

# BAGUETTES BY CHEFS



EXPRÈS GOURMET™ FROM EUROPE

**BAGETERIE  
BOULEVARD**

# BRAND MISSION

## CULTURAL TENSION

In the beginning there was a fresh, crunchy baguette...  
Looking at it, we asked ourselves three 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

Democratization of European gastronomy not too seriously.





# HISTORY OF TABLOID

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

The story of Bageterie Boulevard explains how the origin of tabloid is linked to baguettes.

The word „boulevard“ or „bulvar“ in European languages refers to tabloid newspapers.

The story takes you back to the period of nazi occupation, when bakers Pierre and François (ex journalists from Paris) wrote the only uncensored source of information in the form of short stories manually printed on paper wraps for fresh bread.



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# SHOP DESIGN AND PACKAGING

## Packaging covered with stories

The idea of newspaper headlines is transferred onto the product packaging, as well as becoming a part of the very interior of the restaurants themselves.

Tabloid press stories appear on:

- paper bags
- baguette and sandwich bags
- mugs and cups



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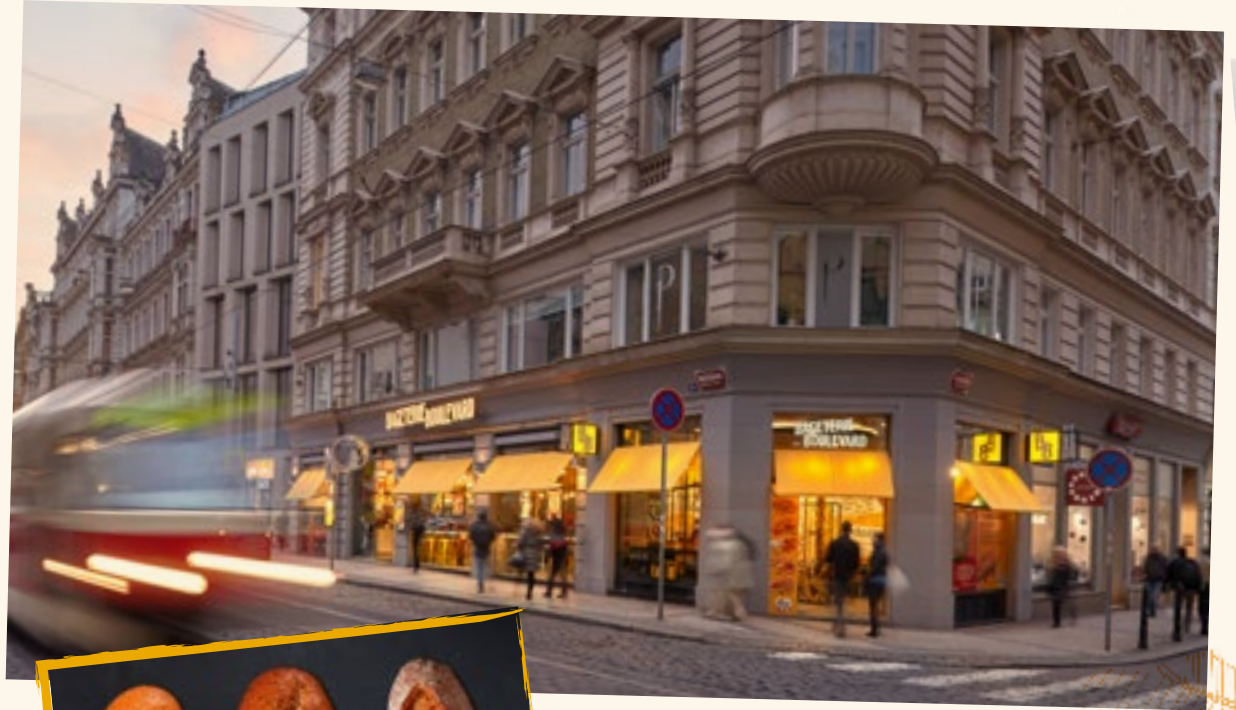


# ABOUT US

**Bageterie Boulevard is an exprès gourmet concept based on the archetype of a Parisian brasserie:**

**Today we are:**

- present in 3 european countries with over 60 stores
- operating three shop formats (high street, food court, drive)
- presenting both traditional and seasonal recipes covering all day fare



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# CUSTOMER & PRICE POSITIONING

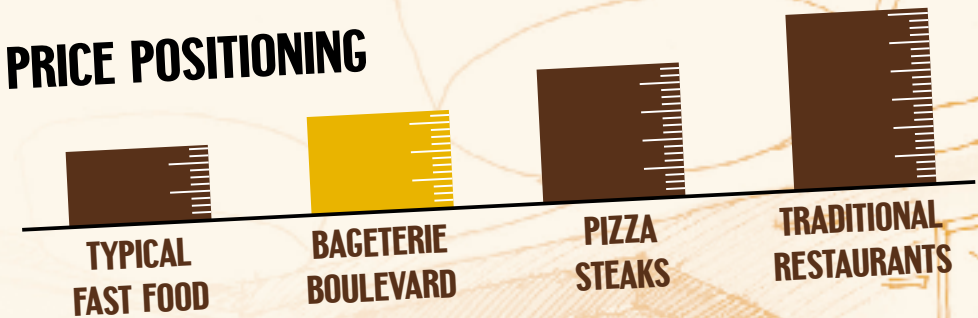


- WHITE COLLAR
- BIG CITIES
- 25-45
- MIDDLE AND HIGHER INCOME
- WOMEN: MEN 60:40

## TYPICAL SHOPPING MALL FOOD COURT

ASIAN FOOD	HAMBURGERS	BAGUETTES AND SANDWICHES	CHICKEN	PIZZA

## PRICE POSITIONING



COMPETING BRANDS - PANERA, CHIPOTLE, SHAKE SHACK, PRET



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# OUR CUSTOMER MIX



MODERN CUSTOMERS



HEALTHY AND LOW  
CALORIE-ORIENTED



VALUE-ORIENTED



KIDS AND TEENAGERS

BAGETERIE  
BOULEVARD



# DAYPARTS & NEED-STATES

**MORNING TO EVENING, MONDAY TO SUNDAY, SPRING TO WINTER**

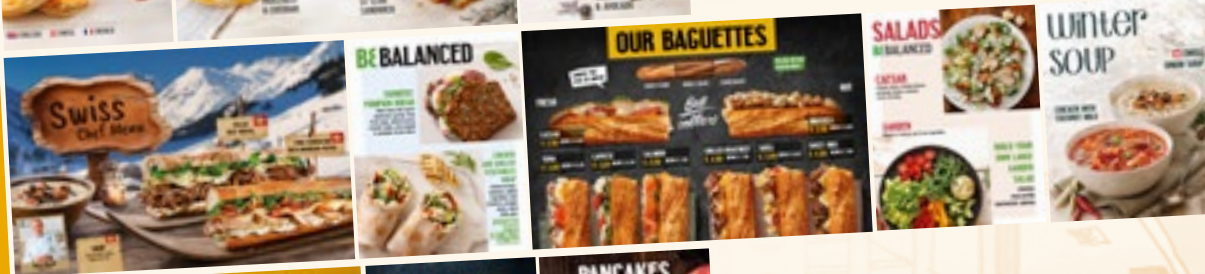
Our goal is to meet our customers needs throughout the entire day.



**BREAKFAST**



**LUNCH**



**SNACKING**



**DINNER**



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# CORE PORTFOLIO

## Fresh and hot baguettes in four types of bread.

The basic BB product is a French baguette filled with fresh and healthy ingredients. Their complexity varies from simple recipes (meat, fish or vegetarian) to sophisticated haute cuisine recipes drawing inspiration from the culinary tradition of world-renowned European gastronomy.

Main menu consists of 8 fixed recipes, 4 of which are hot and 4 of which are fresh. Customers may choose from 3 kinds of freshly baked French bread + 1 gluten-free.



1.  
SELECT YOUR  
TYPE OF BREAD

2.  
SELECT THE  
RECIPE

3.  
SELECT YOUR  
SIDE DISH AND  
DRINK

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# SEASONAL MENU

The seasonal **CHEF MENU™** has already become a legendary component of the BB concept.

- introduced 4 times a year
- prepared with a renowned European chef
- presenting regional ingredients characteristic for the local gastronomy
- marketed through both local and state-wide campaigns



Lars Sjöstrand  
DANIELA'S BY BAROCK



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# SEASONAL MENU

2019

SPRING



SUMMER



AUTUMN



WINTER



2020



2021



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# SEASONAL MENU

TRAVELING ACROSS  
TASTY EUROPE.



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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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# ADDITIONAL SIGNATURE PRODUCTS

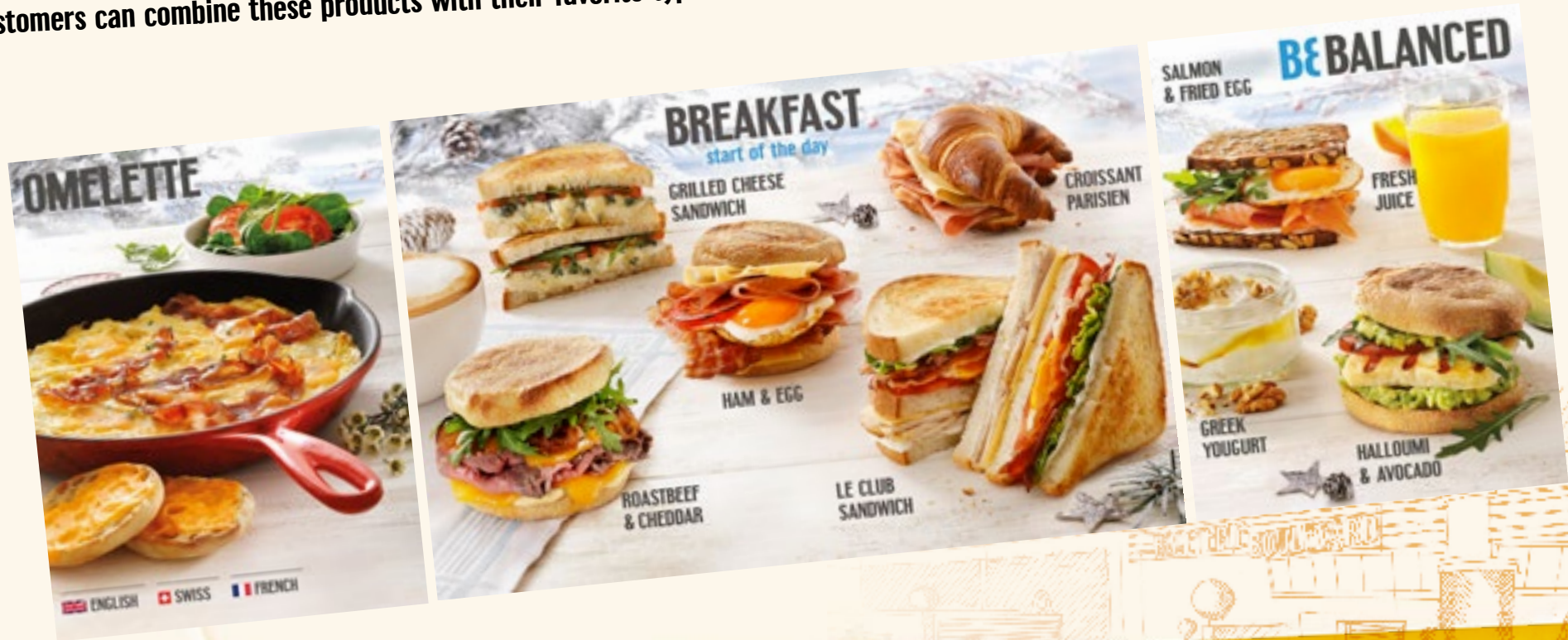




# A GOOD BREAKFAST KICKS OFF A SUCCESSFUL DAY

## Morning with Bageterie Boulevard

In the morning, Bageterie Boulevard offers a wide range of breakfast products. Customers can combine these products with their favorite type of coffee, tea or fresh juice.



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# "LE FAST" SNACK

Affordable offering for kids and teenagers



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# OFFICE CATERING

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



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





# BAGUETTE BOXES

**Box4family™**  
is the ideal food  
sharing solution for  
your on-the-go occasions.

Choose one of our standard boxes  
or go for your personal favorites mix.



BOULEVARD

Amici



# CRÊPERIE INSIDE

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





# OUR DRINKS

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



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# OUR RESTAURANT FORMATS

**BAGETERIE  
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# HIGH STREET

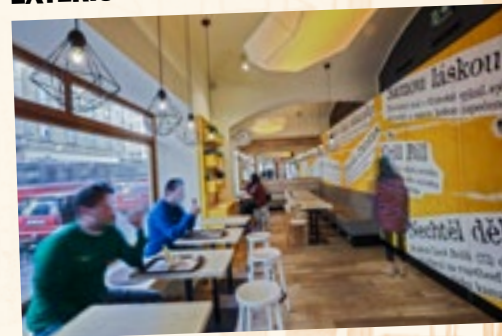
- at frequented spots in cities, near public transport hubs
- usually corners of main streets
- large windows
- additional outdoor seating

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>	

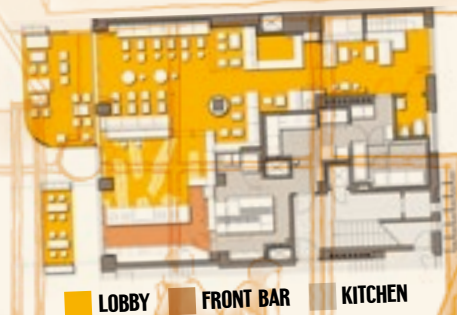
ENERGY SUPPLIES	CONSUMPTION	NOTE
ELECTRICITY	73 kW	3x80 A
VENTILATION	10 kW	2500 m <sup>3</sup> (in/out)
COOLING	15 kW	-
WATER	1 m <sup>3</sup> /day	DN63
WASTE DRAINAGE	1 m <sup>3</sup> /day	DN200



EXTERIOR



INTERIOR



TYPICAL LAYOUT

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# HIGH STREET



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# FOOD COURT

- inside shopping malls - with or without a proprietary seating
- in foodcourt or corner facade
- sometimes with own lobby

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>	

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



FOODCOURT



FOODCOURT WITH LOBBY



TYPICAL LAYOUT  
 ■ CUSTOMER AREA ■ KITCHEN ■ FRONTBAR

**BAGETERIE BOULEVARD**



# FOOD COURT



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# DRIVE IN

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

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.

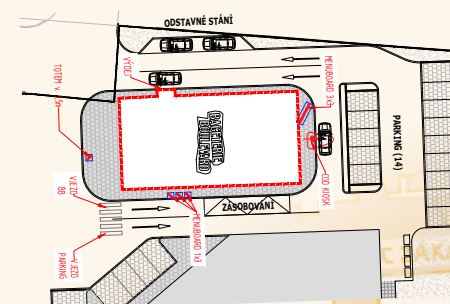
ENERGY SUPPLIES	CONSUMPTION	NOTE
ELECTRICITY	136 kW	3x160 A
VENTILATION	10 kW	2500 m <sup>3</sup> (in/out)
COOLING	15 kW	-
WATER	4 m <sup>3</sup> /day	DN63
WASTE DRAINAGE	3 m <sup>3</sup> /day	DN200



EXTERIOR



INTERIOR



TYPICAL LAYOUT

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# DRIVE



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# EVENTS AND SEASONAL RESORTS

We also operate Bageterie Boulevard as temporary restaurants during cultural festivals, sports events and trade fairs.

Our restaurants can also be placed seasonally at winter or summer resorts.



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# SIGNATURE DESIGN ELEMENTS



1. newspaper clippings wall
2. newspaper clippings floor
3. logo
4. baguette screen
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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# PROPRIETARY CASH REGISTER SYSTEM

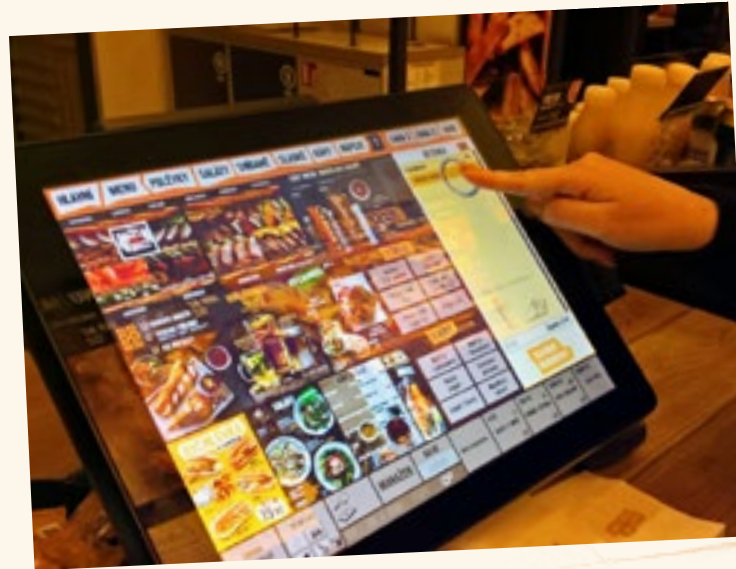
## BB SYSTEMS MAKE IT EASY

Our restaurants operate on our own system:

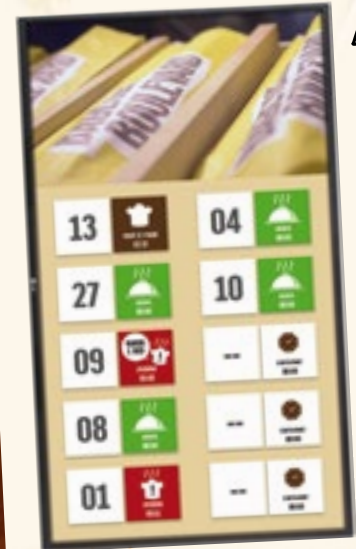
- cash register with customer display
- kitchen display
- customer order board
- drive system
- self-order kiosk

<https://vimeo.com/manage/videos/253613905>

CASH REGISTER  
SYSTEM



CUSTOMER ORDER BOARD



KITCHEN DISPLAY



SELF-SERVICE KIOSK

CUSTOMER  
DISPLAY



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# SELF-SERVICE KIOSK

**SIMPLE & USER FRIENDLY**

distinctive design



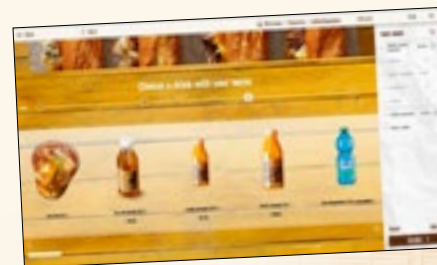
HOME SCREEN WITH PRODUCT CATEGORIES



NAVIGATION THROUGH PHOTOGRAPHIC SCENES



PRODUCT MENUBOARDS



BB MENU OFFER AND CUSTOMIZATION



INTUITIVE ORDER AND PAYMENT



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# OUR LOYALTY SYSTEM

The rules are simple.

Buy baguettes and you will get every fifth for only half its price.



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# E-TRAINING CENTER

**Easy to use online training system  
for all restaurant positions  
- from crew to management.**

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

Our training center specialists are available for on-line consultations as well as final certifications.

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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# OUR ROOTS

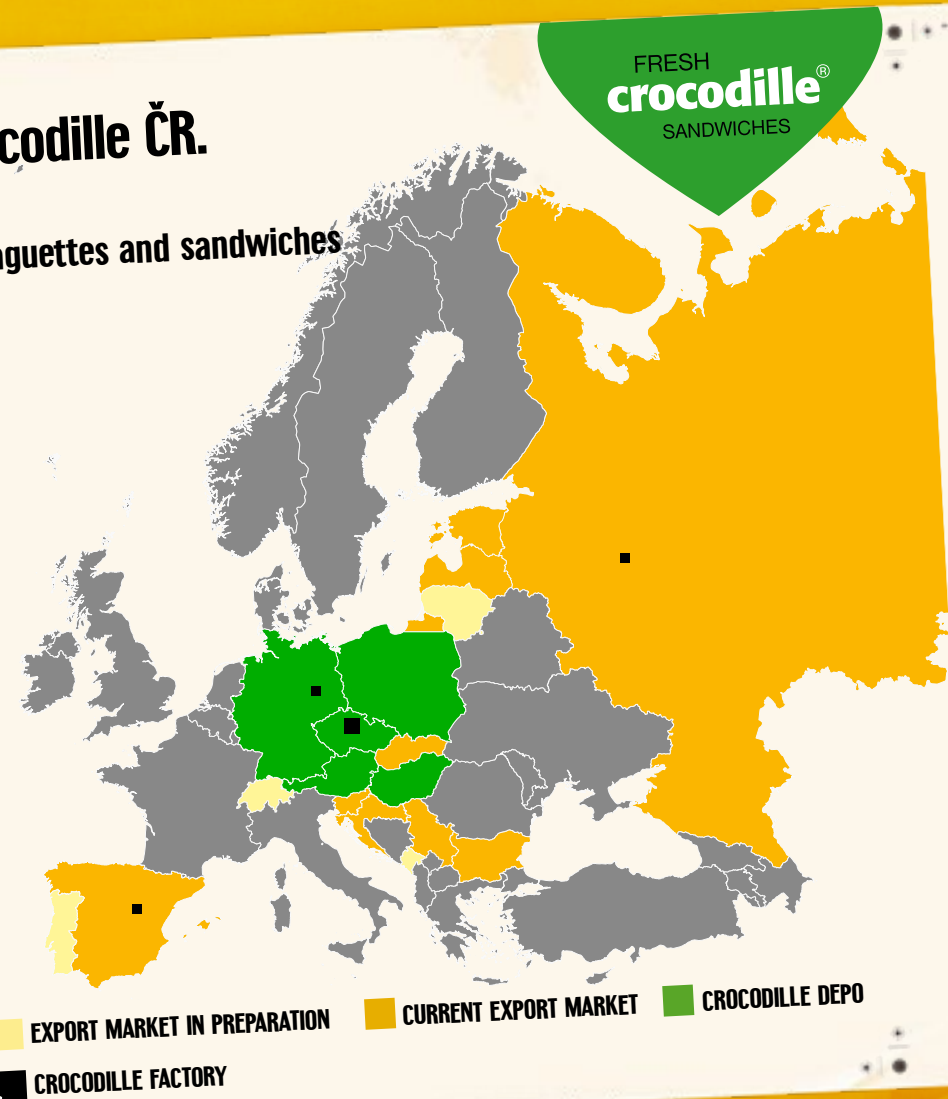


**Petr Cichoň**  
founder of the company  
a exclusive owner



## BAGETERIE BOULEVARD is a concept of Crocodile ČR.

- Crocodile ČR is a major European producer of packaged baguettes and sandwiches
- over 30 years of experience
- single owner
- operating in more than 20 countries
- over 30 millions baguettes and sandwiches per year
- strong logistics, central warehouses and factories
- over 1400 employees



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# OUR FRANCHISING

**Most of our restaurants are operated by single or 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.**

**More at [bageterie.com](http://bageterie.com)**

## **Master-franchising**

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



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**FOR MORE  
INFORMATION  
CONTACT US AT**

**BAGETERIE  
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[franchising@bageterie.com](mailto:franchising@bageterie.com)

[bageterie.com/downloads](http://bageterie.com/downloads)



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