



EUROPE'S

CULINARY CHAMPION

BACETERIE BOULEVARD

THE STORY BEHIND BAGETERIE BOULEVARD

01 | BAGETERIE BOULEVARD



EUROPE'S ANSWER TO FAST FOOD

Bageterie Boulevard is **EUROPEAN CHALLENGER** to global American fast-food giants, on a mission to celebrate **EUROPE'S CULINARY DIVERSITY** while making gourmet cuisine **ACCESSIBLE TO EVERYONE.**



THE NUMBERS BEHIND THE SUCCESS

**1/ NUMBER OF RESTAURANTS
75+**

**2/ COMPANY TURNOVER
EUR 100 MIO +**

3/ EBITDA 15%

**4/ CAGR OF +13.8% PER
AVERAGE TRANSACTIONS***

* For the Greater Metro Prague Area, years 2024 and 2025

**5/ 525 AVERAGE DAILY
TRANSACTIONS****

** Based on the last 10 openings of high street and mall locations

**6/ € 1.27 M AVERAGE UNIT
VOLUME*****

*** Average sales volumes May 2024 -2025 for Greater Metro Prague Area

**7/ INITIAL CAPEX INVESTMENT
PER UNIT € 250 - 350K****

** Based on the last 10 openings of high street and mall locations

**8/ ENTRY FEE FOR A NEW
MARKET: € 300.000**



**BACETERIE
BOULEVARD**

THE BAGUETTE IS OUR HERO

We take pride in our baguettes and go to extraordinary lengths to make them perfect. **CRAFTED IN-HOUSE** with precision and care. **BAKED FRESH.** Distinctly ours.



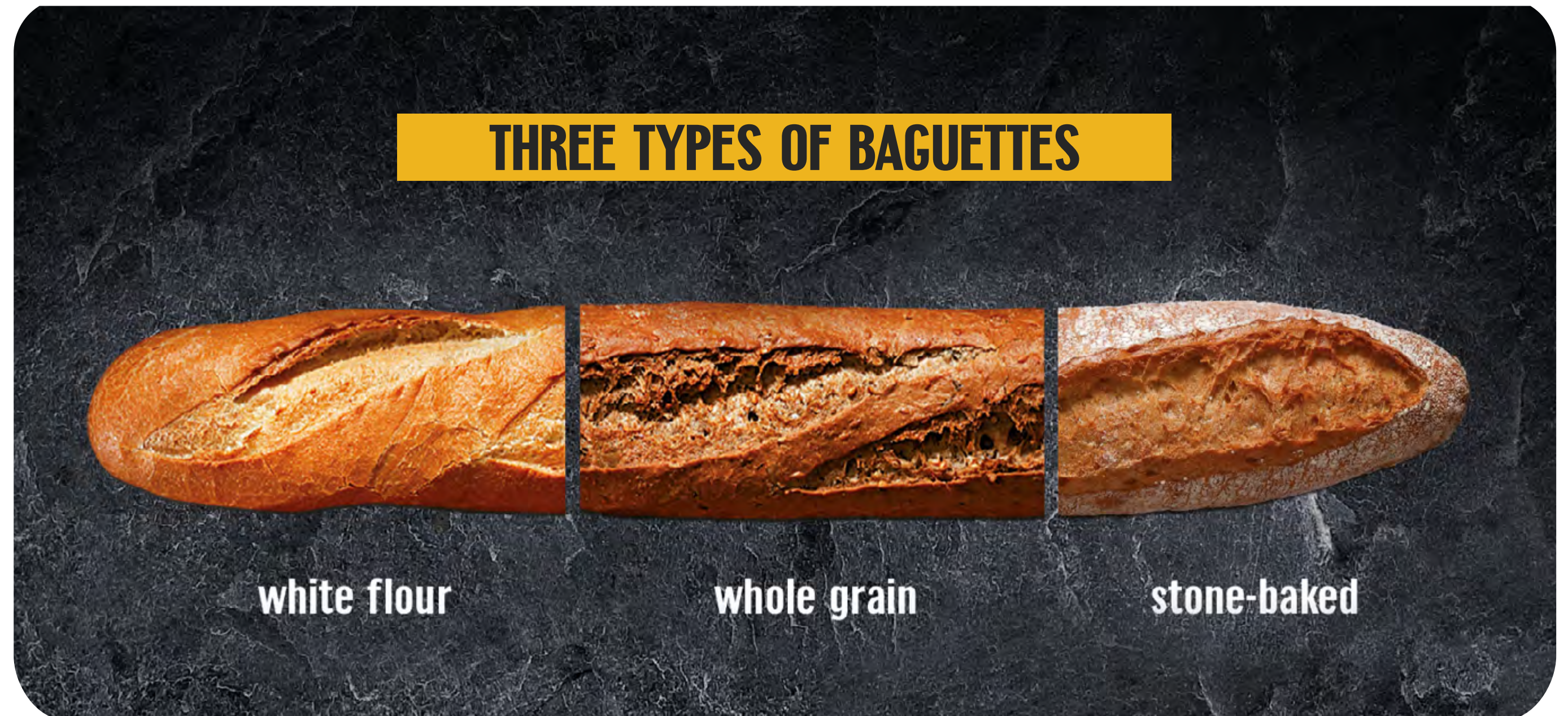
EUROPEAN FLAVOURS AT FAST FOOD SPEED

Fresh and grilled hearty baguettes
PREPARED ON DEMAND in less
than 5 minutes with just real
ingredients. **FRESH. FAST.**



THE BAGUETTES THAT DEFINE US

We offer a core range of 8 generously filled, **FRESHLY MADE BAGUETTES**, including 4 served hot. Choose from three types of freshly baked French bread or a gluten-free option.



COMPLETE YOUR MEAL

With our **ICONIC PATATAS** potato wedges and signature **HOMEMADE ICE TEA**. Real food. Properly done.



1/ SELECT YOUR RECIPE



2/ SELECT YOUR TYPE OF BREAD



3/ SELECT YOUR SIDE AND DRINK



BAGETERIE BOULEVARD

**BAGETERIE
BOULEVARD**



BAGETERIE BOULEVARD

**BAGETERIE
BOULEVARD**



BAGUETTES BY CHEFS

The signature **CHEF MENU™** is introduced three times a year by local European chefs. Each edition spotlights a particular region and brings the authentic flavours and **CULINARY TRADITIONS** of chef's home region to our baguettes and soups.



SLOVENIA

IGOR DELAK

Belvedere restaurant



PARISIEN

ALEXIA FALCONE

Chef de cuisine

CHEF MENU

 À PARIS

**ONION GRATIN WITH
HAM & GRUYÈRE**

AVEC **ALEXIA FALCONE**
CHEF DE CUISINE

CHICKEN, BRIE & PEAR

CARROT VADOUVAN



THE HEALTHIER, LIGHTER OPTIONS

We also feature options including
our **BE BALANCED** brand
and **WRAPS**.



CAESAR SALAD



GOAT CHEESE WRAP



SALMON WRAP



PUMPKIN BREAD WITH TROUT

MORNING FLAVOURS, MADE TO ORDER



AFFORDABLE BITES FOR KIDS AND TEENS



BOXES MADE FOR SHARING



BOXES MADE FOR MEETINGS



**WE ARE AT
EVERY PLACE
IN EVERY
FORMAT**



HIGH STREET

At **FREQUENTED SPOTS** in cities,
near public transportation hubs.
Usually corners of main streets.
Large windows.
Additional **OUTDOOR SEATING**.



EXTERIOR



INTERIOR



TYPICAL LAYOUT

Street daily passenger traffic
OVER 10.000

Space Required
100-300 M²

Estimated Investment
€ 200.000 TO € 500.000

BAGETERIE BOULEVARD

ZAŽIJEŠ

Sendvič

„Smørrebrød“
Lars Sjöström



ČIČINKY
BU

Š
STBEEF

Caesar
Dokonalost sama.



V TU RÁNU
LEPŠÍ RÁNO



Caesar
Dokonalost sama.



FOOD COURT

Inside **SHOPPING MALLS**

- with or without proprietary seating.

In a **FOOD COURT** or on a corner of an aisle.

Sometimes with its own lobby.



FOODCOURT



FOODCOURT WITH PROPRIETARY LOBBY



TYPICAL LAYOUT

Street daily passenger traffic
15.000

Space Required
50-100 M²

Estimated Investment
€ 200.000 TO € 300.000

BAGETERIE BOULEVARD

CINEMA CITY

ICE DRINKS	
46	02:09
47	02:58
48	03:32
49	04:42

BRITSKÉ

KOROVNĚNÉ KURČE

129 Kč

FIT CALORIES

KANDOVANÁ ŘEPA

79 Kč

FRAFFEE

DVĚ PORCE ESPRESSO, NÁSTRAVY MENÍ, LEDOVÁ VODA

69 Kč

BB MENU

VYBERTE BAGETU

VYBERTE PŘÍLOHU

ICE TEA 0,4 l

DEZERTY

MRKVOVÁ

49 Kč

RYCHLOVKA

49 Kč

BAGETERIE BOULEVARD

Otevírací doba

Po - Pá 9:00 - 23:00

Sa - Ne 9:00 - 22:00

TRAVEL HUBS

Inside AIRPORTS, TRAIN
and BUS STATIONS.

With or without proprietary seating.



TRAIN STATION



AIRPORT



TYPICAL LAYOUT

Street daily passenger traffic
30.000

Space Required
70-150 M²

Estimated Investment
€ 200.000 TO € 350.000



STAND ALONE DRIVE-THRU

Situated primary on **MAIN ROADS**
(motorways, highways, etc.)

A **DRIVE-THROUGH** is an integral
component of this format.



EXTERIOR



INTERIOR



TYPICAL LAYOUT

Daily Traffic in Number of Cars
20.000 CARS

Space Required*
1.000-2.000 M²

Estimated Investment
€ 800.000 TO € 1 200.000

* Building over 250 m² + land min. 750 m²



BB

BAGETERIE BOULEVARD

DRIVE

INTEGRATED DRIVE-THRU

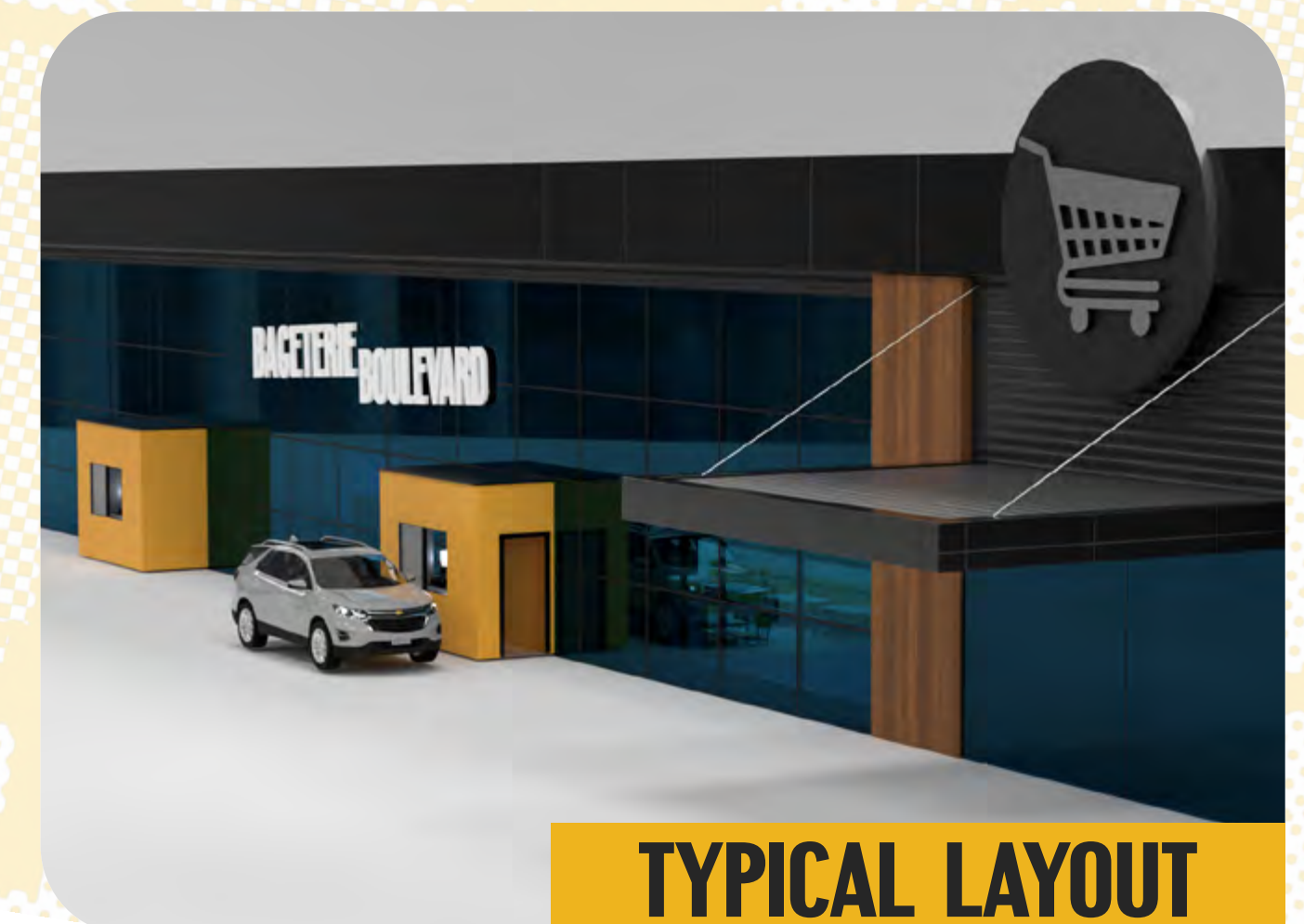
Adjoining **SHOPPING CENTRES**
and **RETAIL PARKS**.
Connected with a building.



EXTERIOR



INTERIOR



TYPICAL LAYOUT

Daily Traffic in Number of Cars
15.000

Space Required*
400-600 M²

Estimated Investment
€ 400.000 TO € 500.000

* Building over 250 m² + land min. 750 m²

BB

DRIVE

7:30-22:00

BRUSSELS
SAN FRANCISCO
VIENNA
TOKYO
SALZBURG
MADRID
BRUSSELS
SHANGHAI
SAN FRANCISCO

Až domů
to má své
výhody!



ROZVOZ
NEBO OSOBNÍ VYZVEDNUTÍ
OBJEDNÁVEJTE NA
bbdomu.cz



BAGETERIE
BOULEVARD

BAGETERIE BOULEVARD

PREVZAL

RYCHLOVKA
PO FRANCOUZSKU

PARÍŽSKÁ	69 Kč
SWEET CHILLI	59 Kč
PATATAS	59 Kč
SUNNY	59 Kč

BAGETERIE BOULEVARD

FOOD TRUCK

Selection of 6 core baguettes.
Music **FESTIVALS**, sport **EVENTS**,
municipal festivals, corporate events.

Street daily passenger traffic
5.000 VISITORS

Space Required
60 M²

Estimated Investment
€ 50.000



BAGETY OD ŠÉFKUCHAŘŮ

NAŠE BAGETY

NASE BAGETY

Kofola

A SCALABLE CONCEPT READY FOR MULTI-UNIT PARTNERS

03 | BAGETERIE BOULEVARD



BUILD SUCCESS WITH US

We partner with experienced, multi-unit F&B operators and investors who bring strong local market knowledge and the ambition to scale. Together, we combine their expertise with our proven blueprint.

BUILD TO SCALE.

SCALE WHAT WORKS.



WHY WE'RE YOUR BEST PARTNER



01/ Family-owned business
with **36 YEARS IN F&B**
AND 23 YEARS IN QSR
and headquarter in Prague

02/ Part of the **CROCODILLE**
GROUP - Europe's major
producer of packaged
sandwiches

03/ A healthier European
cuisine in a baguette in
a premium fast-food format

04/ Flexible store formats

05/ 75+ RESTAURANTS with
unique vibe in Central Europe
(80% franchised)

06/ Chef-driven collaborations with blockbuster **HELL'S KITCHEN AND MASTERCHEF**

07/ Dedicated supply and production chain with own specialized **COMMISSARY KITCHEN**

08/ INDUSTRIAL BAKERY with capacity to source and support all BB restaurants throughout Europe

INDUSTRIAL BAKERY





09/ Own proprietary **IT ECOSYSTEM** ensuring seamless order processing in under five minutes and overall operational excellence

OWN IT ECOSYSTEM

10/ Own **STATE-OF-THE-ART STAFF TRAINING** with proprietary online LMS platform

YOUR MARKET, OUR PROVEN BLUEPRINT

€ 300.000 on-time entry fee

SET UP FOR SUCCESS
FROM DAY 1

TECHNOLOGY

Software implementation

€ 100.000

App adaptation

€ 20.000

Web adaptation

€ 20.000

Kiosk adaptation

€ 10.000

OPERATIONS

Supply chain set-up

€ 30.000

State-of-the-art staff training

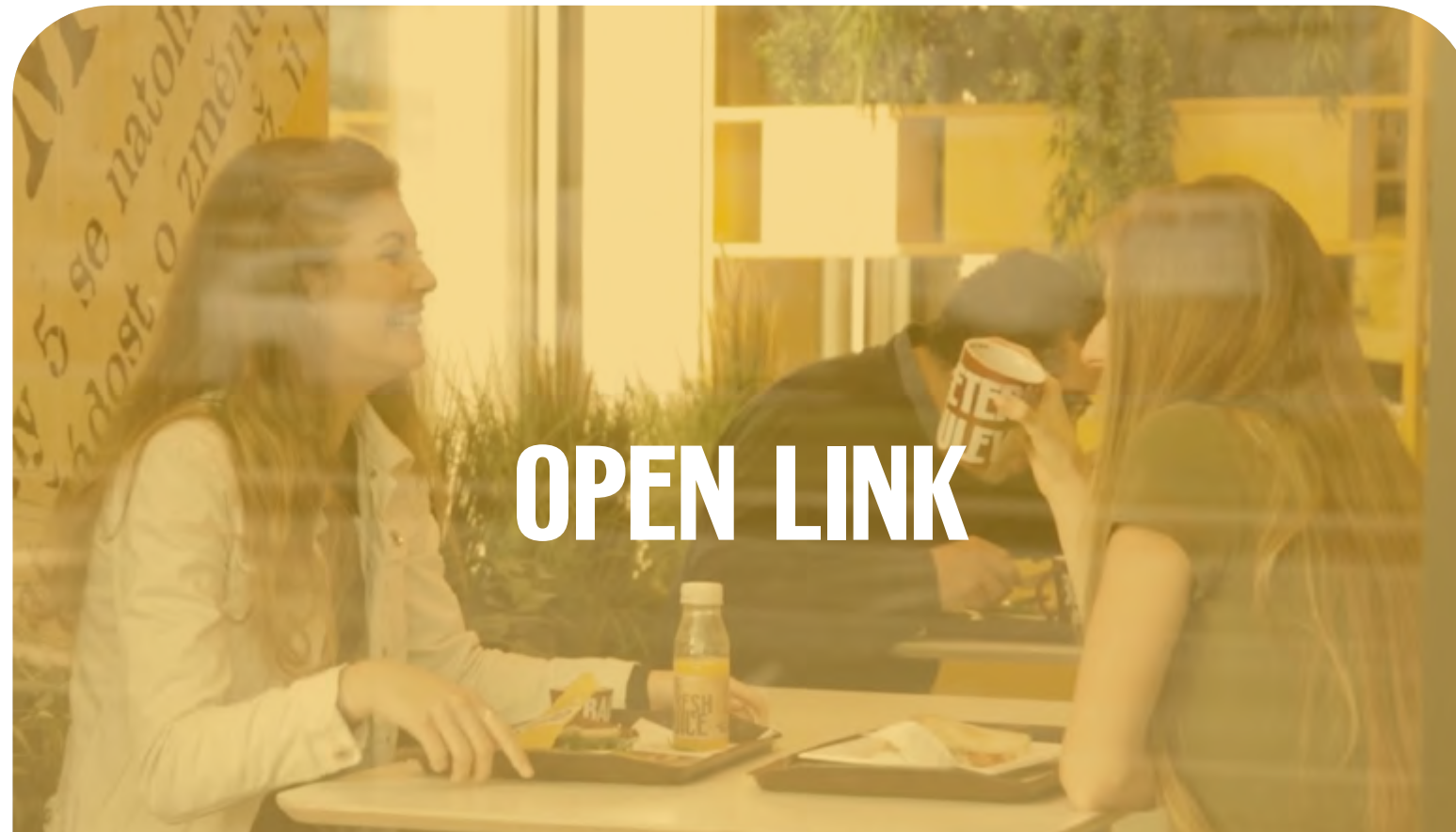
€ 20.000

GO-TO-MARKET

Marketing entry package

€ 100.000

SEE OUR ECOSYSTEM IN ACTION



OPEN LINK

**BAGETERIE
BOULEVARD**



OPEN LINK

**OUR PROPRIETARY OPERATIONAL
SOFTWARE MARVIN**



OPEN LINK

**CUSTOMER EXPERIENCE
WEB**



DO YOU NEED MORE INFORMATION?

For further info visit:
bageterie.com

Mail us:
franchising@bageterie.com

