie-valerie.co.uk/pages/franchising

FAQ

- **What are the financial requirements?**
Sufficient capital for the franchise fee, build-out costs, and working capital.
- **What is the process timeline?**
Typically, 6 to 12 months from application to opening.
- **Can I own multiple units?**
Yes, subject to meeting financial and operational criteria.
- **What training is provided?**
Comprehensive classroom and on-site training in all aspects of operations.
- **What ongoing support is offered?**
Continuous support, including operational audits, training programs, and marketing campaigns.
- **Is there flexibility for local adaptation?**
Yes, we allow modifications within the core brand standards to cater to local tastes and preferences, ensuring relevancy and customer satisfaction.
- **What if I decide to sell my franchise?**
Franchisees are permitted to sell their franchise with prior approval from the corporate office.
The new franchisee must meet the existing standards and undergo the same comprehensive training.

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