

# BAGUETTES BY CHEFS



EUROPEAN EXPRÈS GOURMET™

**BAGETERIE  
BOULEVARD**

# SUMMARY

## BRAND

- Brand mission
- „Chef is always right“
- Shop design and packaging
- About us

## PRODUCT & CUSTOMER POSITIONING

- Customer & price positioning
- Our customer mix
- Dayparts & need-states

## PRODUCTS

- Core portfolio
- Seasonal menu
- Bebalanced
- Additional signature products
- A good breakfast kicks off a succesful day
- „Le fast“ snack

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- Office catering
- Baguette boxes
- Creperie inside
- Our drinks

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## RESTAURANTS

- Restaurant formats
- Signature design elements

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## SYSTEMS

- BB = Complete ecosystem
- Proprietary cash register system
- Self-service kiosk
- Our loyalty card
- Our app
- E-training center
- Supply chain
- Our franchising

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# BRAND



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# BRAND MISSION

## CURRENT MARKET 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).



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# „CHEF IS ALWAYS RIGHT“

## GET YOUR HANDS ON EUROPEAN CUISINE!

How about discovering the many treasures of European gastronomy with the speed of a fast food? The quotes are entertaining and a bit educative.

## WE HAVE DONE EXACTLY THAT.



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# SHOP DESIGN AND PACKAGING

## Covered with Chef's stories

Short quotes from european chefs about the well known as wells as less known peculiarities of their regional gastronomy and local eating habits. These are featured on our restaurant walls as well as on most of the product packaging.



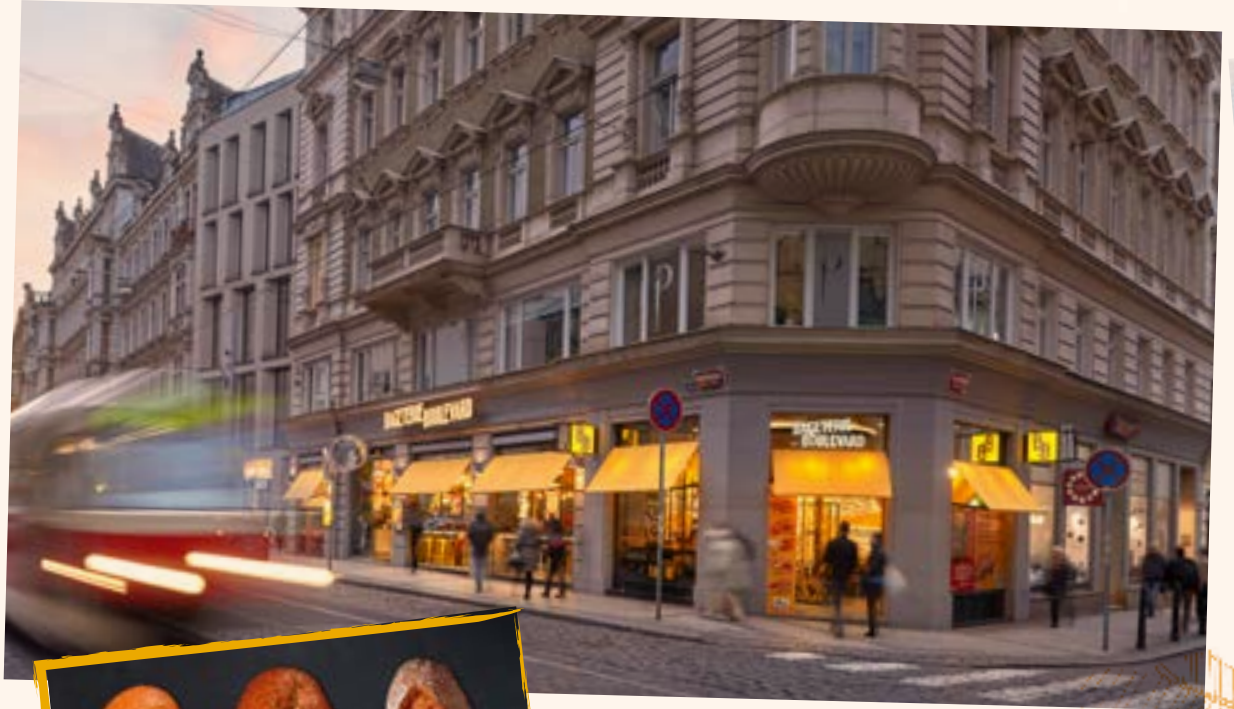
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# ABOUT US

**Bageterie Boulevard is an „EXPRÈS GOURMET“ fast casual restaurant concept based on the archetype of a Parisian brasserie:**

**Today we are:**

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



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# PRODUCT & CUSTOMER POSITIONING



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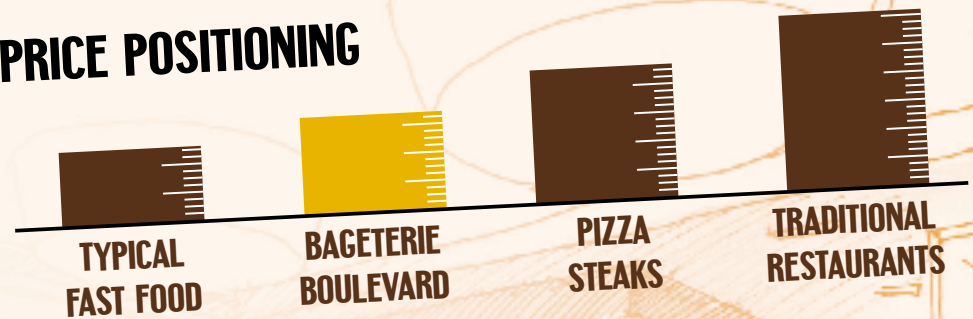
# CUSTOMER & PRICE POSITIONING



## TYPICAL SHOPPING MALL FOOD COURT



## PRICE POSITIONING



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

## 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**



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# PRODUCTS



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# 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



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# SEASONAL MENU



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# SEASONAL MENU

TRAVELING ACROSS  
TASTY EUROPE.

[CHEFMENU PRESENTATION.pdf](#)



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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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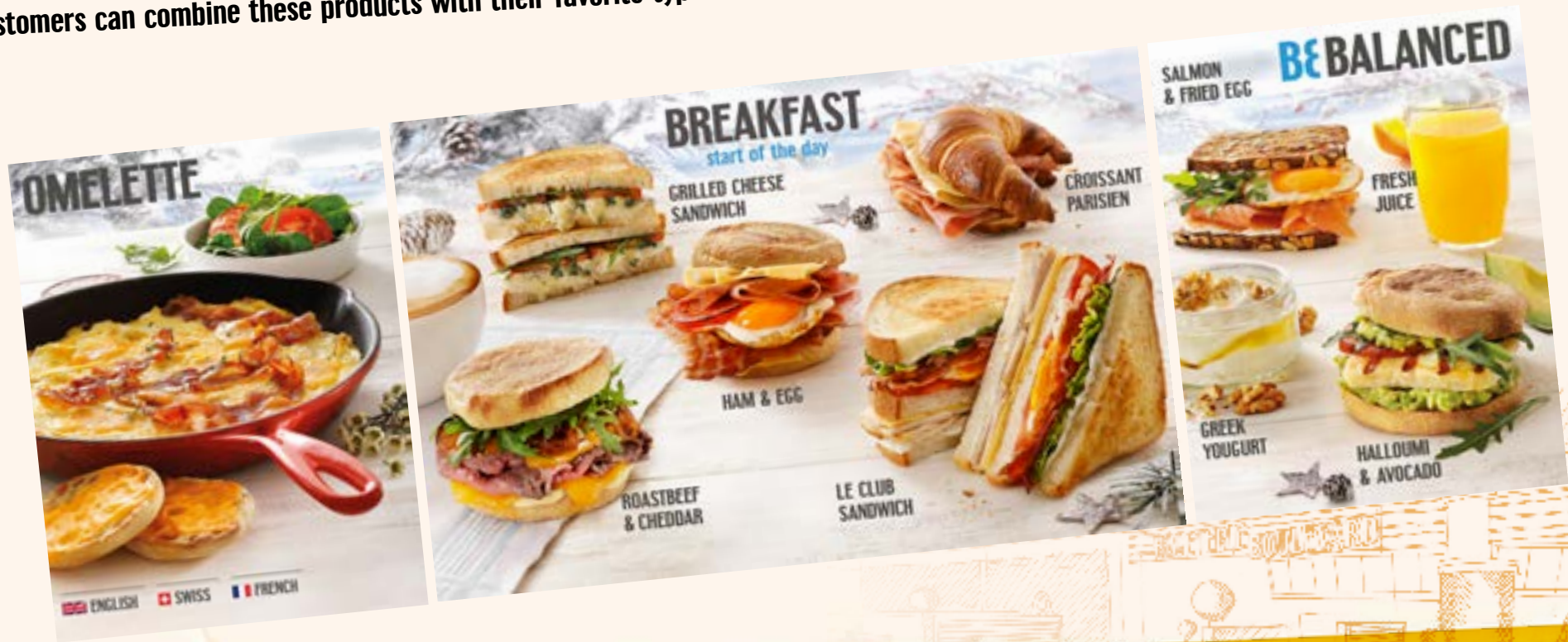
# ADDITIONAL SIGNATURE PRODUCTS



# 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 favorite mix.



BOULEVARD

Amait

# 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.



# OUR RESTAURANTS



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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

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

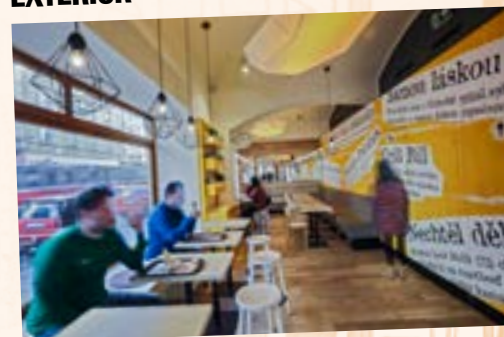
Daily Foot Traffic in Number of People  
**over 10.000**

Space Required  
**100-300 m<sup>2</sup>**

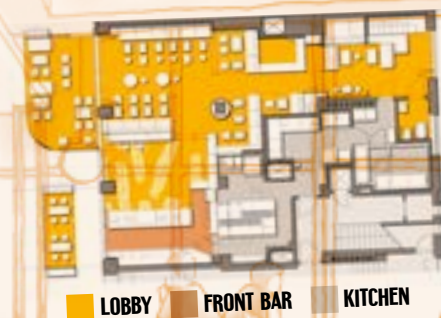
Estimated Investment  
**€ 200,000 to € 500,000**



EXTERIOR



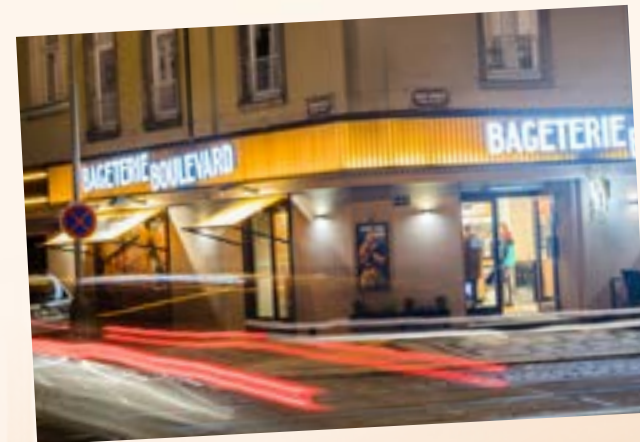
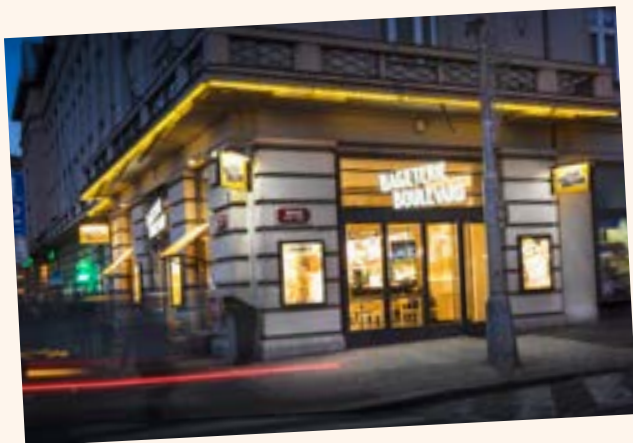
INTERIOR



TYPICAL LAYOUT

**BAGETERIE  
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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

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

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>	



FOODCOURT



FOODCOURT WITH LOBBY



TYPICAL LAYOUT  
 ■ CUSTOMER AREA ■ KITCHEN ■ FRONTBAR

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# FOOD COURT



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# 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 <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

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.



EXTERIOR



INTERIOR



TYPICAL LAYOUT

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# DRIVE



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LOBBY  
AG MIST

PŘÍPRAVA  
FRONTBAR

WC ZÁKAZNÍCI

# DRIVE MALL CORNER

- adjoining shopping centers and retail parks
- connected with a shopping mall

ENERGY SUPPLIES	CONSUMPTION	NOTE
ELECTRICITY	136 kW	3x160 A
VENTILATION	10 kW	2500 m <sup>3</sup> (in/out)
COOLING	15 kW	-
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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.



EXTERIOR



INTERIOR



TYPICAL LAYOUT





# 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 wall divider
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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# SYSTEMS

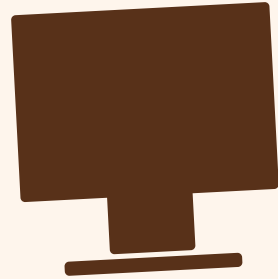


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# BB = COMPLETE ECOSYSTEM



**NATIONAL AND  
LOCAL MARKETING**



**CASH REGISTER AND  
OPERATIONAL SOFTWARE**



**TRAINING CENTER AND  
ON-LINE TRAINING**



**CENTRAL SUPPLY**

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# PROPRIETARY CASH REGISTER SYSTEM

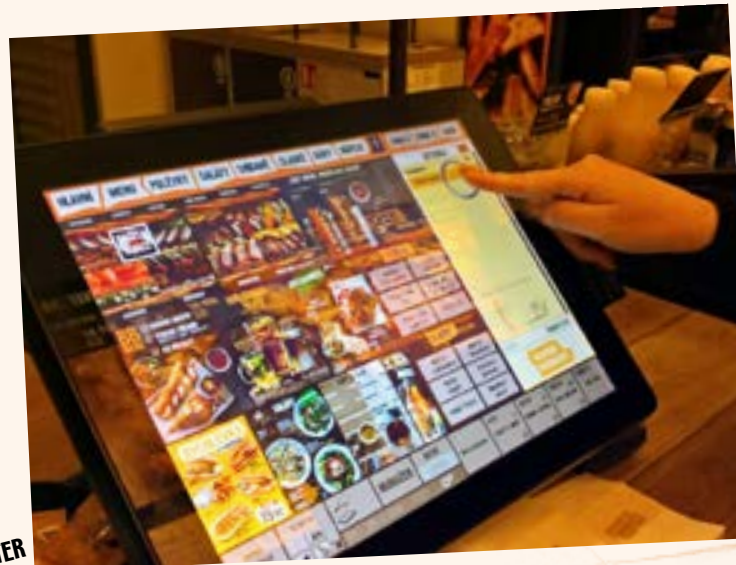
## BB SYSTEMS MAKE IT EASY

Our restaurants operate on our own system:

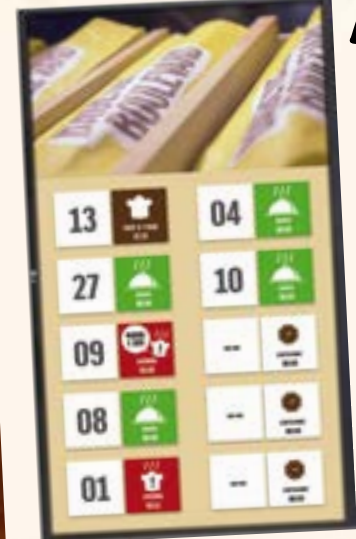
- cash register with customer display
- kitchen display
- customer order board
- drive system
- self-order kiosk

<https://www.youtube.com/watch?v=vGZuR64NSI4>

CASH REGISTER SYSTEM



CUSTOMER ORDER BOARD



KITCHEN DISPLAY



CUSTOMER DISPLAY



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# SELF-SERVICE KIOSK

## SIMPLE & USER FRIENDLY

distinctive design



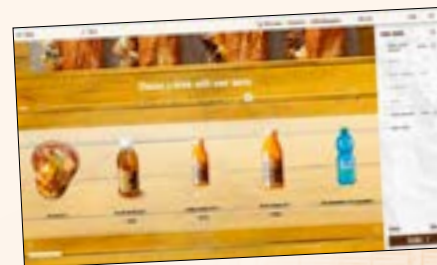
 HOME SCREEN WITH PRODUCT CATEGORIES



NAVIGATION THROUGH PHOTOGRAPHIC SCENES



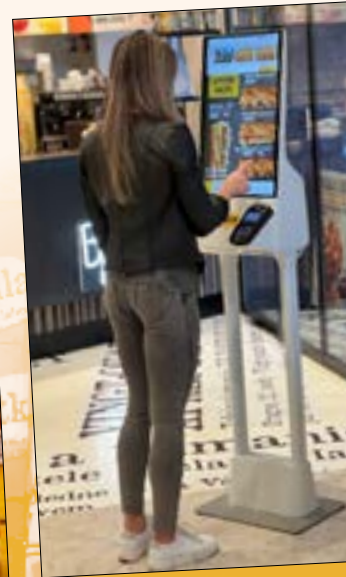
PRODUCT MENUBOARDS



BB MENU OFFER AND CUSTOMIZATION



INTUITIVE ORDER AND PAYMENT



Demo video [here](#)

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# OUR LOYALTY CARD

The rules are simple.

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



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# OUR APP



**For pickup  
and delivery  
online orders.**

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# 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.**



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# SUPPLY CHAIN

**BAGETERIE BOULEVARD is a part of Crocodile Company**  
**- major European producer of packed food.**

- own industrial bakery
- own preparation of ingredients
- central purchasing
- strong logistics, daily delivery to restaurants



**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](http://bageterie.com/franchise)

## Master-franchising

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



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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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