

# BAGUETTES THE FRENCH WAY.



EUROPEAN GASTRONOMY WITH THE SPEED OF A FAST FOOD

**BAGETERIE  
BOULEVARD**



# THE CONCEPT

**BAGETERIE  
BOULEVARD**

# ABOUT US

**Bageterie Boulevard is an original fast casual concept based on the archetype of a Parisian brasserie - in fact, it is a fast brasserie.**

The aim of the concept is to satisfy refreshment needs of customers living in cities during their usual busy day—they can have a quick cup of coffee in the morning, snack or lunch at noon, or a simple dinner in the evening. The restaurant offers various types of seating formats - you can sip a cup of coffee standing at a high bar, have a fast snack while seated at one of many café-type tables, or peacefully enjoy your meal sitting in small individual boxes. Approximately one half of transactions are take-away orders.

Our food is based on traditional European cuisine transformed into a simple way of eating in the form of filled baguettes.



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# OUR STORY

„The history of tabloid/boulevard press is connected to baguettes.“

The story of Bageterie Boulevard explains how the tabloid/boulevard press came into existence (the word „boulevard“ or bulvar in German, Russian, Hungarian, and select other European languages refers to tabloid newspapers).

The story takes you back to the period of Nazi occupation, when the only uncensored source of information was in the form of short stories manually printed on paper wraps for fresh bread.

Today, we still continue to write such stories to satirically comment on recent social and political events.

## Do you know the history of Boulevard?

Rumor has that the history of tabloid dates back to Nazi occupation. At that time, it was forbidden to print newspapers in Paris and newspaper publishers were ordered to close their offices. This resulted in most journalists losing their jobs. They had to find a new job, which was also the case of Pierre Miette and François Beurres. The two journalists who had been working for the JOURNAL D'HER were recruited by a baker whose shop was located just a few steps from their closed editorial office. Among people, the baker's office was long known as Boulangerie Boulevard because it was situated on the corner two main streets. Miette and François soon noticed that customers were gossiping while in queue for fresh bread – they were talking about what had happened in the street. And that's when they got an idea! Can there be a better material to print newspaper articles than paper bags into which fresh bread is wrapped? And so during the day they were selling bakery and during the night they were writing and printing stories that

their customers had recounted earlier that day. They built a very simple printing machine consisting of a bowl for ink and of single words which they created from old cookie cutters. They had only a very limited number of words, still it was enough to write short gossips and anecdotes. People started to like their simple way of writing, and baguette wrapping suddenly became the only uncensored source of information for local citizens. When the war ended, Pierre and François founded their own newspaper brand. On January 1, 1946 the first issue of their one-page newspaper was published. Portraying local gossips and scandals and being done in an unusual format with oversized headlines and restricted vocabulary, it was unique at that time. It has since been considered the first representative of its newspaper genre. And it is not by accident that genre got the same name as the baker's where it had all begun. That's how the first tabloid, boulevard, saw the light of the day.



Pierre Miette and François Beurres leaving reduction and founding Boulangerie de Boulevard.



**BAGETERIE  
BOULEVARD**

# DESIGN AND PACKAGING

## Packaging covered with stories.

Just like all the other main elements of the BB brand, the design of packaging materials is based upon the main story of the brand. It presents satirical clippings from tabloid press articles which are always thematically linked to ingredients used in our typical meals.





# OUR MENU

**BAGETERIE  
BOULEVARD**

# OUR PORTFOLIO

TARGET MIX

**TARGET MIX** We want to satisfy all our main target groups.



**MODERN CUSTOMER**



**WOMEN**



**VALUE ORIENTATED**



**TEENAGERS**

**BAGETERIE BOULEVARD**

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# BASIC PORTFOLIO

## Fresh and Grilled Baguettes/ Three types of bread

The basic BB product is a French baguette filled with various ingredients, all of which are fresh and healthy. These may be quite simple (meat, fish or vegetarian), but there are also very sophisticated haute cuisine recipes drawing inspiration from the culinary tradition of famous European gastronomy.

The main menu consists of 10 fixed recipes, 5 of which are grilled and 5 of which come fresh. Customers may choose from 3 types of freshly baked French bread, but cannot modify the fillings to order.



# SEASONAL MENUS

The seasonal CHEF MENU™ has already become a legendary component of the BB concept. New ones are introduced each quarter by renowned European chefs, who prepare their recipes based upon regional cuisine.

Our chefs put emphasis on seasonal and local ingredients, originality and modern trends in European gastronomy. Under their supervision, CHEF MENU™ ingredients are carefully selected and prepared utilizing the most contemporary of cooking techniques.

Customers thereby have the unique opportunity to enjoy a piece of haute cuisine from even a fast food restaurant.



Ioannis Asarlidis  
KAVALA RESTAURANT



**BAGETERIE  
BOULEVARD**

# SEASONAL MENU 2014-2016

## SELECTED CHEF MENU™ 2014-2016



**Jan Beneš**  
U Štěpána - Executive Chef  
Spring 2014



**Georges Rognard**  
Dvůr Hofmeister  
- Executive Chef  
Autumn 2014



**Radek David**  
Babiččina zahrada  
- Executive Chef  
Spring 2015



**Andrea Crippa**  
Chef of Cooking School Laboratorio  
Summer 2015

# SEASONAL MENU 2015

## SELECTED CHEF MENU™ 2014-2016



Markéta Pavleje  
Foodblog Kitchenette, Autumn 2015



Lubo Mikuš  
Restaurateur of Atelier Red & Wine  
Winter 2015



Kamila Rundusová  
KAMU  
Spring 2016



Ioannis Asarlidis  
Chef & Owner of Kavala Restaurant  
Summer 2016



# FIT CALORIES

## FOR HEALTHY AND LOW CALORIE-ORIENTED CUSTOMERS

Part of our seasonal menu consists of healthy, balanced, LOW-CALORIE products.

As an integral part of our CHEF MENU™, these products are created by the same chef responsible for conceiving that season's CHEF MENU™ and are then approved by respected nutritionists before being introduced.

FIT CALORIES



BAGETERIE  
BOULEVARD

# LIMITED EDITION

## SEASONAL CHOICE FOR SOPHISTICATED CUSTOMERS

We offer a Limited Edition baguette during the last 4-6 weeks of each CHEF MENU™ period.

It is the most premium baguette from our portfolio, comes cut in two halves and packed in a premium, clamshell paper box.



# PRODUCTS ON THE SIDE

## BB COMBO

In Bageterie Boulevard the customer is being offered the complete meal. Characteristic complements to our menu are soups of the day and baked potatoes with Tartar sauce.



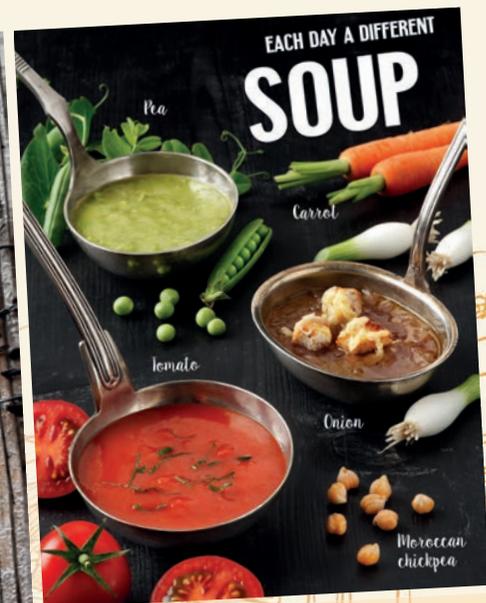
BB COMBO



PATATAS WITH TARTAR SAUCE



HOMEMADE ICE TEA



SOUPS

# A GOOD BREAKFAST KICKS OFF A SUCCESSFUL DAY

Enjoy your morning in Bageterie Boulevard.

In the morning, Bageterie Boulevard offers a wide range of breakfast products. Customers can combine these products with their favorite type of coffee, tea or fresh juice. Coffee served in porcelain mugs, original BB music and the daily newspaper are typical components of our breakfast menu.



**BAGETERIE  
BOULEVARD**

# LE FAST SNACK

## The Most Affordable Part of Our Menu

These products with full undistinguished flavor complement our offer with a meal ideal for a small snack.

It is aimed mainly at younger customers and available at a very attractive price, which never means a compromise in quality or taste.



**le FAST SNACK**  
FRENCH WAY

CHEESE

VIENNESE

PATATAS

EGG VOILÀ

SWEET CHILLI

**ONLY € 1,80**

The graphic features a yellow background with a white banner at the top. Below the banner are five food items: a cheese sandwich, a Viennese sandwich, a bowl of potatoes, an egg sandwich, and a sweet chili sandwich. A price tag in the bottom right corner indicates 'ONLY € 1,80'. The background of the graphic also shows a faint sketch of a bakery storefront.

**BAGETERIE  
BOULEVARD**

# BB DELIVERY

The BB BOX delivery solution is targeted to businesses and offices.

The BB BOX comes in 3 flavor mixes (16 mini baguettes) or as a sweet box of 15 muffins (also 3 flavors). BB BOX delivery is operated via our central system, and besides the boxes, we also deliver BB drinks.

How does it work?

- 1) You need a catering at a meeting...
- 2) ...you visit [www.bbbox.cz](http://www.bbbox.cz) or dial the number 800 BAGETY...
- 3) ...choose from our offer and deliver time...
- 4) ...give us your contact details...
- 5) ...your order will be delivered.



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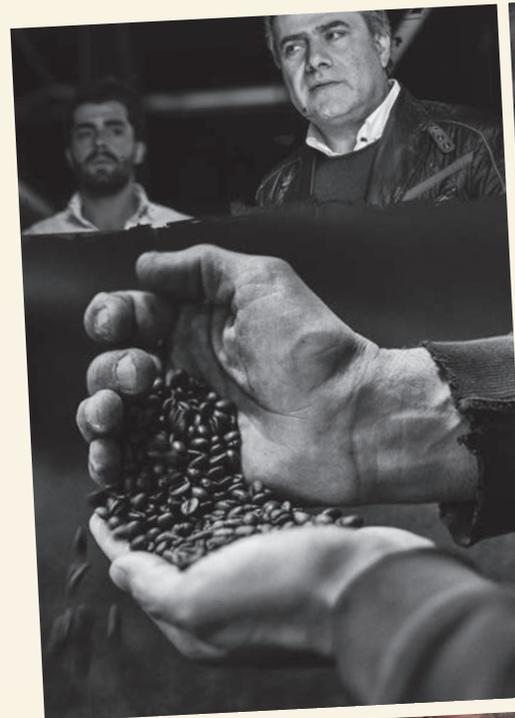
# OUR COFFEE STORY

**High quality coffee is an essential part of the BB concept.**

**Our proprietary coffee blend comes from a small family brewery near Napoli, Italy.**

**We prepare all of our coffee on state-of-the-art hand-operated Cimbali coffee machines.**

**Apart from the standard coffee range (ristretto, espresso, macchiato, cappuccino, latte), we also prepare seasonal coffee drinks.**



# CRÊPERIE INSIDE

In some of our restaurants you can also find a Crêperie.

Our crêperie portfolio consists of 3 basic sweet crêpes and 1 special seasonal crêpe.



# CASH REGISTER SYSTEM

## BB SYSTEMS MAKE IT EASY

Our restaurants operate on our own proprietary cash register and kitchen management system which make it easy to facilitate the work flow.

- centralized setting of prices, discounts, chef menu, coupons, etc.
- automatic grouping items into a menu
- collects information about cashiers - a real-time tool for cashiers and managers
- collects information about customers
- tool for training cashiers
- intuitive navigation through selections on the cash register
- 2 modes: BASIC and EXPERT

KITCHEN DISPLAY



CASH REGISTER SYSTEM



CUSTOMER ORDER BOARD



CUSTOMER DISPLAY



**BAGETERIE  
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# CENTRAL SUPPLY AND PURCHASE

**All of our restaurants are supplied through our central warehouse.**

**We are equipped with a vehicle fleet able to deliver both frozen and chilled goods.**

**All raw materials are vacuum-packed and sealed in special food-certified boxes.**

**Our Central Warehouse leverages the strengths of our Central Purchasing Department, employing decades of experience in negotiating the best possible prices for the highest quality goods for both our packaged sandwich manufacturing operation and BB.**



# FRANCHISING

**Most of our restaurants are operated by individual franchisees. Come grow with us!**

Our franchisees receive both material supplies and overall marketing support.

For new franchisees, we provide comprehensive training, as well as an assessment of whether a given location is suitable for opening a new BB restaurant.

**Before a new restaurant is open, we help to**

- choose the best location
- design the restaurant
- procure restaurant equipment
- coordinate building renovations and acquire all necessary legal permits, et al.
- train franchisee staff
- support in local marketing campaigns
- raw material procurement, logistics and constantly evolving know-how
- country-wide marketing and PR



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# TRAINING CENTER

We have developed an easily transferable system for training the entire Bageterie Boulevard structure.

Training helps us maintain consistency in the quality of products and services provided by all BB restaurants.

We have built our own proprietary training center, including a functional model of a BB restaurant for training employees.

We also utilize e-learning on-site in our restaurants via dedicated iPads that interface with our proprietary training courses and certifications.



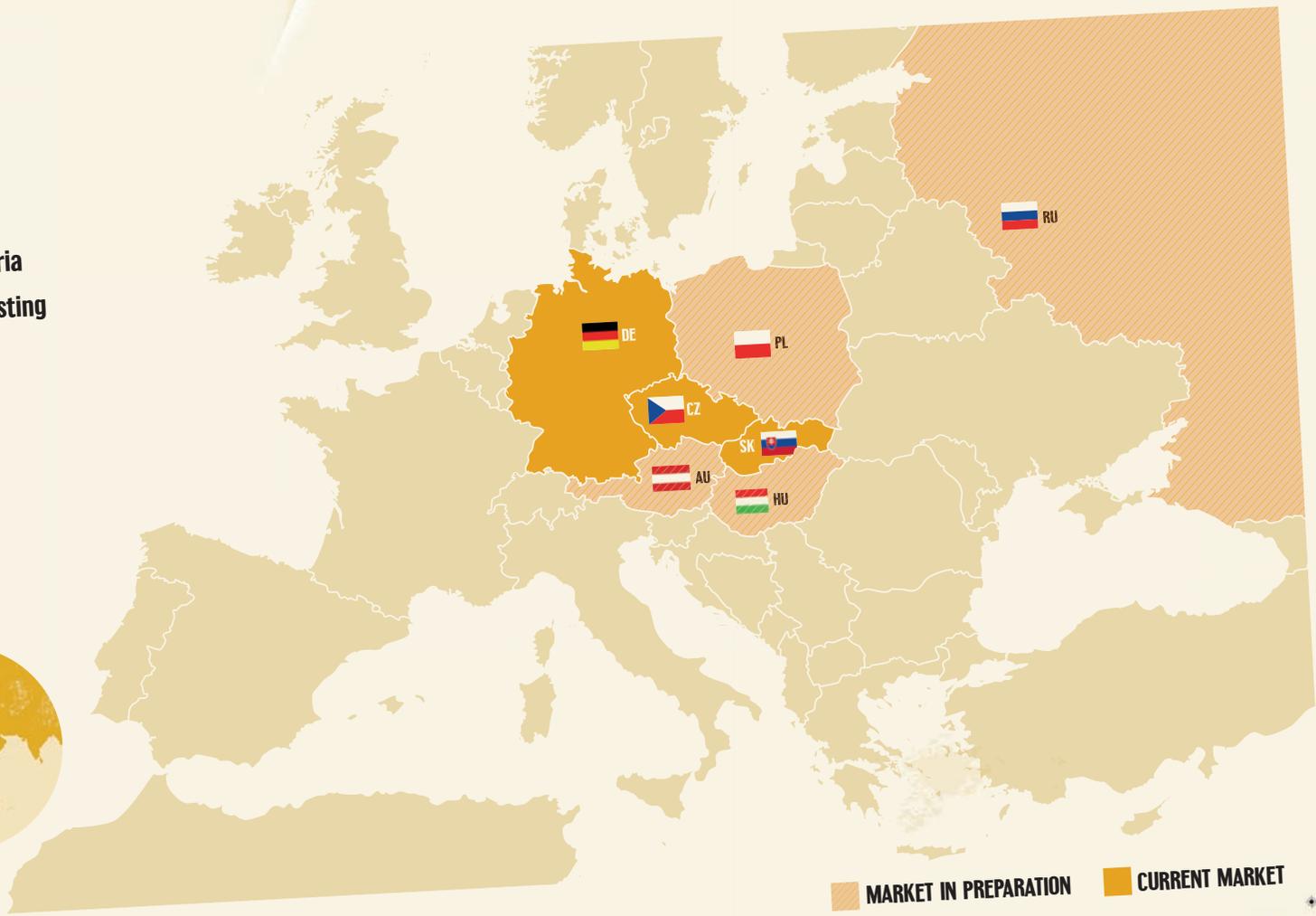
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# EUROPEAN EXPANSION 2017-2020

## The plan to enter the new markets

Our current priority markets are Germany, Austria and Hungary, where we can best utilize our existing logistic infrastructure.



# MASTER FRANCHISE

## Master franchise

To expand to other European and non-European markets, we seek opportunities for establishing national licenses - master franchise agreements or to develop joint ventures.



**OUR ROOTS  
ABOUT THE COMPANY**

# OUR BACKGROUND



Petr Cichoň  
owner of the company

**BAGETERIE BOULEVARD** was created as a concept of the Crocodile ČR company – a major producer and supplier of pre-packaged sandwiches in Europe with branches operating in many European markets.

The company was founded in 1990 by its owner, Mr. Petr Cichoň. Initially, it specialized in the production and sale of pre-packaged sandwiches. In 2003, Mr. Cichoň decided to extend its scope of activity and he added a new concept – a fast food restaurant. People quickly came to like the restaurant, which attracted even more customers. The brand has since sustained massive growth.

**Over 25 million sandwiches are sold every year...**

in the Czech Republic, Austria, Germany, Hungary, Slovakia, Spain, Russia, Croatia, and Slovenia.

We sell either directly through our branches or via dedicated distributors.

Our products are manufactured in two factories, located in the Czech Republic (70 km from Prague) and Germany (50 km from Berlin).

The Crocodile Group employs over 1000 people.



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