

BAGUETTES BY CHEFS



EXPRÈS GOURMET™ FROM EUROPE

**BAGETERIE
BOULEVARD**

BRAND MISSION

CULTURAL TENSION

There was a fresh, crunchy baguette at the beginning...
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.



**BAGETERIE
BOULEVARD**

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.

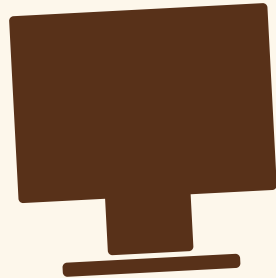


**BAGETERIE
BOULEVARD**

COMPLETE ECOSYSTEM



**NATIONAL AND
LOCAL MARKETING**



**CASH REGISTER AND
OPERATIONAL SOFTWARE**



**TRAINING CENTER AND
ON-LINE TRAINING**



CENTRAL SUPPLY

**BAGETERIE
BOULEVARD**



**BAGETERIE
BOULEVARD**

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



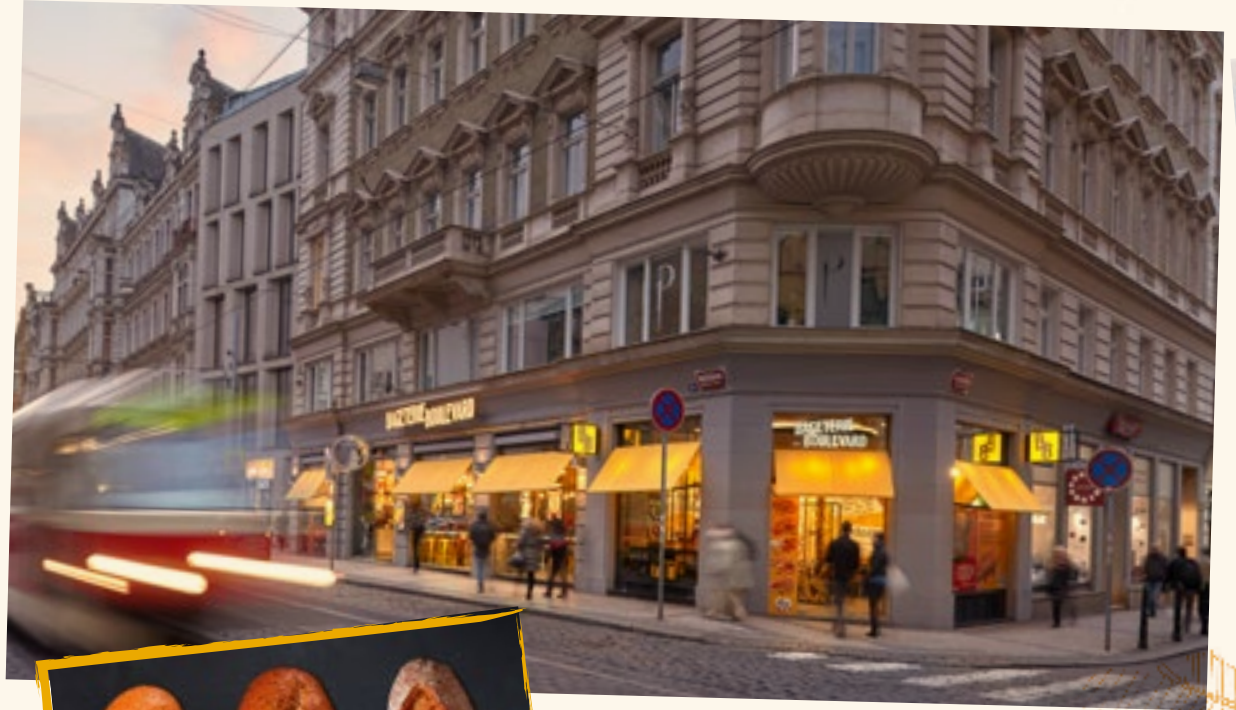
**BAGETERIE
BOULEVARD**

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 3 shop formats (high street, food court, drive)
- presenting both traditional and seasonal recipes covering all day fare



**BAGETERIE
BOULEVARD**

CUSTOMER & PRICE POSITIONING

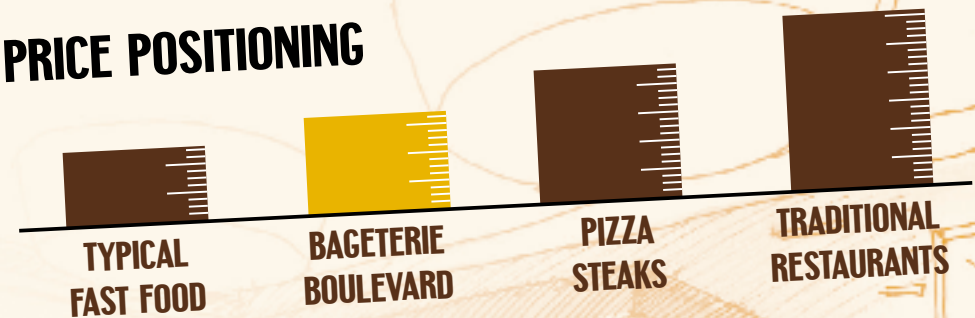


- WHITE COLLAR
- BIG CITIES
- 25-45
- MIDDLE AND HIGHER INCOME
- WOMEN: MEN 60:40

TYPICAL SHOPPING MALL FOOD COURT

ASIAN FOOD	HAMBURGERS	BAGUETTES AND SANDWICHES	CHICKEN	PIZZA

PRICE POSITIONING



COMPETITION



BAGETERIE BOULEVARD

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

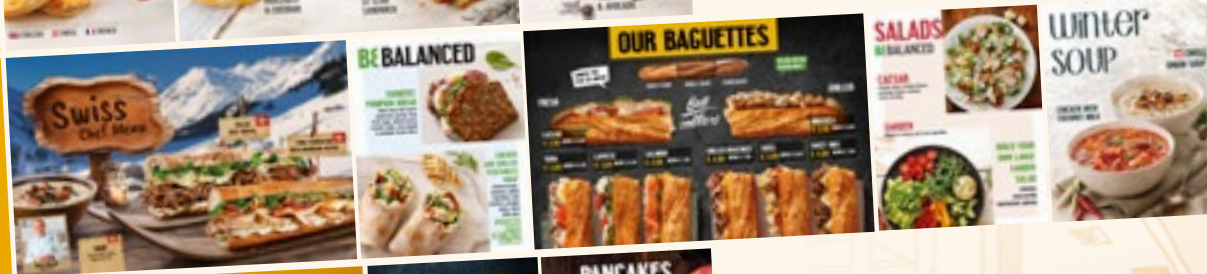
Our goal is to meet our customers needs throughout the entire day.



BREAKFAST



LUNCH



SNACKING



DINNER



**BAGETERIE
BOULEVARD**

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. 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 grilled and 4 of which are fresh. Customers may choose from 3 kinds of freshly baked French bread + 1 gluten-free.



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



**BAGETERIE
BOULEVARD**

SEASONAL MENU

2019

SPRING



SUMMER



AUTUMN



WINTER



2020



2021



BAGETERIE
BOULEVARD

SEASONAL MENU

TRAVELING ACROSS
TASTY EUROPE.



**BAGETERIE
BOULEVARD**

B&BALANCED

FOR HEALTHY AND LOW CALORIE-ORIENTED CUSTOMERS

- healthy and fresh
- low calorie
- innovative bread offering



**BAGETERIE
BOULEVARD**

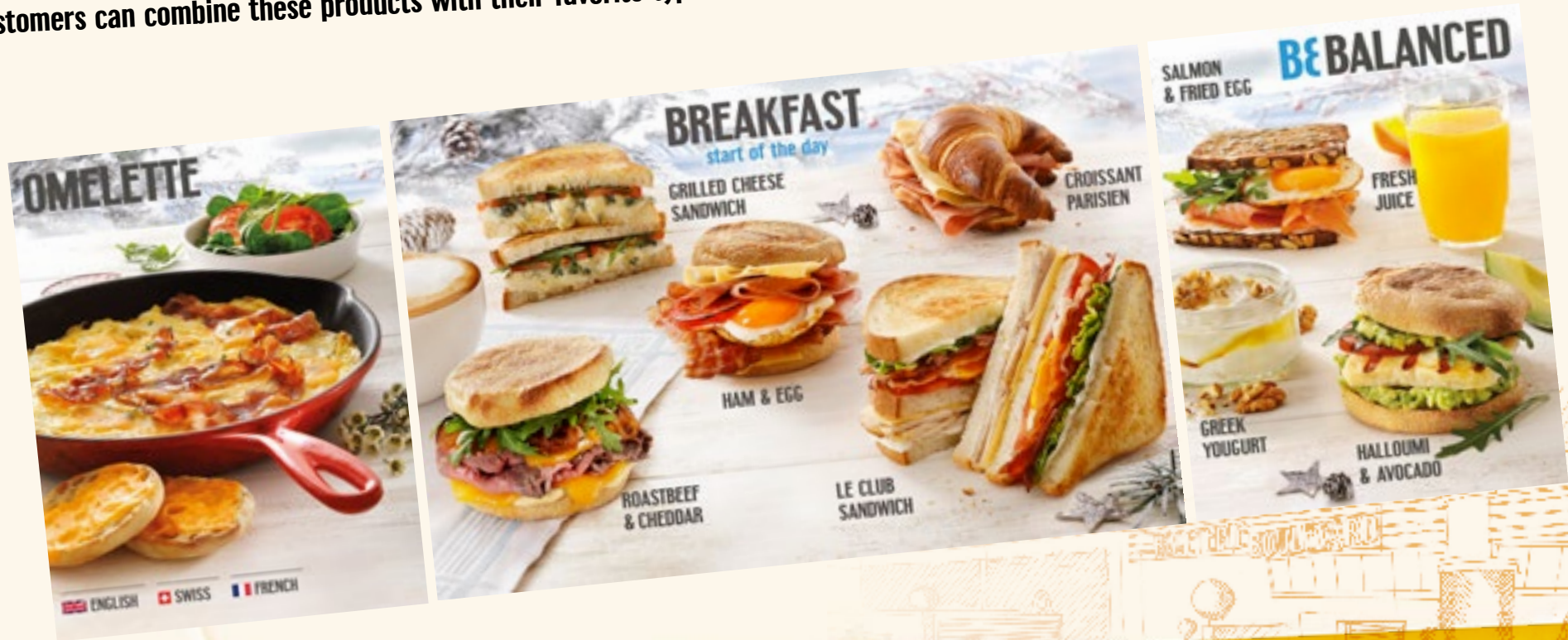
ADDITIONAL SIGNATURE PRODUCTS



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.



**BAGETERIE
BOULEVARD**

"LE FAST" SNACK

Affordable offering for kids and teenagers



**BAGETERIE
BOULEVARD**

OFFICE CATERING

BB BOX - ideal delivery solution for your office catering.



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 favorite mix.



CRÊPERIE INSIDE

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



OUR DRINKS

Our homemade black Ice Tea with lemon as one of top bestselling items is also huge profit maker.



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

**BAGETERIE
BOULEVARD**

OUR RESTAURANT FORMATS

- HIGH STREET
- FOOD COURT
- DRIVE
- EVENTS



**BAGETERIE
BOULEVARD**

HIGH STREET

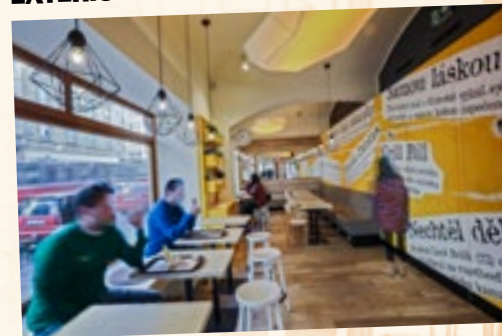
- at frequented spots in cities, near public transport hubs
- usually corners of main streets
- large windows
- additional outdoor seating

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

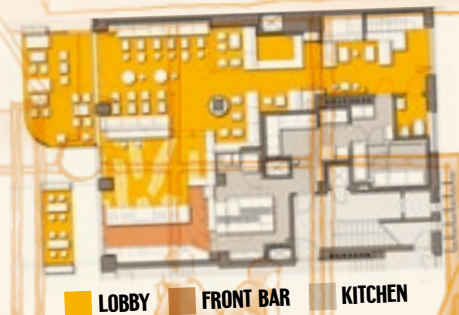
Daily Foot Traffic in Number of People	Space Required
over 10.000	100-300 m²
Estimated Investment	
€ 200,000 to € 500,000	



EXTERIOR



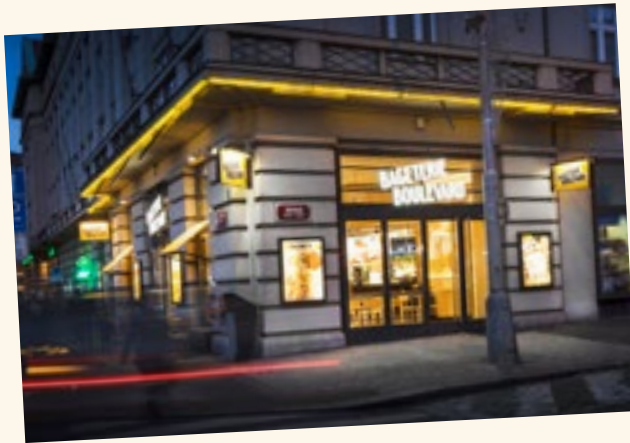
INTERIOR



TYPICAL LAYOUT

**BAGETERIE
BOULEVARD**

HIGH STREET



**BAGETERIE
BOULEVARD**

FOOD COURT

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

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

Daily Foot Traffic in Number of People	Space Required
15.000	30-100 m²
Estimated Investment	
€ 130,000 to € 220,000	



FOODCOURT



FOODCOURT WITH LOBBY



TYPICAL LAYOUT
■ CUSTOMER AREA ■ KITCHEN ■ FRONTBAR

**BAGETERIE
BOULEVARD**

FOOD COURT



**BAGETERIE
BOULEVARD**

DRIVE

- 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

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

Daily Traffic in Number of Cars	Space Required*
15.000	1.000-2.000 m²
Estimated Investment	
€ 500.000 to € 800.000	

* Building over 250 m² + land min. 750 m² without own parking.



EXTERIOR



INTERIOR



TYPICAL LAYOUT

**BAGETERIE
BOULEVARD**

DRIVE



**BAGETERIE
BOULEVARD**

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.



**BAGETERIE
BOULEVARD**

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

**BAGETERIE
BOULEVARD**

PROPRIETARY CASH REGISTER SYSTEM

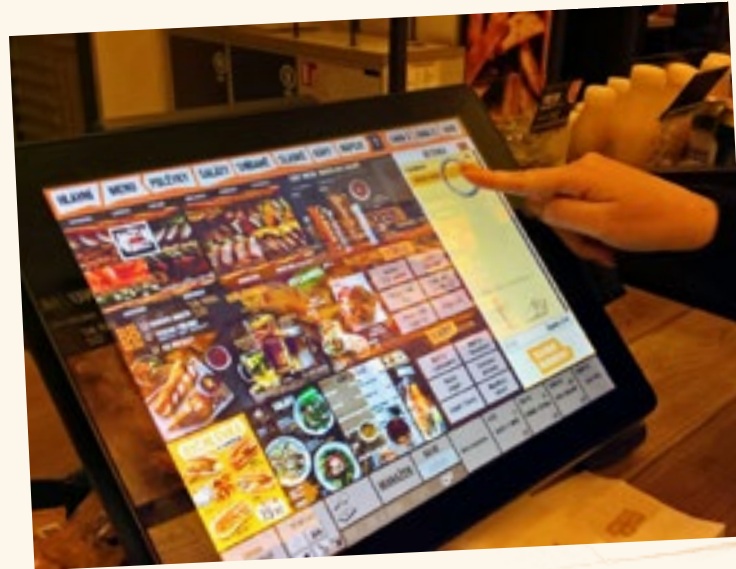
BB SYSTEMS MAKE IT EASY

Our restaurants operate on our own system:

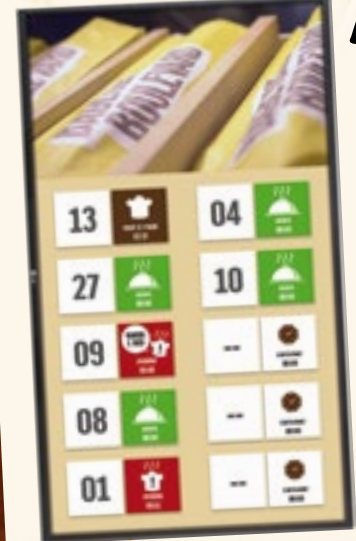
- cash register with customer display
- kitchen display
- customer order board
- drive system
- self-order kiosk

<https://youtu.be/vGZuR64NSI4>

CASH REGISTER
SYSTEM



CUSTOMER ORDER BOARD



KITCHEN DISPLAY



SELF-SERVICE KIOSK

CUSTOMER
DISPLAY



BAGETERIE
BOULEVARD

SELF-SERVICE KIOSK

SIMPLE & USER FRIENDLY

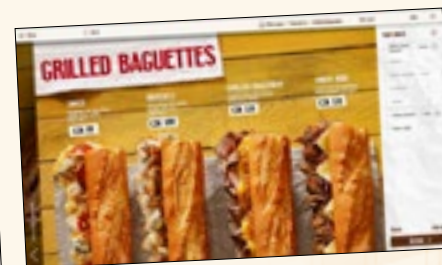
distinctive design



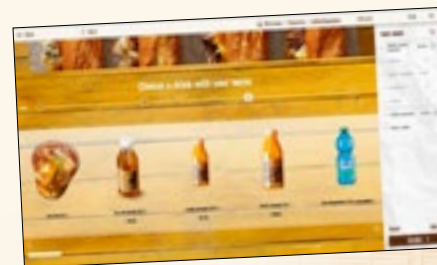
 HOME SCREEN WITH PRODUCT CATEGORIES



NAVIGATION THROUGH PHOTOGRAPHIC SCENES



PRODUCT MENUBOARDS



BB MENU OFFER AND CUSTOMIZATION



INTUITIVE ORDER AND PAYMENT



**BAGETERIE
BOULEVARD**

OUR LOYALTY SYSTEM

The rules are simple.

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



**BAGETERIE
BOULEVARD**

E-TRAINING CENTER

Offering 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.



**BAGETERIE
BOULEVARD**

OUR ROOTS



Petr Cichoň
founder of the
company

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
- exclusive owner
- operating in more than 20 countries
- over 30 millions baguettes and sandwiches per year
- strong logistics, central warehouses and factories
- over 1400 employees



-
- EXPORT MARKET IN PREPARATION CURRENT EXPORT MARKET CROCODILLE DEPO
CROCODILLE FACTORY

**BAGETERIE
BOULEVARD**

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/franchise

Master-franchising

We seek opportunities for establishing national licenses, master franchise agreements, or joint ventures worldwide.



**BAGETERIE
BOULEVARD**

FOR MORE INFORMATION CONTACT US AT

**BAGETERIE
BOULEVARD**

franchising@bageterie.com

bageterie.com/downloads



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