



UN DIMANCHE À PARIS



Bring a slice of Parisian art of living
... TO YOUR CITY

PREMIUM BAKERY-PASTRY STORE



Welcome to your own business!

"Baking, pastry and cooking form the savoir-faire which has nourished my family history and heritage.

After founding my first pilot establishment in 2010 in the Latin Quarter of Paris and two franchises in Dubai, I am now developing the *Un Dimanche à Paris* concept across new countries.



Inspired by the Parisian lifestyle, *Un Dimanche à Paris* brings together a range of savoir-faire, all under one roof, to offer its customers a unique experience.

Un Dimanche à Paris brings a new model to the market, in the form of a premium Bakery-Pastry store, selling contemporary creations to take out or eat in at a Parisian-style cafe.

Today, I am offering you the opportunity to become a member of our franchise network and benefit from our world-renowned savoir-faire. Right on your doorstep. In your own city."

Pierre CLUIZEL

A bakery, pastry and cosy cafe inside a store, all under one roof. A melting pot of the best Paris has to offer to lovers of gourmet food! Our concept offers take-out and eat-in options with a wide variety of products from bread to savoury snacks, via croissants and the most refined pastries, with a premium yet accessible positioning.

Premium in terms of both the quality of the creations on offer to our customers and the Parisian atmosphere.

Accessible because we are able to meet the expectations of a range of different customers looking for the ideal place to take a break offering high-quality and affordable products.

Because it is possible for food to be fast and delicious. Customers who are not in a hurry can take their time to soak up the atmosphere in the warm and welcoming cafe that will transport them right into the heart of Paris.



Paris is a celebration
... EVEN FAR FROM PARIS!



The 'Un Dimanche à Paris' signature
IS ALSO A HIGH-GROWTH ECONOMIC MODEL



THE PRINCIPLE

Open 3 stores in your own city:

- ✔ A flagship store with an open kitchen on show to customers with an eat-in cafe.
- ✔ Two satellite stores (or +) where the creations produced in the flagship store are cooked and assembled.
- ✔ These stores can be located in different parts of your city: shopping district, business district, transit/high footfall area, ...

The model ensures economies of scale for a better profitability.



The franchisee profile

Our concept is aimed at entrepreneurs who want to create market-leading stores in their own city. We are interested in people from a range of professional backgrounds, but who share the same interest in this new wave of gourmet food stores that are both premium and accessible.

Whether you are an investor, a multi-unit franchisee, or a pastry-chef entrepreneur, we would love to hear from your projects!



Key figures

1

FLAGSHIP STORE
+ 2 SATELLITE STORES
TO OPTIMISE PROFITABILITY

FROM

250 K€

INITIAL CONTRIBUTION

1 M€

INDICATIVE TURNOVER
ON 2ND YEAR



A recipe for success

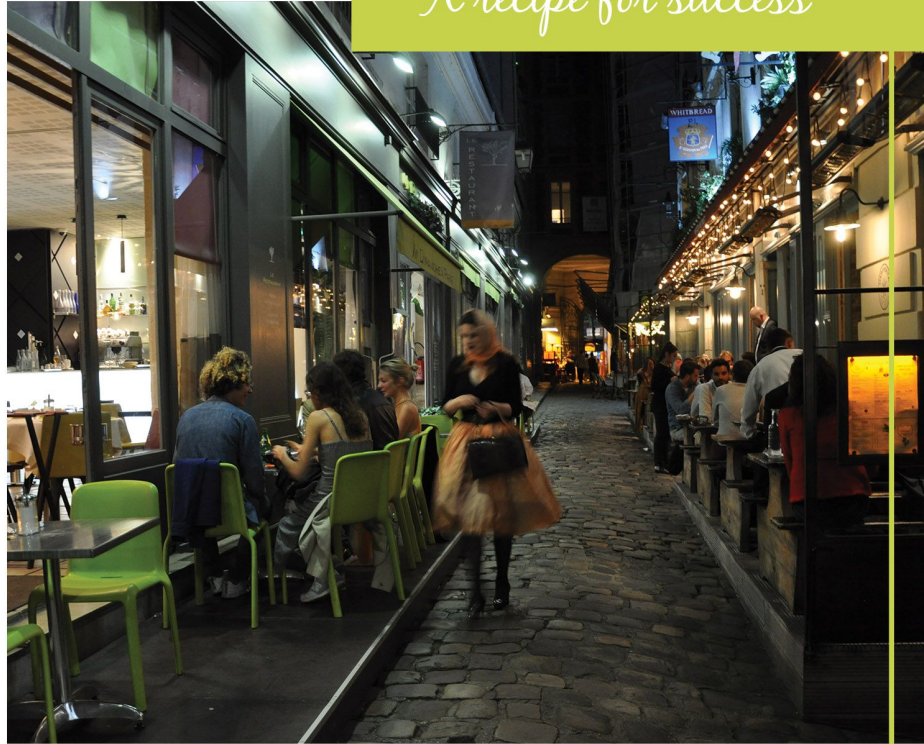
What makes *Un Dimanche à Paris* a recipe for success?

It's the Parisian gourmet and vibe experience, and the warm welcome from our teams.

This special atmosphere is truly unique and is what we can offer to entrepreneurs hoping to deploy the concept at strategic locations in their city.

Our support includes:

- 🌿 Architectural assistance: plans, decoration, furnishings, right down to the smallest details which make all the difference!
- 🌿 Equipment specifications: countertop units, pastry oven, bakery oven, as it is vital to have the right equipment to follow the detailed processes for making our recipes.
- 🌿 Advice on organisation, recruitment and store layout, throughout the project start-up.
- 🌿 Initial training, in 3 steps:
 - In France with our chef
 - At your premises in the days leading up to the opening
 - And, of course, at that key moment, the launch!
- Our training covers all roles in the team: baking, pastry, viennoiserie, snacks, sales.
- 🌿 Permanent assistance with visits, provision of creative, seasonal recipes reflecting new trends, and on demand.



CONTACT US:

development@undimancheaparis.com

