

BAGUETTES THE FRENCH WAY.



EUROPEAN GASTRONOMY WITH THE SPEED OF A FAST FOOD

**BAGETERIE
BOULEVARD**

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 European languages refers to tabloid newspapers.

The story takes you back to the period of occupation, when bakers Pierre and François (ex journalists) wrote the only uncensored source of information 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 Beurre. The two journalists who had been working for the JOURNAL D'HIER for the newspaper got recruited by a few whose shop was located just a few steps from their closed editorial office. Among people, the baker's was long known as Boulagerie 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 of 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 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 Beurre leaving redaction and founding Boulagerie de Boulevard.



**BAGETERIE
BOULEVARD**

DESIGN AND PACKAGING

Packaging covered with stories.

Tabloid press stories appear on:

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



**BAGETERIE
BOULEVARD**

ABOUT US

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

- traditional European cuisine in baguettes
- prepare on demand
- in four countries, over 30 stores
- offers various types of restaurants
- we don't fry
- offer throughout the day
- 10 fixed recipes, traditional and gourmet flavors
- urban lifestyle



**BAGETERIE
BOULEVARD**

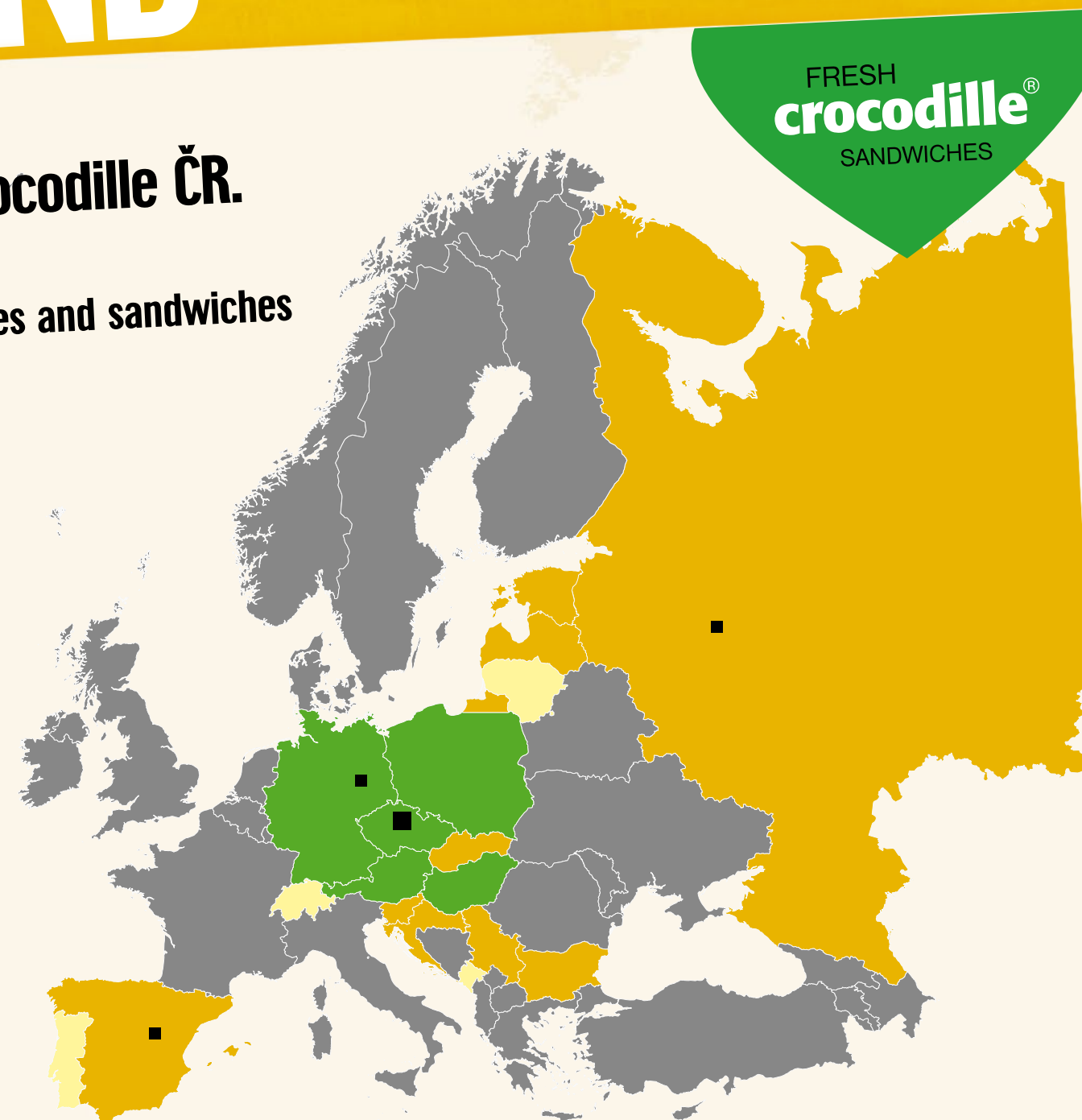
OUR BACKGROUND

BAGETERIE BOULEVARD is a concept of Crocodile ČR.



Petr Cichoň
owner of the company

- Crocodile ČR is a major producer of packaged baguettes and sandwiches
- 26 years of experience
- one owner
- operating in more than 20 countries
- over 25 millions baguettes and sandwiches per year
- strong logistics, central warehouses and factories
- over 1000 employees



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

FRESH
crocodile[®]
SANDWICHES

**BAGETERIE
BOULEVARD**

CONCEPT POSITIONING

TYPICAL SHOPPING MALL FOOD COURT

BAGUETTES AND
SANDWICHES

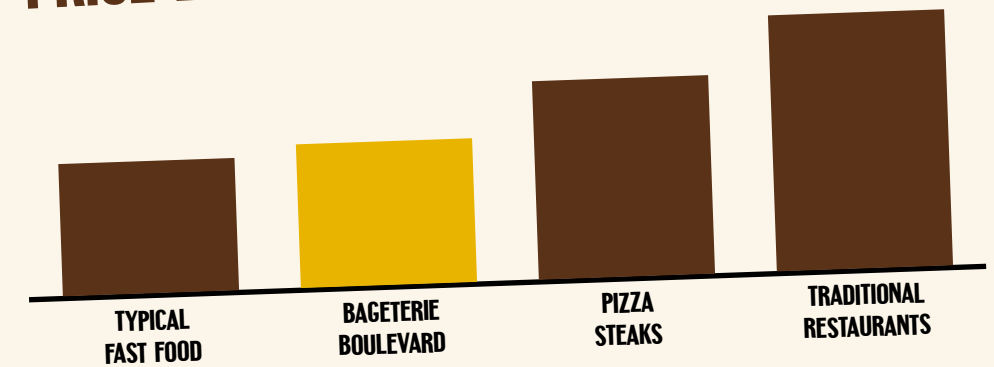
HAMBURGERS

PIZZA

CHICKEN

ASIAN FOOD

PRICE LEVELS



TYPICAL CUSTOMER

White Collars
Big Cities
25-45
Middle and higher class
Middle and higher income
Women:Men 60:40



**BAGETERIE
BOULEVARD**

OUR PORTFOLIO

TARGET MIX

TARGET MIX We strive to satisfy all our main target groups.



MODERN CUSTOMERS



WOMEN



VALUE-ORIENTED



TEENAGERS

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**

A GOOD BREAKFAST KICKS OFF A SUCCESSFUL

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**

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 world-renowned 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, yet cannot modify the fillings to order.



SEASONAL MENUS

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

- Gourmet experience in a baguette
- four times a year, each season from a different region
- prepared by renowned chefs
- 2 CHEF MENU fillings, 2 for FIT CALORIES and 1 soup
- seasonal and local ingredients
- extensive marketing promotion



Radek Hasman
EXECUTIVE CHEF
LA COLLEZIONE



BAGETERIE
BOULEVARD

SEASONAL MENU 2013-2016

CHEF MENU™ - 2013/2014



Florent Courriol
French Michelin Chef
Winter 2013-2014



Patrick Raingeard
Hotel Cap Estel - Executive Chef
Winter 2014



Jan Beneš
U Štěpána - Executive Chef
Spring 2014



Georges Rognard
Dvůr Hoffmeister - Executive Chef
Autumn 2014

**BAGETERIE
BOULEVARD**

SEASONAL MENU 2013-2016

SELECTED CHEF MENU™ 2015



WESTERN CZECHIA



Radek David
Babiččina zahrada
- Executive Chef
Spring 2015



Andrea Crippa
Chef of Cooking School Laboratorio
Summer 2015



Markéta Pavleje
Foodblog Kitchenette, Autumn 2015



Lubo Mikuš
Restaurateur
of Atelier Red & Wine
Winter 2015



AUSTRIA-HUNGARY

**BAGETERIE
BOULEVARD**

SEASONAL MENU 2013-2016

SELECTED CHEF MENU™ 2016

Kamila Rundusová
KAMU
Spring 2016



ASIAN FUSION



Ioannis Asarlidis
Chef & Owner of Kavala Restaurant
Summer 2016



GREECE



Miroslav Kalina
Kalina Restaurant
Autumn 2016



ALSACE



Martin Kortus
Cooking School Laboratorio
Winter 2016

TRENTINO



BAGETERIE
BOULEVARD

SEASONAL MENU 2017

SELECTED CHEF MENU™ 2016

Radek Hasman
Executive Chef
La Collezione
Spring 2017



MARCHE



Riccardo Lucque
Chef and restaurateur
Aromi, La Finestra
Summer 2017



TUSCANY



Marek Raditsch
Executive Chef
Kampa Group
Autumn 2017



SCANDINAVIA



BAGETERIE
BOULEVARD

FIT CALORIES

FOR HEALTHY AND LOW CALORIE-ORIENTED CUSTOMERS

- Healthy and fresh
- low calorie
- approved by nutrition specialist
- special bread

FIT CALORIES



**BAGETERIE
BOULEVARD**

LE FAST SNACK

The Most Affordable Option from Our Menu

These full-flavor products complement our portfolio by offering a smaller meal, ideal as a midday snack.

They are primarily targeted at younger customers and available at a very attractive price, though no compromise is made regarding either their quality or taste.



**BAGETERIE
BOULEVARD**

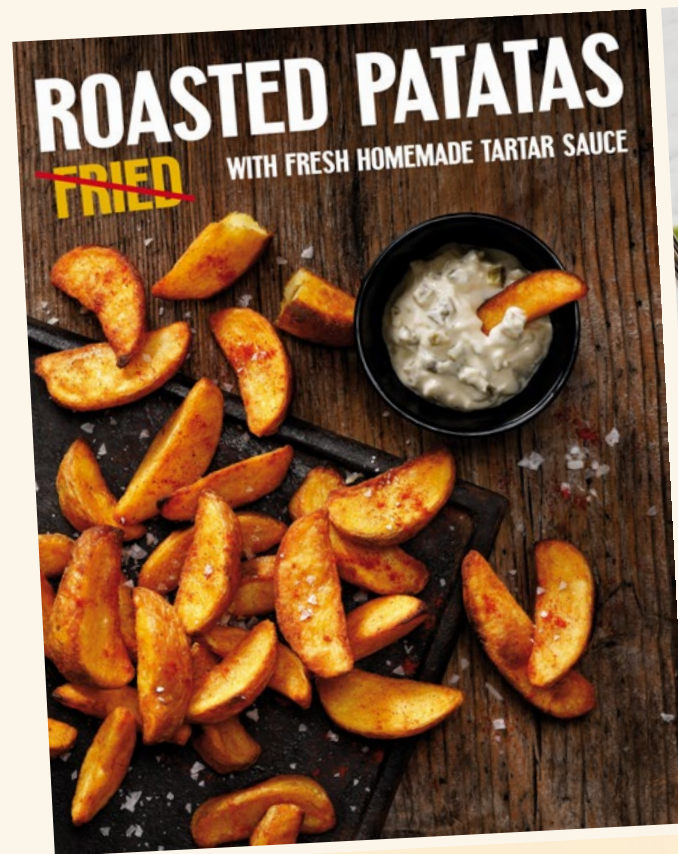
SIDE DISHES

BB COMBO

At Bageterie Boulevard, the customer is offered a complete meal option. Characteristic complements to our menu are soups of the day or roasted potato wedges with Tartar sauce.



CHOOSE YOUR BAGUETTE



CHOOSE YOUR SIDE DISH



ICE TEA 0,4l

**BAGETERIE
BOULEVARD**

BB BOX DELIVERY

The **BB BOX** delivery solution is targeted at businesses and office centers.

- 4 types: with baguettes and with sweets
- we also deliver drinks
- fast delivery service
- intuitive online order system
- for meetings, offices etc.



OUR COFFEE STORY

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

- Special coffee blend from Naples
- family business with tradition
- La Cimbali machine



**BAGETERIE
BOULEVARD**



TYPES OF RESTAURANTS

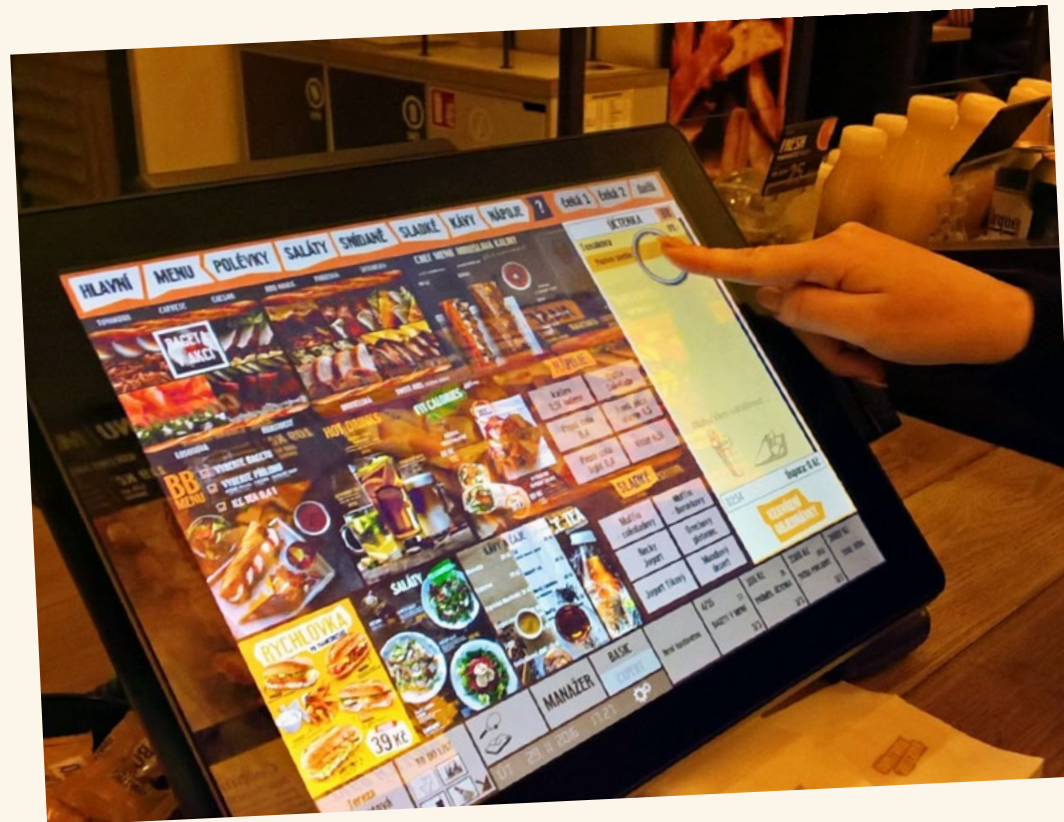
**BAGETERIE
BOULEVARD**

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



CASH REGISTER SYSTEM

CUSTOMER ORDER BOARD



KITCHEN DISPLAY



SELF-SERVICE KIOSK

CUSTOMER DISPLAY



BAGETERIE
BOULEVARD

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.



**BAGETERIE
BOULEVARD**

FRANCHISING

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

Three fundamental rules we follow:

- 1/ We treat your money as if it were our investment.**
- 2/ Transparent purchase pricing.**
- 3/ If you are not making a profit, you don't pay the 6% franchising fee.**

More at www.bb.cz/fransiza

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.

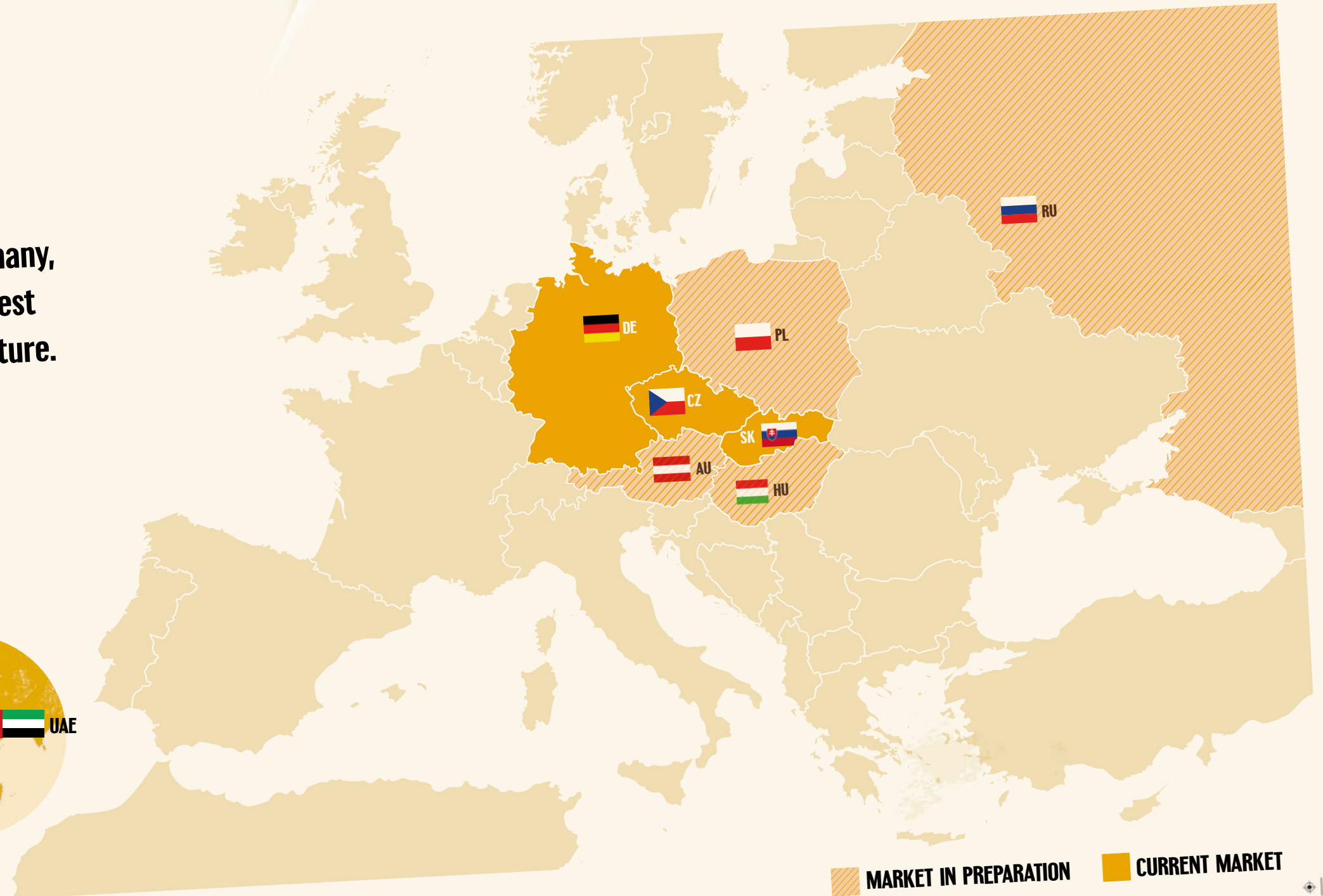
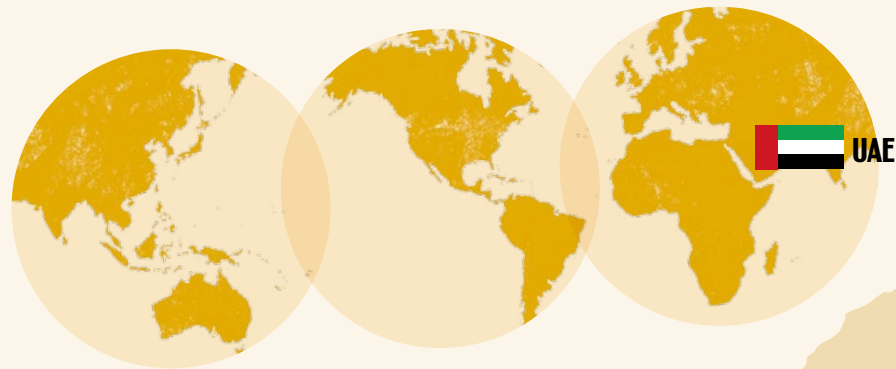


**BAGETERIE
BOULEVARD**

EUROPEAN EXPANSION 2018-2020

Our Plans to Enter New Markets

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



LOCATION ACQUISITION

Financial Targets for New Locations

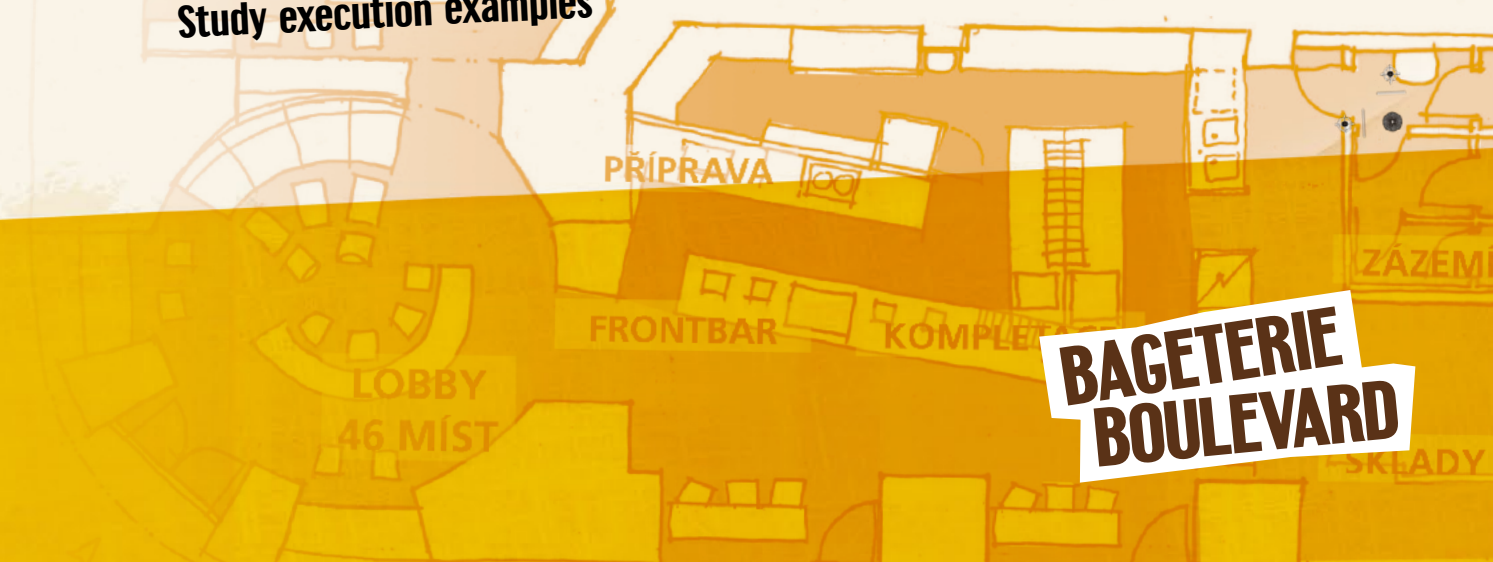
- Monthly turnover of € 60,000+ (bare minimum € 50,000)
- Fixed rent of 10 - 12 % of the expected turnover

Assessment Procedure

- 1/ CONCEPT - creation of a basic layout and exterior visualization
- 2/ STUDY - further development of the concept, interior visualization, estimation of construction costs, and property owner participation
- 3/ CONTRACT - signing of a lease agreement



Study execution examples



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Shorter version of this
presentation available on
bageterie.com/download

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