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THE CONCEPT

The Crêpe Café is a unique and exciting fast casual food “Crêperie” franchise.

Created in Australia in 2001, The Crêpe Café is now present in seven countries including Australia, the Middle East and now India. The Crêpe Café brand is part of BFC Retail Group.

The Crêpe Café is a rising member of the popular fast casual café/restaurant segment and has carved a unique niche market by focusing on fresh, healthy ingredients for made-to-order traditional savoury and sweet crêpes, waffles, pancakes, churros, omelets, paninis and French toasts, macarons.

Cooked fat-free and quickly on a hot round griddle in front of customers to create a theatrical effect in a pristine clean environment, the products are served all day as breakfast, lunch or dinner or as a snack in between.

They are consumed in a contemporary café atmosphere, with trendy designs and a cozy ambiance or as take away.

The Crêpe Café complements its meals with its own special blend of coffee and serves also a full range of hot and iced drinks as well as fresh juices and ice cream. In larger shops, a limited range of salads and soups are also available.

The Crêpe Café appeals to a large range of consumers from young professionals, families and retirees and it attracts both sexes, with a small majority being females in most regions. The concept has been extremely well received by several ethnicities familiar with the product.

This versatile concept is adaptable to a range of situations such as street cafes, corner-shops or kiosks in shopping malls, as well as mobile karts and van to cater for public or private events.

Initially The Crêpe Café began as a small shop then evolved to kiosks of around 30 sqm in shopping malls. Since then, it has progressed to full Cafés (between 80 to 250 sqm) in shopping malls or street locations where a great deal of focus is put on comfort, ambiance and overall quality of the customer experience. We strive to make the experience of going to a The Crêpe Café outlet a memorable and pleasing moment that will spark the beginning of a lasting relationship of loyalty and mutual satisfaction.

Jean-Pierre Corgnet
Founder, Chairman and CEO



CONCEPT ADVANTAGES

A fast casual concept	Limited to no direct competition	A visual show
A versatile concept welcomed by shopping malls	Low food cost and limited food wastage	A fresh & healthy image
Easy training and operation	Limited daily preparation time and staff requirements	Flexibility of crêpes
Diverse range of products	Competitive pricing	Trading all day



CONCEPT ADVANTAGES IN DETAIL

A fast casual concept

The concept is based on an authentic food tradition, which dates back centuries but with contemporary innovation. There are few innovative food concepts that can be introduced in the market with global appeal.

A versatile concept welcomed by shopping malls

Our uniqueness adds value to the tenants mix and is exportable/adoptable in a wide range of locations and sites. This is enhanced by the fact that in most territories, we will not need expensive exhaust systems to operate our hot plates. Concept positioning includes:

Full size concept: Corner shop (usually in Shopping Malls). Street café (usually in busy streets with mixed clientele or as a “star” café in a major Shopping Mall).

Medium size concept: Kiosk (usually in Shopping Malls preferably at entrance / intersection of many alleys at the entrance of the Food Court or at busy intersections away from the Food Court)

Small size concept: Mobile kart (usually next to an anchor tenant in a Shopping Mall such as a cinema or other entertainment venues, or for public or private functions). Van (usually for events, public or private functions, e.g. concerts, sporting events, etc).

Limited to no direct competition

There are very few recognised names in the Crêpe industry or segment, especially at the global level. The majority of the competition does not put crêpes at the centre of their concepts or, if they do, they usually use different preparation and cooking techniques. Currently, there is no genuine French style-crêpes company with a franchisable system in place and a worldwide reach.

Low food cost and limited food wastage

Since ingredient preparation is made for the day only and our products are cooked to order, our wastage and food cost is generally extremely low for this industry. We have specifically researched ideal quantities to simultaneously respond adequately to our customers’ needs and minimise the food cost for the operator. If our guidelines are respected, it is a win-win situation for everyone. In the end, we strive to have as low a food cost as possible since we realise its critical impact on profit margins and franchisees’ satisfaction.

A visual show

Making crêpes is both entertaining for the crêpe-maker and the customer who can watch the crêpe being “created” in front of his/her eyes. The good smell of the crêpes and waffles when they are cooked also attract customers. This provides a strong point of differentiation compared to other food brands. This theatrical effect, in a clean and pristine environment, is a great marketing tool, which grabs people’s attention and gives them the opportunity to (re) discover our products and indulge themselves now or at a latter stage.

A fresh & healthy image

Since crêpes are prepared in front of customers, they are assured that the products used are fresh and appetizing. In people’s minds, they feel more comfortable when they are able to watch the whole process and realise we do not hide anything. Also, they can notice how healthy our cooking process actually is since we do not use any fat to cook crêpes and how fresh and healthy our ingredients are.

CONCEPT ADVANTAGES IN DETAIL

Easy training and operation

Making crêpes is not a difficult process once the person has been properly trained. Everyone can make crêpes but the training makes a crucial difference in terms of quality of finished products, efficiency and good running of operations. Finally, the best part about making crêpes is that it is fun!

Diverse range of products

Our core products are crêpes and coffees but we also have a wide selection of other products: ice creams, waffles, pancakes, churros, omelets, soups, salads, macarons, hot or iced drinks and soft drinks. These are usually “side products” which are served as sides but they can also be ordered independently. The majority of these side products are complementary to our core products and do not burden unnecessarily our operations whilst still presenting our customers with a wide product choice. They enable us to capture a greater clientele at different times of the day. All of these products directly contribute to increasing the shop’s frequentation and the value of the average basket. Therefore they significantly increase the turnover of the shop without requiring a lot of involvement or cost on the part of the operator and allow us to compete with more generic brands offering similar products.

Limited daily preparation time and staff requirements

Compared to others food operations, we do not require a lot of time to prepare our ingredients or to actually cook our products (it takes around 3’ to do a crêpe, waffle or pancake). We do not require a central kitchen and each unit can be managed on its own independently. Also it is not a full service operation (except in some countries for cultural reasons) as customers are required to order and pay at the counter before seating. A well-trained operation on a busy period can run smoothly with limited staff.

Competitive pricing

Our prices vary depending on the positioning adopted. However, we strive to offer competitive prices due to our low food cost and affordability focused strategy. Our goal is not to be the cheapest on the market but to enable as many people as possible to enjoy a great tasty meal or snack for an affordable price. Our average basket falls within the range of fast casual.

Flexibility of crêpes

“Crêpes” in the broadest sense are common in many regions worldwide, from the French-style crêpe to the American pancake or the Spanish tortilla and the Indian naan... But the “beauty” of our crêpes lies in their adaptability to any taste bud, country or culture. People can indulge in crêpes in many ways : hot or cold, sweet or savoury, plain or with filling, etc. The combinations are nearly endless and are only limited by our imagination and personal preferences. Local product adaptation (either at a regional or cultural level) is very easy and enables us to theoretically enter successfully any market worldwide.

Trading all day

Crêpes are extremely flexible products and can be filled with nearly everything, from savoury to sweet ingredients, depending on what people feel like at a given time. This means that due to the nature and appeal of our products, customers can eat crêpes for any meal of the day (or as a snack), and it gives our franchisees the opportunity to maximise their daily sales.

FRESHNESS FIRST

Our cafés are designed with your enjoyment at its center.

The unique cooking process of the crêpe, made in front of the customers, can be enjoyed as an entertaining 5 step process. Watch your crêpe as it is poured, flipped and filled with our fresh ingredients straight from the market, and enjoy the fun folding and savvy serving.

Filled with a variety of sweet and savory ingredients from fresh vegetables, fruits to meat and dairy, we guarantee freshness from start to finish. The crêpe can be eaten hot or cold any time of the day as a dine-in, take-out or on the go option.



Spanning several continents, The Crêpe Café is tailored to suit our customers' needs based on culture and geographic preferences. Focusing on more familiar flavors based on each shop's location, our cafés have a strong following of people who enjoy everyday flavors with a twist. The eye catching color scheme of yellow and black is recognized internationally as a place where delicious meals and visual enjoyment come together for a unique dining experience.



Healthy from A-Z

Our signature crêpe batter recipe, made of egg*, water and flour is tasty and light, ensuring we provide the best quality to you from start to finish. Cooked on a hotplate, there is no need for butter or oil in the cooking process.



Eat Fresh, Not Fake

Our selection of ingredients ranges from the freshest fruits and vegetables to quality meat and dairy. All ingredients are prepared daily, from slicing & dicing to cooking, we want our meals to be as nutritious, filling and tasty as possible.

*eggless in some territories

THE FOOD

The Signature Crêpe

We offer a unique European dining experience with our signature dish in its savory or sweet form. The crêpe is a very thin cooked pancake made from flour, egg and water. Whipped up in under 4 minutes on a hot plate, this dish can be filled with an array of fruits, vegetables, meat and dairy.



The Savory Crêpe

The savory crêpe is one of our most popular dishes. A quick process, the crêpe is cooked first, whilst still on the hot plate your favorite veggies and proteins are placed on top and allowed to heat with the aromas sinking into the crêpe. Your meal is wrapped up and served hot straight from the hot plate.



The Sweet Crêpe

We offer a unique European dining experience with our signature dish in its savory or sweet form. The crêpe is a very thin cooked pancake made from flour, egg and water. Whipped up in under 4 minutes on a hot plate, this dish can be filled with an array of fruits, vegetables, meat and dairy.



Pancake

The traditional pancake is made from a flour batter and cooked on a hot plate. We serve it with whipped cream, ice cream or syrup. Try it with our selection on fresh fruits or the whole lot for a scrumptious breaky or midday delight.



Omelette

A savory dish from a batter of beaten eggs that is cooked and filled with a combination of meat, cheese or vegetables. Enjoy it anytime of the day!



Waffle

A crispy grid-lined cake made from flour batter and cooked between two hot plates called a waffle iron. The traditional Belgium waffle is a filling treat served with whipped cream, Ice cream, syrup or fruits.



Salad

We have a fresh selection of salads for your choosing. A mix of greens, array of vegetables and dressings to accompany any meal, or on its own. Veggie lovers will enjoy a range of vegetables, with chicken, turkey or egg available.



Churros

A churro is a fried-dough pastry—predominantly choux—based snack. Churros are traditional in Spain and Portugal - from where they originate but are also a tradition in France and Ibero-America.



Macarons

A small round cake with a meringue-like consistency, made with egg white, sugar, and powdered almonds and consisting of two halves sandwiching a creamy filling. French macarons are thin, flavorful meringue cookies that are sandwiched together with some kind of filling. The fillings can be almost anything that will stay between the cookies, from jams and preserves to caramel to buttercream frosting.



Croque-Madame

A traditional french toast made of toast, white sauce, ham or turkey, béchamel (white sauce), and egg. A Croque-Madame without egg is called a “Croque-Monsieur”.



Ice Cream

THE DRINKS

Savour our tantalising, rich flavors in-store or on the go!



Designed to complement the ingredients in our crêpes, pancakes and waffles, the blend was developed by coffee experts with an international track record for fine coffee making. The blend is best described as a dark milk chocolate orange caramelised orange citrus with a dominant dark cocoa finish.

- Espresso
- Americano / Iced Americano
- Cappuccino / Iced Cappuccino
- Café Latte / Iced Latte
- Mocha
- Macchiato
- Hot chocolate / Iced chocolate
- Teas, Chai Teas, Herbals
- Smoothies
- Milkshakes
- Fresh juices
- Soft drinks



THE DRINKS



Iced Coffee

We have a delicious selection of ice cold drinks available in vanilla, chocolate or mocha. The Ice Frappes, made with ice and flavored milk are refreshing and light. Add Ice cream and whipped cream to indulge in a Crema Frappe.



Milkshakes

These milky indulgences are served with flavored ice cream, available in vanilla, chocolate or strawberry, they make a delicious treat any time of the day.



Smoothies

All made with real fruits including berries, bananas, and mangos, we offer fresh smoothies year round with seasonal selections available based on location.



Fruit Juices

Delicious and refreshing, our fresh juices are a healthy complement to the flavors of our food fare from omelettes to crêpes.

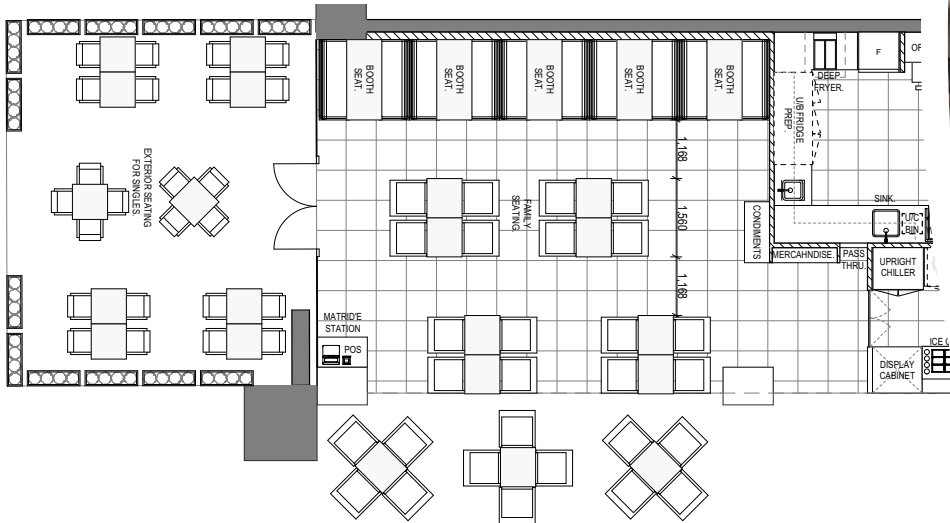
THE INTERIOR DESIGN



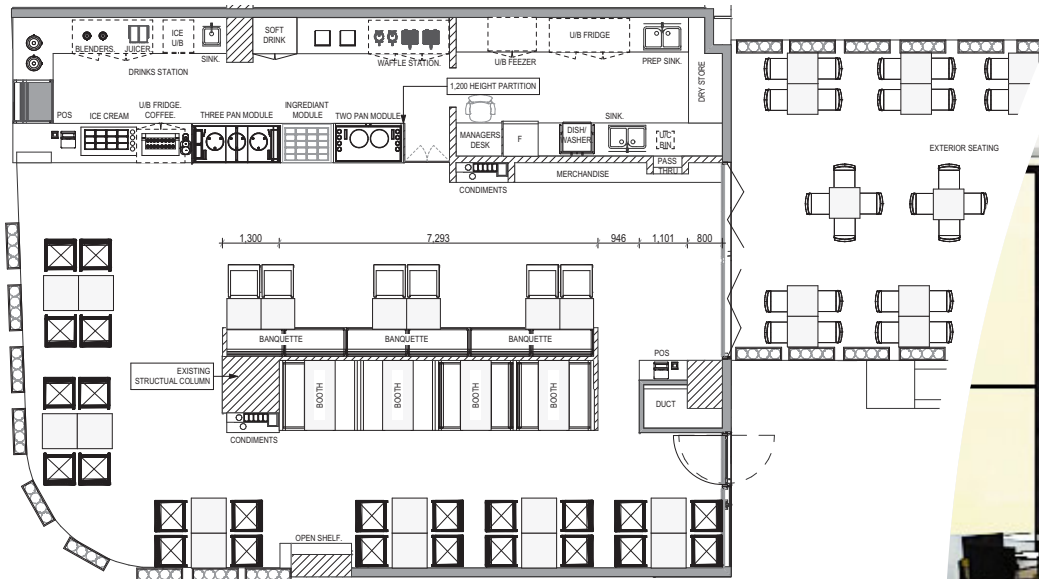
Our Design team is in charge of the conception and the monitoring of all outlets design elements in coordination with local architects and shopfitters. Our expertise enables us to successfully adapt our concept and design to each new location and also ensures brand consistency.



THE INTERIOR DESIGN



THE INTERIOR DESIGN



THE FURNITURE

A variety of furniture and seating options is provided to accommodate for different groups of people including: booth seats, dining tables and chairs, stools and lounge seating for a more relaxed setting. The furniture options are comfortable for the customers as well as durable and functional. A range of colour options are available in the brand colours – yellow & black with grey tones added in suitable upholstery for cleaning.



THE WALL GRAPHICS



THE UNIFORMS



THE KNOWLEDGE

At The Crêpe Café, we take pride in our products and our customers.


With this in mind, we have developed a series of manuals:

- Standard Food Recipes Manual
- Standard Drinks Recipes Manual
- Procedures Manual
- Training Manual and Tools
- Management and Accounting Training Manual
- Marketing Manual
- Graphic Chart

They have been designed as a first point of reference to assist the franchisees and their staff and provide them with a better understanding of The Crêpe Café's operational functions and procedures.

PROCEDURES MANUAL
Ref : 01 © BFC International Limited

>> Middle East & North Africa regions



1. Introduction on the main products
2. Specific equipment
3. Food handling
4. Cleaning procedures
5. Food safety
6. Opening procedures
7. Service and attitude

STANDARD DRINKS RECIPES MANUAL
Ref : 01 © BFC International Limited

>> Australia and New Zealand



1. Coffee
2. Other hot drinks
3. Cold drinks
4. Smoothies
5. Milkshakes

STANDARD FOOD RECIPES MANUAL
Ref : 01 © BFC International Limited

>> Australia and New Zealand



1. Mixes
2. Ingredients with specific preparations
3. Fresh ingredients (short shelf life)
4. Semi-fresh ingredients (limited shelf life)
5. Frozen ingredients
6. Ingredients in can, tub, bottle (long shelf life)
7. Breads and others (long shelf life)
8. Savoury crêpes
9. Sweet crêpes
10. Waffles
11. Pancakes
12. Omelettes
13. Other products
14. Ice cream

Management and accounting / Training Manual
Ref : 02 © BFC International Limited

>> Middle East & North Africa regions

1. Introduction to accounts
2. Profit and loss account
3. Chart of accounts
4. Budget & actual comparison
5. Daily sales report
6. Store inventory & consumption report
7. Monthly sales report
8. Credit card reconciliation
9. Bank reconciliation
10. Ideal and actual consumption
11. Food wastage report
12. Imported food inventory report
13. Imported packaging inventory report
14. Imported items (sugar coating)
15. Product costing
16. Store equipments list
17. Broken cookery items report
18. Staff reports
19. Cash handling safety policies
20. Table of rates

Disclaimer: The figures provided are estimates only and are NOT to be relied upon in forming an opinion or issuing a financial statement. The Crêpe Café reserves the right to alter the figures and change the reporting and practices as a result of any store operations, fluctuations or measurements in the document.

PROCEDURES MANUAL

Ref : 01 © BFC International Limited

>> Australia and New Zealand



1. Introduction on the main products
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7. Service and attitude

THE MARKETING

The Crêpe Café uses posters, menus and promotional materials to sell our products. We also have the opportunity to provide a show to our customers which educates them more about what The Crêpe Café has to offer. Marketing is not just about posters and signage, there is also a human element which is necessary to build a true relationship between our outlets and our customers.



جرب اختياراتنا الجديدة
للآيس كريم صنادي



TRY OUR NEW SELECTIONS
OF ICE CREAM SUNDAES



FRUITIES SUNDAE

THE MENU

Extracts from the Middle-East menu...

BREAKFAST

BREAKFAST الإفطار

EGGY SAND
Egg, tomatoes, spring onions, mushrooms.
NRN 20

CRÊPE SCHWARZ
Crêpe filled with ham, mushrooms, cheese & béarnaise sauce.
NRN 20

HOUSE SUNNISE CRÊPE
Crêpe filled with ham, mushrooms, cheese & béarnaise sauce.
NRN 25

FRENCH TOAST & FRENCH SANDWICHES

FRENCH TOAST
French toast with maple syrup & butter.
NRN 20

CROQUE MADAME
Crispy bread with melted cheese, ham & lettuce.
NRN 25

CROQUE MICHAMÉ
Crispy bread with melted cheese, ham & lettuce.
NRN 25

SAVOURY

SAVOURY CRÊPES

VEGETARIAN

MARGARITA CRÊPE
Crêpe filled with tomato, mushrooms, cheese & béarnaise sauce.
NRN 20

FLORENTINE CRÊPE
Crêpe filled with spinach, mushrooms, cheese & béarnaise sauce.
NRN 20

BEEF

JAMBON FROMAGE CRÊPE
Crêpe filled with ham, mushrooms, cheese & béarnaise sauce.
NRN 20

ATKICE MEDICAN CRÊPE
Crêpe filled with ham, mushrooms, cheese & béarnaise sauce.
NRN 20

ITALIANO CRÊPE
Crêpe filled with ham, mushrooms, cheese & béarnaise sauce.
NRN 20

FILLO CHEESESTAY CRÊPE
Crêpe filled with ham, mushrooms, cheese & béarnaise sauce.
NRN 20

SWEET

SWEET CRÊPES

SPECIALS CRÊPE

THE SWIRLY CRÊPE
Crêpe filled with ham, mushrooms, cheese & béarnaise sauce.
NRN 20

CRÊPE MICHAMÉ
Crispy bread with melted cheese, ham & lettuce.
NRN 25

CRÊPE HOUSSAYE
Crêpe filled with ham, mushrooms, cheese & béarnaise sauce.
NRN 20

WAFFLES & CHURROS

WAFFLES & CHURROS

MIXED BERRY PANCAKES
Pancakes filled with mixed berries, maple syrup & butter.
NRN 20

STRAWBERRY FIELDS WAFFLE
Waffle filled with strawberries, maple syrup & butter.
NRN 20

Waffles

JUST A WAFFLE
Plain waffle with maple syrup & butter.
NRN 17

TRIPLE BERRY WAFFLE
Waffle filled with three berries, maple syrup & butter.
NRN 20

PANCAKES & ICE CREAM SUNDAES

PANCAKES & ICE CREAM

BAVANNA CARAMEL PANCAKE
Pancake filled with banana, caramel sauce & ice cream.
NRN 20

STUFFED MITELLA PANCAKE
Pancake filled with ham, mushrooms, cheese & béarnaise sauce.
NRN 20

AMERICAN PANCAKE
Pancake filled with ham, mushrooms, cheese & béarnaise sauce.
NRN 20

EXTRA FILLINGS

HOT DRINKS

HOT DRINKS

TEAS & HERBALS

TRADITIONAL TEAS
English Breakfast, Earl Grey, Lemon & Honey, etc.
NRN 10

HERBAL TEAS
Chamomile & Peppermint.
NRN 10

شاہی CHAI

VANILLA CHAI LATTE
NRN 12

SPICE CHAI LATTE
Chamomile & Honey.
NRN 12

THE CRÊPE CAFÉ MENU



SWEET CRÊPES

BREAKFAST TOAST & SANDWICHES

SAVOURY CRÊPES

FRENCH TOAST, CROQUE MADAME AND MORE

SALADS OMELETTES

HERBS & CHEESE OMELETTE
SPANISH OMELETTE
CHICKEN CAESAR SALAD
CAPISE
AND MORE

PANCAKES WAFFLES & CHURROS

HOT DRINKS

ICED & COLD DRINKS



WWW.THECREPECAFE.COM

KEY FIGURES

We cannot make projections on the outlet that you will be operating, but annual takings in Middle-East Region may vary from around US\$ 400,000 to US\$2,000,000 depending on the type of outlet (kiosk or full café) on the location of the business and the number of operating days.

Franchising: Middle East & North Africa Regions

Our partner's criteria

- Business experience in the local market, preferably in food service or retail management.
- Ability to access prime locations especially in Shopping Malls.
- Ability to grow the concept into a nationally or territorially recognized brand.
- Financial strength and long-term commitment.

Franchise Model

Our selected franchising model is based on a Multi-Store Development or an Area Development model. Certain countries may be considered as an area, other larger countries could possibly be divided into number of areas.

Franchise Fee

Our Franchise fee is based on the potential number of stores that could possibly be developed on a certain area or country over the term of the franchise agreement.

Royalties

Royalty Fee 6% of total weekly sales (turnover), Marketing Levy 2% of total weekly sales (turnover): a contribution to a regional marketing fund. This fund, managed by the franchisor with the participation of the licensee, is an integral part of The Crêpe Café development strategy.

Store Opening Fee

A pre-defined fee of US\$ 5,000 to US\$ 7,500 (depending of the size) will be due prior to the commencement of operations of any new store.

Franchise Agreement Term

The standard term for Area Development agreement is 10 years.

Initial Investment to Set-up a Store

The cost of setting up a store is obviously depending of the size and the location. It is estimated at US\$ 250,000 to US\$ 350,000 for a 120 square meter store (full café) inside a shopping mall.



Franchise Package

The Franchise Package includes the following:

Rights granted: BFC Retail Group grants rights to the licensee to carry on a retail business using the marks, image, system in the sale of the approved merchandise to customers under terms of a franchise agreement.

Training Program: Our goal is to equip you with the required knowledge & skills you require to operate your stores successfully (once you sign the agreement and prior to opening your first store, a comprehensive 4 weeks training program will be conducted for your staff). We do not charge any fees for the initial training, however licensees must bare their employees cost of transportation, accommodation and meals.

Site Selection: As site selection is critical to the success of your store, our project manager will work side by side with your team to ensure and approve the selected site according to pre-defined criteria.

Project Coordination: Once your site is approved, a project coordinator will help you to set up a store opening time line, assist with architecture and design of the store, monitor your construction, ensure equipment readiness and maintain communication throughout the development process.

Post-Opening Support: Once your store is operational, we will continue to support you with various aspects of the business to ensure its continuous success.

Franchise Procedures

Listed below you will find a step-by-step procedure to follow:

- Submit completed and signed “Franchise Application Form” and Confidentiality Agreement by email to BFC Retail Group - info@bfcetailgroup.com
- Once your Application is approved, a meeting shall be organised with one of our local representatives.
- If you wish to proceed further, a personalized licence agreement will be sent to you for review.



MISSION AND VALUES

Our Mission

With passion and a commitment to continuous improvement, we cross cultural and geographic boundaries with a global café network that provides quality cuisine in a safe and comfortable environment for families, friends and colleagues to meet.

Our Values

At The Crêpe Café, we value:

- promoting fresh, healthful food
- offering a dining experience in a unique setting
- inspiring ideas and continuous improvement
- upholding highest standards of health, safety and cleanliness
- making your experience memorable and enjoyable
- providing exciting career options with a globally recognized group



