

PIJALNIE



CZEKOLADY

FRANCHISE WITH E.WEDEL CHOCOLATE LOUNGES

Moments that smell like chocolate



Dear Sirs and Madams,

For over 170 years, we have been striving for E.Wedel to be associated with what is best in chocolate and returning to the tradition saying that works made by masters are unique.

The story began in 1851, when Karol Ernest Wedel, a young confectioner from Berlin, came to Warsaw and opened a small shop at Miodowa Street, where he offered chocolate and caramel. In 1894, Karol's son, Emil, moved the shop and the factory to a new tenement house in Szpitalna Street. The building has been standing there till the present day and now houses the oldest shop and café - „Staroświecki Sklep” E.Wedel Chocolate Lounge. Next E.Wedel Chocolate Lounges began to open in 2004.

Currently, there are 17 own and 15 franchise lounges in the chain. During the next years, we are planning a dynamic development and opening of a lot of new lounges and modernisation of the existing ones in order to increase their functionality.

For our Guests, E.Wedel Chocolate Lounge is a place where time passes by differently, as well as a place of an astonishing culinary journey accompanied almost in every moment by chocolate. It is a perfect place for everyday occasions, both private and business ones.

For our franchise, it is an idea to start a stable business activity in cooperation with a company with great experience in the field of gastronomy and supporting strongly its brand in terms of marketing.



I wish you an excellent business and would like to invite you to cooperation. With best regards,

President of the Management Board

Daniel KucharSKI





E.Wedel Chocolate Lounges

E.Wedel Chocolate Lounges is a chain of cafés intended for everyday meetings, both private, as well as business ones. These are places where time passes by differently.

Useful information:

E.Wedel Chocolate Lounges is a chain of cafés/ chocolate cafés operating in the gastronomy market that achieves very good financial results and meets with recognition and interest of Consumers.

The cafés are opening in the largest Polish cities and in places that are attractive for tourists.

E.Wedel Chocolate Lounges are places which require a floor surface of 100 - 150 square metres. The area is used for the purpose of a unique business model that offers its Consumers chocolate craft products sold in the Chocolate Shop, a bar offer available in the café and as a take-away, as well as comfortable consumer space perfect to relax.



Currently, our lounges can be found in such Polish cities as:

Białystok	Nałęczów
Bydgoszcz	Poznań
Ciechocinek	Sopot
Gdańsk	Świnoujście
Gliwice	Szczecin
Katowice	Szczytno
Kazimierz Dolny	Toruń
Kielce	Warszawa
Kołobrzeg	Wrocław
Kraków	Zakopane
Łódź	Zamość
Lublin	



Unique portfolio of products

Our tasty, unique, high-quality and recognized by Consumers portfolio was created in order to ensure consistent image of the brand and move the Consumer into the world of chocolate pleasure. Specific choice of recipes is aimed at ensuring business effectiveness, high margins and high average bill. The portfolio of products is divided into two parts: the culinary offer and the offer of the Chocolate Shop.

Menu

The culinary offer of the E.Wedel Chocolate Lounge consists of a unique menu created with various Consumers' needs in mind. The offer is adapted both to the season, as well as to the part of the day (breakfast, lunches, wide range of sweet dishes and desserts). Drinking chocolate of various kinds, that is classic and flavoured ones, prepared cold and hot, receives most recognition from our Guests.



Chocolate Shop

It is an offer of unique chocolate craft products that are available only in E.Wedel Chocolate Lounges. They owe their uniqueness to the strong brand with a tradition of many years, exceptional recipes created by the Chocolate Maestro, the knowledge in the field of marketing and confectionery market, as well as great awareness of Consumers' needs.



The E.Wedel Chocolate Lounge Space

E.WEDEL CHOCOLATE LOUNGES ARE PLACES THAT REQUIRE A FLOOR SURFACE OF 100 - 150 SQUARE METRES. THE AREA IS USED FOR THE PURPOSE OF A UNIQUE BUSINESS MODEL DIVIDED INTO THREE ZONES DEDICATED TO SPECIFIED CONSUMERS' NEEDS:



A. SHOP AREA

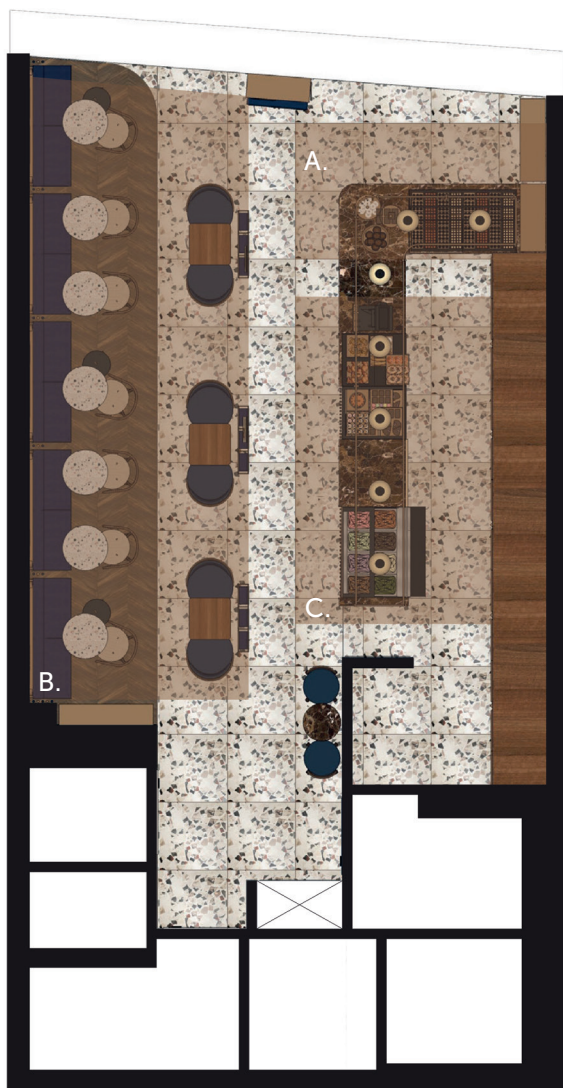
Self-service space for free shopping
Well-exposed display, lit shelves
Thematically ordered display

B. TABLE AREA

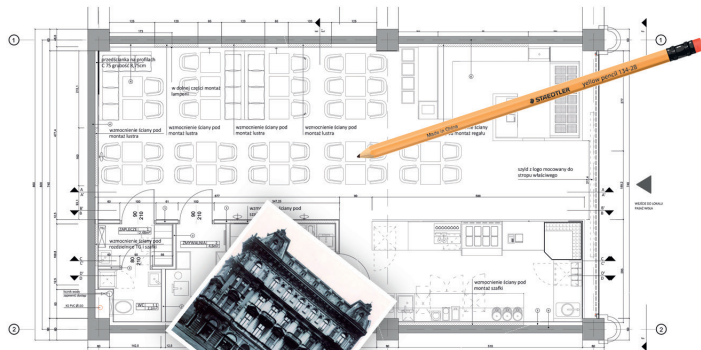
High-quality waiting staff
Comfortable space for Guests who would like to stay longer
Pleasant atmosphere conducive to meetings

C. BAR AREA

On-site and take-away bar offer fast consumption space
Preparation of some dishes in front of guests adds variety to waiting and lures passers-by



Franchise with E.Wedel Chocolate Lounges



FRANCHISE WITH E.WEDEL CHOCOLATE LOUNGES IS BASED ON A BUSINESS PARTNERSHIP SUPPORTED BY FOUR PILLARS:

I

Strong and recognizable brand, due to over 170 year old tradition in the Polish market

II

Unique range of products, frequently available only in Lounges

III

High-quality products on the menu; the Chocolate Maestro is responsible for the recipes

IV

Sharing of experience and know-how regarding conducting business. Marketing support (advertising materials, sampling products)

Stages of cooperation

STAGE I

until the contract is concluded



Starting of cooperation



Assessment and initial layout of the location



Determining the opening date



Conclusion of the contract

STAGE II

from the conclusion of the contract to the opening of the café



Final implementation project



Adaptation works



Trainings and recruitment (supported by the chain)



Opening of the café

STAGE III

after the opening



Support of the training team (for several days after the opening)



Continuous support, consultancy and supervisions of the Regional Manager and Quality Manager



Promotional activities and marketing support

COOPERATION PARAMETERS

- Initial fee
- Licence fee based on turnover (lack of fixed monthly fee)
- Purchase of goods from the central warehouse

Own funds in the amount of at least

PLN 800 000

entirely allocated to the franchise of Pijalnie Czekolady E.Wedel.



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Cooperation with E.Wedel Chocolate Lounges

E.Wedel Chocolate Lounges provide all franchisees with:



1

Know-how regarding the equipment and IT system

2

Support for the development of gastronomic technology in the café

3

Franchise Book

4

Architectural manual

5

Rich marketing support programme

6

Access to staff training programme

7

Favourable offers for gastronomic equipment (lack of margin when buying café equipment)

8

Support of a qualified opening team during the first days of operation of the café

9

Support of the Regional Manager and Quality Manager

WE BUILD OUR RELATIONS WITH CUSTOMERS ALL YEAR

Lounges are not only cafés where Guests can spend time having a cup of chocolate. During the year, we introduce a lot of activities in order to build relations with Consumers.



We prepare offers for all holidays and occasions (Easter, Christmas, St. Nicholas' Day, Valentine's Day, etc.)

We organize events on Children's Day, Chocolate Day, Women's Day, etc.

We offer possibility to organize: Chocolate Birthday Parties for children and Chocolate Workshops.

We introduce seasonal menu based on the season in order to meet Consumers' needs to the fullest extent possible.

We provide a take-away service.



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Prizes and honorary mentions

Our Consumers value unique products and high quality of service, as confirmed by nominations and prizes received many times in prestigious competitions.

The internationally renowned Chocolate Maestro Janusz Profus and the Chocolate Master Joanna Klimas-Profus are responsible for the offer of Chocolate Lounges.



Did you know, that...

E.Wedel is one of the greatest chocolate brands in Poland¹

Among chocolate brands, E.Wedel has the highest unaided brand awareness (85%)¹

- 74% of Poles declare that they eat E.Wedel products regularly¹
- Consumers regard the E.Wedel brand as a high quality brand (70%), with a rich tradition (86%), and worth recommending (72%), which also offers intense taste of real chocolate (68%)

- Our dark chocolate 100g is the leader in Poland in volume sales terms, followed by our milk chocolate 100g, and, among filled chocolate, our strawberry chocolate 100g²

¹Source: TNS brand tracking Report, June 2015.

²Source: Wedel following AC Nielsen, volume sales, the Whole Poland, cumulative period August 2014 – July 2015.

WE WOULD LIKE TO INVITE YOU TO COOPERATION

For more details, please contact us:

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Get to know us!



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