

# Häagen-Dazs

## FRANCHISE OFFER

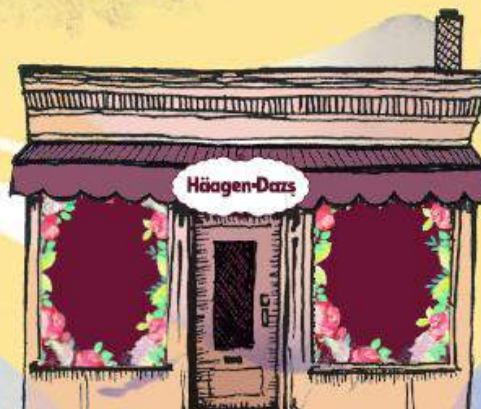


# HÄAGEN-DAZS SHOPS

**Opening a Häagen-Dazs Shop means creating an extraordinary experience for our customers, by offering them the best ice cream in the world, in an exceptional ambiance.**

**"Someday all ice cream is going to be made like this"**

**· Reuben Mattus, Founder**



# HÄAGEN-DAZS FRANCHISE HISTORY

**Since 1961, Häagen-Dazs has been making an unparalleled ice cream. Our founder, Reuben Mattus, wanted to offer the best ice cream in the world, made from quality ingredients, selected with the greatest care.**

**The first boutique opened in 1976 in Brooklyn, New York, and the network has since continued its growth in more than 40 countries around the world. Häagen-Dazs was born in an extraordinary kitchen – Reuben’s kitchen. Today, inspired by this, we have more than 800 extraordinary shops.**





# HÄAGEN-DAZS FRANCHISE HISTORY

**Häagen-Dazs ice creams are uniquely made in Arras, France. They are crafted from a simple recipe that includes fresh cream, skim milk, fresh egg yolks, sugar, natural flavors, and no artificial colors or flavors.**



# HÄAGEN-DAZS SHOPS



**New Shop design that creates a unique ambiance.**

**A variety of Shop formats allows us to maximize the use of different location types, from Corner Shops (20 m2) to Dine-In Boutiques (100 m2).**



**From impulse buying to tasting one of our extraordinary creations, every detail is design to ensure that our customers enjoy an extraordinary experience in any Shop they visit.**



# SHOP FORMATS



**CORNER**  
**20 - 50 m<sup>2</sup>**  
**Take-Out service**  
**Kiosk / Small site**

**TAKE-OUT BOUTIQUE**  
**50 - 100 m<sup>2</sup>**  
**Take-Out service**  
**Kiosk / Site with seating area**



**CASUAL BOUTIQUE**  
**50 - 100 m<sup>2</sup>**  
**Casual table service**  
**High Street / Shopping Mall**



**DINE-IN BOUTIQUE**  
**80 - 200 m<sup>2</sup>**  
**Full table service**  
**(table menus / waiters)**  
**High Street / Shopping Mall**



# AN OFFER THAT CREATES EXTRAORDINARY MOMENTS

- **24 ice cream flavors and sorbets**
- **A variety of toppings**
- **Exclusive flavors and limited editions each season**



- **Exclusive creations and drinks**
- **A selection of gourmet pastries, crepes and waffles for a more varied and less seasonal offer**

- **Hot and cold ice cream drinks**
- **Limited editions / innovations for a renewed menu each season**



**An attractive and varied offer adapted to the season**

# FRANCHISOR SUPPORT

## Operations

Initial and ongoing support

Regular Shops visits

Mystery Shopper Audit

Business Review and action Plans



## Development

Site selection approval

Development Support assistance

Shop Construction guidelines

Design manual

Guidance of approved local architect

Key equipment and material

central sourcing

## Training

### STAFF TRAINING ON SITE

Shop Managers skills

Support materials including  
manuals, videos & guides



## Marketing

Extensive marketing calendar and  
activations throughout the year

Campaigns, Global Website, Social  
Media, Activities: PR / Events /  
Promotions

### TALENT DEVELOPMENT

HD Essentials induction training

Branded Customer Experience service  
standards

Leadership Management training

### STAFF TRAINING SKILLS

One employee certified as a trainer in  
each shop

to implement the induction program





# HÄAGEN-DAZS FRANCHISEES



## FRANCHISEE PROFILE:

- **Passionate about the Brand**
- **Operational and managerial experience in retail and/or restaurant Business**
- **Real Estate experience in order to identify locations according to our site selection criteria**
- **Organizational, Operational and financial capabilities to develop and operate with excellence a Häagen-Dazs shops network**
- **Intentions to develop a territory with multiple Shops**

**We are looking for partners wishing to develop the brand in an exclusive geographic area, including seasonal Shops, if appropriate.**



# HÄAGEN-DAZS FRANCHISE MODEL

- **DEVELOPMENT AGREEMENT** to fully develop a territory
- **FRANCHISE FEES:** € 25.000, first Shop opening (+€ 10.000 for new markets)  
€ 12.500, all future openings
- **INITIAL INVESTMENT:** starting at € 120.000 (not including key money)
- **OPERATING FEE:** 0%
- **GLOBAL MARKETING FEE:** 0%\*
- **ROYALTIES:** 0%
- **CONTRACT TYPE:** 5-year franchise agreement with an option to renew for an additional 5-year term (€ 12.500 renewal fee applies)

\* Franchise agreement requires franchisees to reinvest a minimum % of sales in local marketing activities



# FRANCHISE APPLICATION PROCESS

## Step 1: PRE-QUALIFICATION

- Download and Review Franchise Brochure
- Submit Franchise inquire form
- Initial Introductory email/phone call
- Submit Franchise Application

## Step 2: INTRODUCTION MEETING

- Initiate Due Diligence Process (background screening/financial check)
- Franchisee approval

## Step 3 JOINING HÄAGEN-DAZS

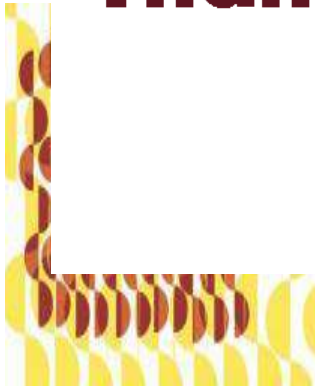
- Provision of a pre-contractual document
- Define potential development targets
- Signature of Development Agreement
- Franchisee On-boarding

## Step 4 SHOP OPENING

- Submit Site Approval Application
- Internal approval of the shop location
- Complete and Sign Franchise Agreement
- Design and Construction process
- Shop Manager Training in a Management Training Center for 3 weeks
- Pre-opening Operational support 2 days before Shop opening







**Thank You!**