

franchising with
crêpeaffaire



crêpeaffaire

start a
new
affaire

The logo for crepeaffaire features a small orange heart above the word "crepe" in black, followed by "affaire" in orange.

uk market leader
looking for inspired
individuals to
develop the brand

the business concept

Savoury and sweet crêpes made with organic flour and fresh ingredients, to eat in or to take away.

Range complemented by fair trade organic coffees, juices, ice cream, shakes and smoothies.

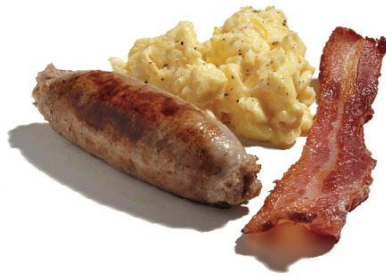
Visually appealing crêpe theatre: standardised production system combined with traditional finishing, ensuring speed, constant quality & absence of odours. Requires no extraction.

A memorable dining experience for all day parts: indulgent yet healthy food, excellent customer service and a fun store environment.



1. Ze crêpe is just a sweet treat?

Non. Everyone knows about sweet crêpes, but did you know that Crêpeaffaire bakes delicious savoury crêpes which make a tasty lunch? A nice change from ze boring old sandwich.



2. Ze crêpe is not good for breakfast?

Ze Londoner Breakfast crêpe with delicious sausage or bacon and free-range egg, or ze Canadian with maple syrup and bacon makes for a proper start to ze day.



Ze seven common myths of ze crêpe.

3. You cannot take ze crêpe away?

At Crêpeaffaire you can eat your crêpes on ze run with our special crêpe-cone, take them back to your desk or ze park in ze handy take-away box, or relax and enjoy one here. Ze choice, as they say, is yours.



4. Ze crêpe is slow to make?

Non. Not at Crêpeaffaire. Ze special crêpe machine bakes ze crêpes fresh, perfect and quick every time. So there is no waiting around. And they are always fresh.



5. Ze crêpe is not wholesome?

Au contraire. Our crêpes are made fresh with organic flour, free-range eggs, and ze fresh ingredients.

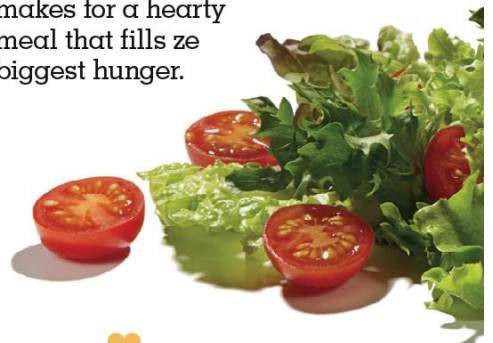


6. Ze crêpe is not good for you?

Wrong again! Ze crêpe has fewer calories and carbs than the equivalent sandwich. It tastes too delicious to be healthy, but it is true.

7. Ze crêpe is not a full meal?

A delicious savoury crêpe with our fresh side salad makes for a hearty meal that fills ze biggest hunger.



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crêpe**affaire**

the crêpeaffaire advantage

- A unique, branded and systematic approach to a widely loved product
- Compatible with A1 planning, no extraction required
- Faster, cleaner, and more versatile than traditional crêperies
- Varied product range with little seasonality
- Accessible price points with excellent value for money
- Flexible in size and layout to suit multiple site opportunities
- Excellent economics, very responsive to high volume locations
- Ideally suited to high streets, shopping malls, airports, railway stations and busy entertainment and shopping districts



Wardour Street,
London Soho



Westfield,
London White City



Westfield Stratford
City, London



Landside Departures,
Stansted Airport



Old Spitalfields Market,
London

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crepe**affaire**

the franchise opportunity

- Sizeable and growing market
- Proven business format with no direct competition
- Strong intrinsic economics with excellent ROI potential
- Minimal investment requirements
- Comprehensive training and operational support
- Marketing tools and collateral
- Menu development and regular system updates
- Experienced management team and operations staff



Westfield Stratford City
London – Open 09/11



Xpress mini kiosk



mall kiosk

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 **crepe**affaire

ready to drive
a successful
business?



For further information, visit www.crepeaffaire.com.
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