

# EUROPEAN CUISINE IN A BAGUETTE



EUROPEAN EXPRÈS GOURMET™

**BAGETERIE  
BOULEVARD**



# SUMMARY

## BRAND

Our purpose  
"The chef is always right"  
European "Express ourmet"  
BB 2023

## PRODUCT & CUSTOMER POSITIONING

Customer & price positioning  
Our customer mix  
Dayparts & need-states

## PRODUCTS

Core portfolio  
Seasonal menu  
Annual MasterChef™ 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

## OUR RESTAURANTS

High street  
Food court  
Drive-through  
Shopping mall drive  
Signature design elements

## OUR SYSTEMS

BB = Complete ecosystem  
Complete proprietary software  
Self-service kiosk  
App & loyalty card  
E-training  
Supply chain  
Our franchising



# BRAND



**BAGETERIE  
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# OUR PURPOSE

**DEMOCRATISING EUROPEAN CUISINE (WITH A GRAIN OF HUMOR).**

## **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 regional cuisines.**



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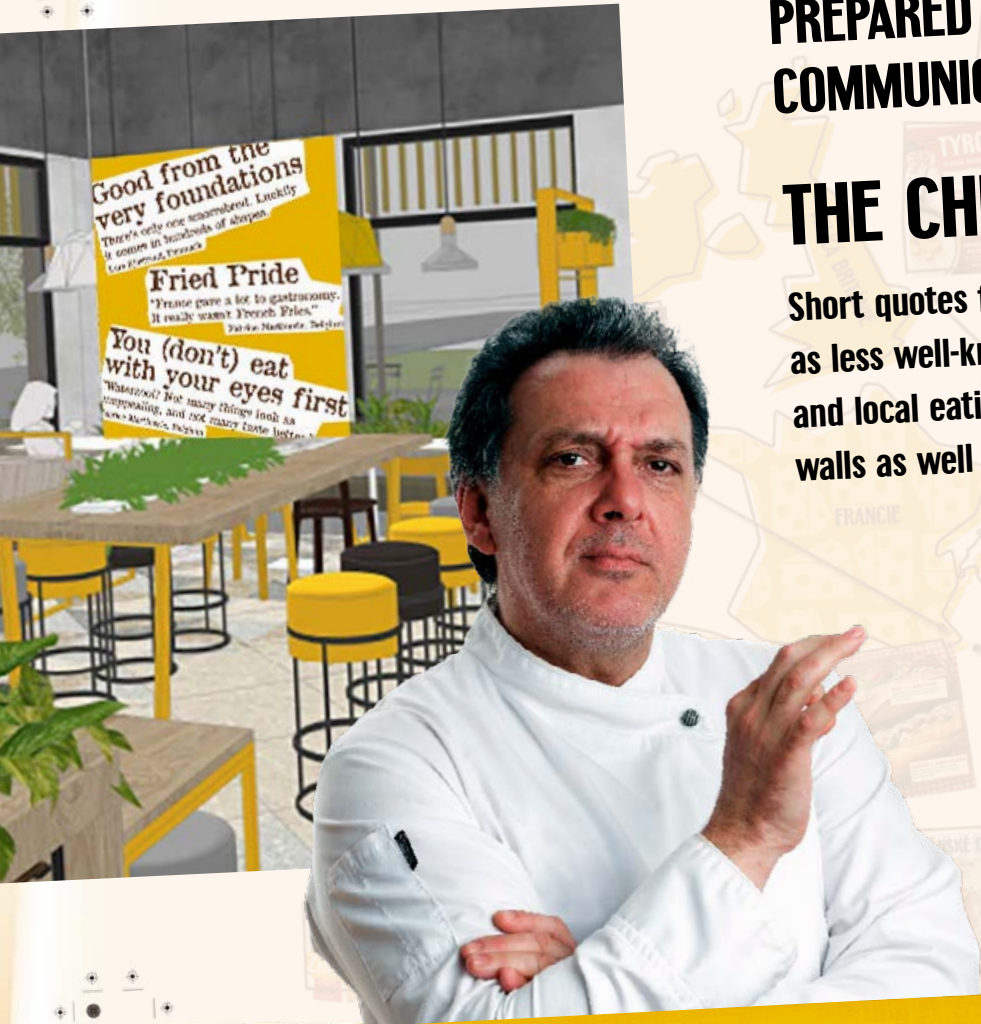


# BAGUETTES BY CHEFS

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

## 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.



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# EUROPEAN EXPRÈS GOURMET™

**PREPARED ON DEMAND  
FOR OUR CUSTOMERS  
WITH FRESH INGREDIENTS. FAST.**



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# BB 2023

- present in Central Europe with over 60 stores
- operating 4 shop formats (high street, food court, drive-through, airport/travel)
- presenting both traditional and seasonal recipes covering all dayparts



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# PRODUCT & PRICE POSITIONING



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# CUSTOMER & PRICE POSITIONING



- WHITE COLLAR
- BIG CITIES
- 25-45
- MIDDLE AND HIGHER INCOME
- WOMEN: MEN 60:40

## TYPICAL SHOPPING MALL FOOD COURT



## PRICE POSITIONING



## COMPETITION



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# OUR CUSTOMER MIX



MODERN CUSTOMERS



KIDS AND TEENAGERS



VALUE-ORIENTED



HEALTHY AND LOW  
CALORIE-ORIENTED  
LARGE RESTAURANT  
FORMER ONLY



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# 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



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# PRODUCTS



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# CORE PORTFOLIO

**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.



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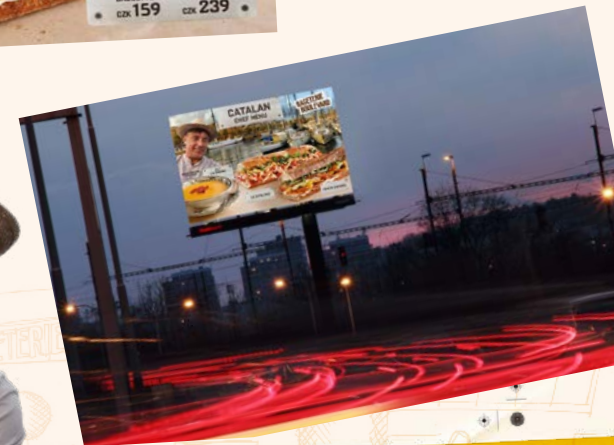
# SEASONAL MENU

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 gastronomy
- marketed through both local and state-wide campaigns



**Jesus Comino**  
Chef of La Bodega



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# SEASONAL MENU

TRAVELLING ACROSS  
TASTY EUROPE.

[CHEFMENU PRESENTATION.pdf](#)



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# 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.



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# „le FAST SNACK“

Affordable offering for kids and teenagers



**„le FAST SNACK“**

PARIS

SWEET CHILLI

PATATAS

YORK HAM

**€ 2,40**

WITH ICE TEA **€ 1,99**

**„le FAST SNACK“**

le Fast Snack +  
SMALL PATATAS  
or  
SMALL ICE TEA

**BAGETERIE BOULEVARD**

**ONLY € 2,80**

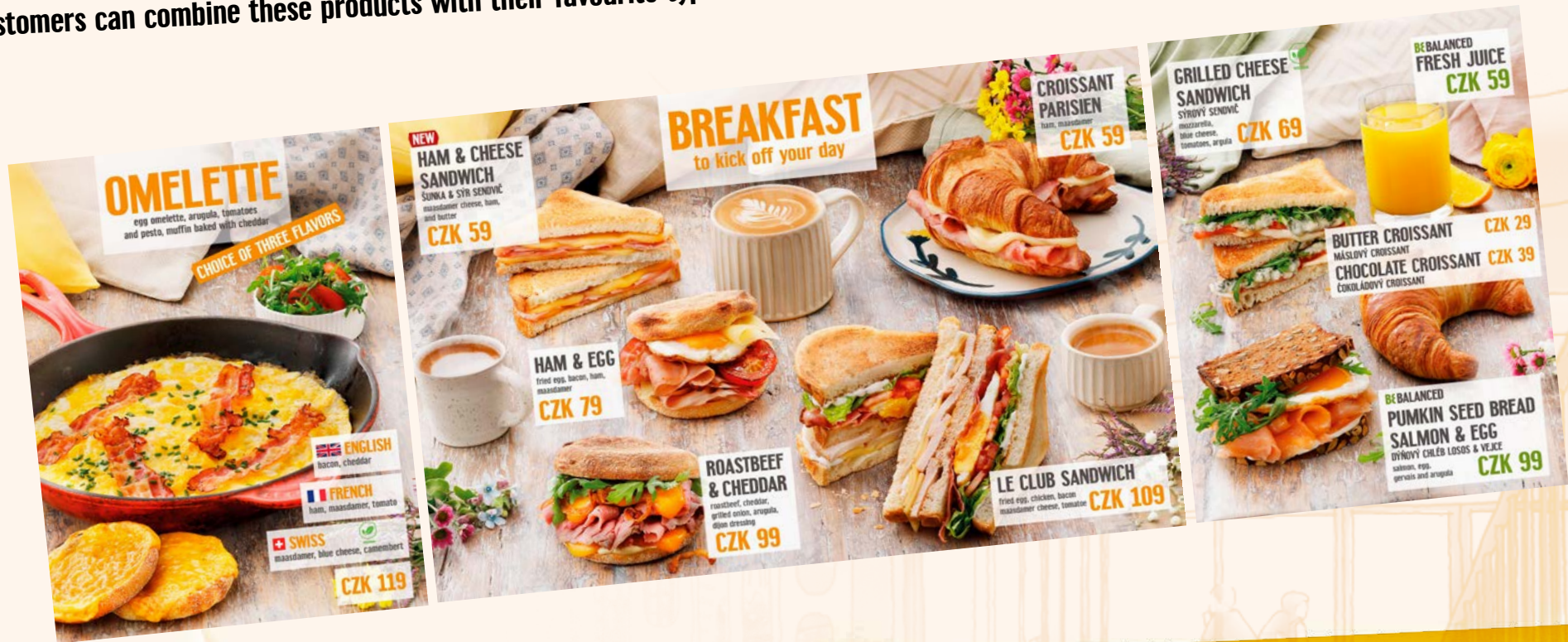
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# A GOOD BREAKFAST KICKS OFF A SUCCESSFUL DAY

## Morning 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.



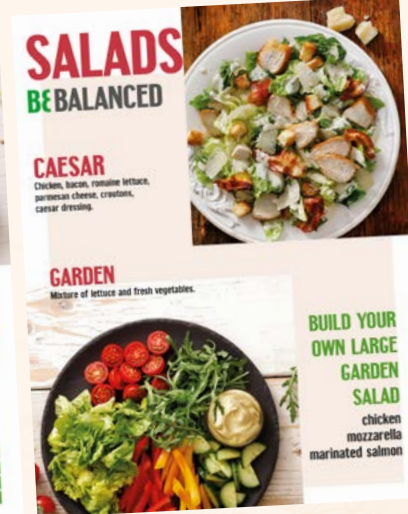
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# B&BALANCED

## FOR HEALTHY AND LOW CALORIE-ORIENTED CUSTOMERS

- healthy and fresh
- low-calorie
- innovative bread offering



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# CRÊPERIE CAFÉ

Some locations offer a shop-in-shop crêperie corner.





# COFFEE AND SEASONAL DRINKS

Our homemade black Ice Tea with lemon, as one of the top best-selling items, is also a huge profit maker.



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

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# BAGUETTE 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.



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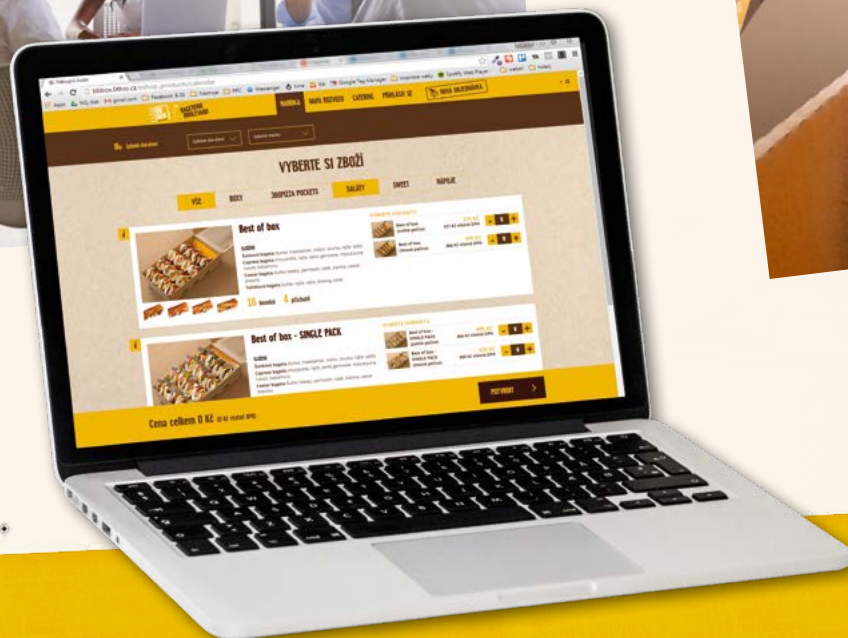


# CORPORATE DELIVERY

**BB BOX - ideal B2B  
delivery solution for  
your office catering.**



[bbbox.cz/en](http://bbbox.cz/en)





# OUR RESTAURANTS

HIGH STREET  
FOOD COURT  
DRIVE-THROUGH  
AIRPORT



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# HIGH STREET

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

ENERGY SUPPLIES	CONSUMPTION	NOTE
ELECTRICITY	73 kW	3x80 A
VENTILATION	10 kW	2500 m <sup>3</sup> (in/out)
COOLING	15 kW	-
WATER	1 m <sup>3</sup> /day	DN63
WASTE DRAINAGE	1 m <sup>3</sup> /day	DN200

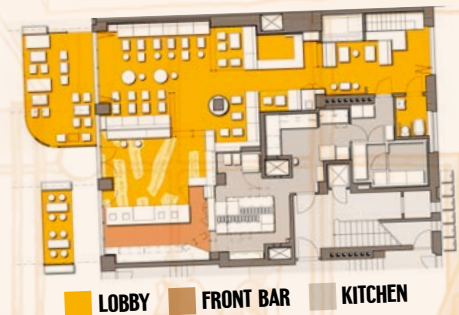
Daily Foot Traffic in Number of People	Space Required
<b>over 10.000</b>	<b>100-300 m<sup>2</sup></b>
Estimated Investment	
<b>€ 200,000 to € 500,000</b>	



EXTERIOR



INTERIOR



TYPICAL LAYOUT

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# HIGH STREET



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# FOOD COURT AND AIRPORT

- inside shopping malls - with or without proprietary seating
- in a food court or on a corner façade
- sometimes with its own lobby

ENERGY SUPPLIES	CONSUMPTION	NOTE
ELECTRICITY	73 kW	3x80 A
VENTILATION	10 kW	2500 m <sup>3</sup> (in/out)
COOLING	15 kW	-
WATER	1 m <sup>3</sup> /day	DN63
WASTE DRAINAGE	1 m <sup>3</sup> /day	DN200

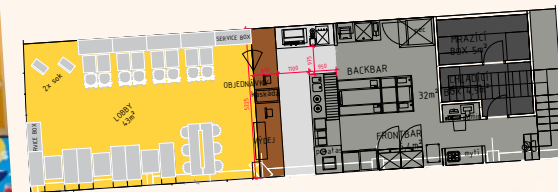
Daily Foot Traffic in Number of People	Space Required
<b>15.000</b>	<b>30-100 m<sup>2</sup></b>
Estimated Investment	
<b>€ 130,000 to € 220,000</b>	



FOODCOURT



FOOD COURT WITH LOBBY



TYPICAL LAYOUT

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# FOOD COURT AND AIRPORT



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# DRIVE-THROUGH

- situated primarily on main roads (motorways, highways, etc.)
- as well as adjoining shopping centres and retail parks
- a drive-through is an integral component of this unit type
- occasionally connected with a shopping mall

ENERGY SUPPLIES	CONSUMPTION	NOTE
ELECTRICITY	136 kW	3x160 A
VENTILATION	10 kW	2500 m <sup>3</sup> (in/out)
COOLING	15 kW	-
WATER	4 m <sup>3</sup> /day	DN63
WASTE DRAINAGE	3 m <sup>3</sup> /day	DN200

Daily Traffic in Number of Cars	Space Required*
<b>15.000</b>	<b>1.000-2.000 m<sup>2</sup></b>
Estimated Investment	
<b>€ 500.000 to € 800.000</b>	

\* Building over 250 m<sup>2</sup> + land min. 750 m<sup>2</sup> without own parking.



EXTERIOR



INTERIOR



TYPICAL LAYOUT

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# DRIVE-THROUGH



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# SHOPPING MALL DRIVE-THROUGH

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

ENERGY SUPPLIES	CONSUMPTION	NOTE
ELECTRICITY	136 kW	3x160 A
VENTILATION	10 kW	2500 m <sup>3</sup> (in/out)
COOLING	15 kW	-
WATER	4 m <sup>3</sup> /day	DN63
WASTE DRAINAGE	3 m <sup>3</sup> /day	DN200

Daily Traffic in Number of Cars	Space Required*
<b>15.000</b>	<b>1.000-2.000 m<sup>2</sup></b>
Estimated Investment	
<b>€ 500.000 to € 800.000</b>	

\* Building over 250 m<sup>2</sup> + land min. 750 m<sup>2</sup> without own parking.



EXTERIOR



INTERIOR



TYPICAL LAYOUT



# SIGNATURE DESIGN ELEMENTS



1. newspaper clippings wall
2. newspaper clippings floor
3. logo
4. baguette wall divider
5. self-order kiosk



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

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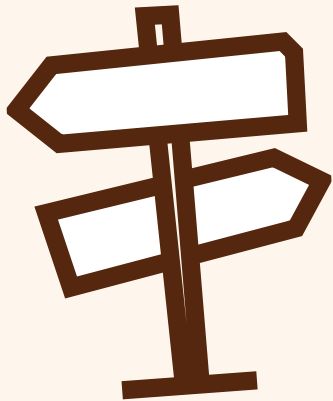
# OUR SYSTEMS



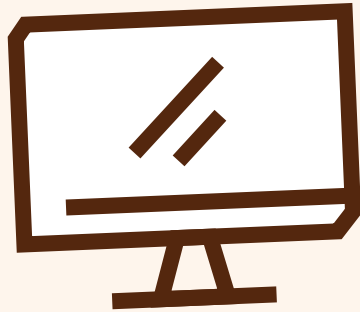
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# BB = COMPLETE ECOSYSTEM



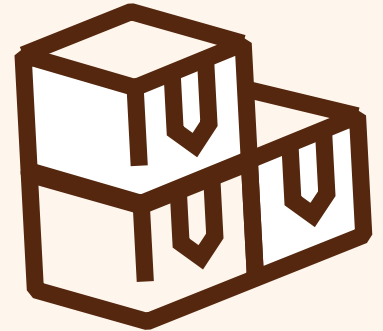
**NATIONAL AND  
LOCAL MARKETING**



**MARVIN OPERATIONAL  
SOFTWARE**



**TRAINING CENTRE AND  
ONLINE TRAINING**



**CENTRAL SUPPLY**

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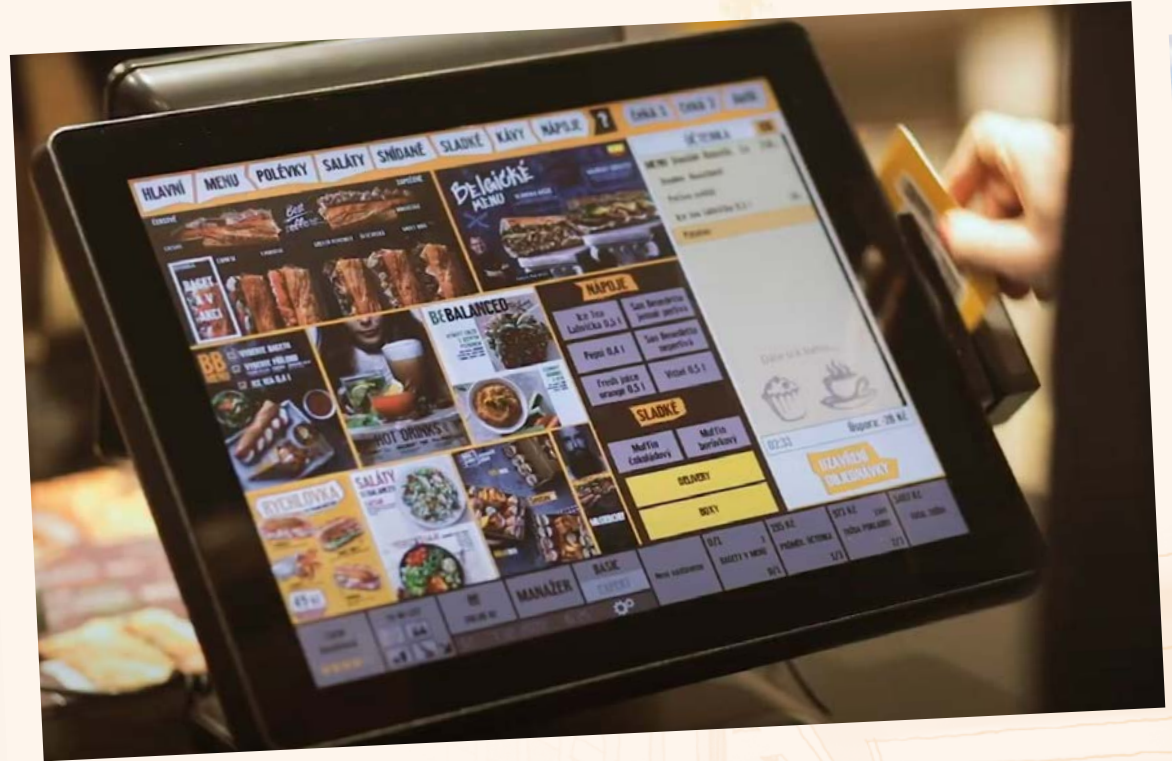
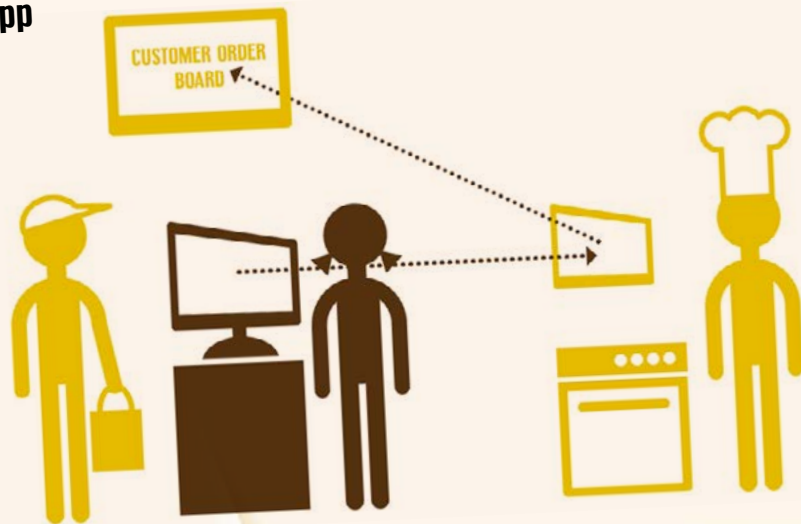


# COMPLETE PROPRIETARY SOFTWARE

## BB SYSTEMS MAKE IT EASY

Our restaurants operate on our own advanced system:

- cash register with customer display
- kitchen display
- customer order board
- drive-through system
- self-order kiosk
- app



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

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# SELF-SERVICE KIOSK

**SIMPLE & USER-FRIENDLY**

distinctive design



 HOME SCREEN WITH PRODUCT CATEGORIES



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# APP & LOYALTY CARD



## FEATURES:

- EASY PICKUP
- DELIVERY
- DINE AT TABLE
- COUPONS
- LOYALTY CARD/POINTS



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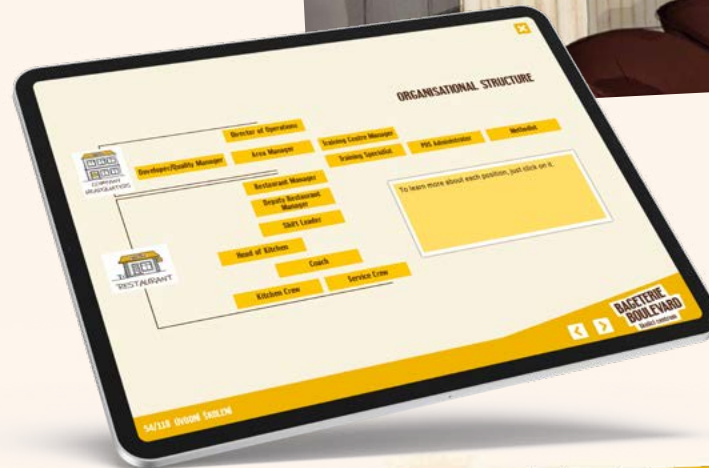


# E-TRAINING

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

For us training is for us 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."



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# SUPPLY CHAIN

**BAGETERIE BOULEVARD** is a part of the Crocodile Company Group - a major European producer of packed food.

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



FRESH  
**crocodile®**  
SANDWICHES



**BAGETERIE  
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# OUR FRANCHISING

**Currently, most of our restaurants are operated by multi-unit franchisees.**

**We believe in three fundamental franchising principles:**

- 1/ We treat your investments as if they were our own.**
- 2/ We have a transparent purchasing policy and incentivise our franchise partners to participate in the sourcing process.**
- 3/ We charge the franchise fee only when the unit is profitable.**

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



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**FOR MORE  
INFORMATION  
CONTACT US AT**



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