



LANDLORD BROCHURE

 **Crêpe Delicious**
URBAN CAFÉ

WWW.CREPEDELICIOUS.COM



CONTENTS

- 1 INTRODUCTION**
- 3 ABOUT US**
- 5 MARKET INFORMATION**
- 7 STORE**
- 9 SITE CRITERIA**
- 13 OUR FOOD**
- 15 TECHNICAL REQUIREMENTS**
- 17 TECHNICAL REQUIREMENTS_{CONT}**
- 19 TECHNICAL REQUIREMENTS_{CONT}**

INTRODUCTION

Healthy Eating For People On-The-Go

This brochure aims to introduce you to the successful and unique concept that is Crepe Delicious.

Since 2004, Crepe Delicious has been serving our unique menu of sweet and savoury crepes as part of our commitment to lead the resurgence in healthy eating.

It's an exciting time in our growth as, despite the global pandemic, we continue to pursue an aggressive development plan, taking a successful business model to a variety of new locations in the UK and abroad.



Crêpe Delicious

URBAN CAFÉ



ABOUT US

NOT YOUR TYPICAL FOOD COURT FARE

Crepe Delicious is a rapidly growing mall-based creperie, offering sweet and savoury crepes as well as a selection of panini sandwiches, salads, and premium beverages.

Located mainly in major shopping centres our Crepe Delicious stores have seating areas to accommodate our customers. This offers a more comfortable and relaxed environment in which you can enjoy your crepe.

We are passionate about fresh, nutritious, and tasty meals for people on-the-go. All of our crepes are made-to-order with the finest and freshest ingredients and in the full view of our customers so that you can appreciate the hand-crafted preparation of your crepe before it is served. Our crepes are low in both calories and fat and may be filled with any assortment of fresh and colourful fruits, vegetables, cheeses, and lean meats to create a balanced meal.

Whether for breakfast, lunch, dinner, or dessert, Crepe Delicious is a healthy meal option.



MARKET INFORMATION

EXTENSIVE RESEARCH HAS ALLOWED US TO SCOPE THE RELEVANT MARKETS AND FIND OUT VITAL INFORMATION THAT ALLOWS OUR CONCEPT TO CONTINUE TO GROW

THE CREPE MARKET

-  **Widespread awareness and appreciation**
-  **Fragmented market with many small operators**
-  **Lack of professionally branded and operated concepts**
-  **Lacking standardised production and management systems**

THE FOOD MARKET

-  **Growing interest in food, fuelled by social media and TV**
-  **Consumers eating out more often**
-  **Consumers appreciate value for money**
-  **Quick service to suit customers busy lifestyles**
-  **Excellent customer service and a fun eating experience**

Crepe Delicious addresses these issues with a scalable, branded and systematic operation in a variety of formats, highlighting the size of the opportunity.

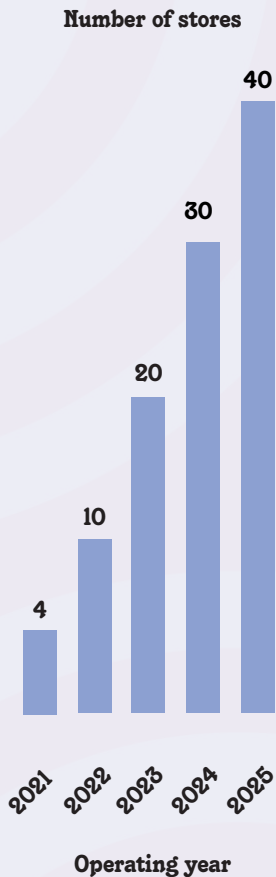


STORE GROWTH

Current Sites

Cambridge (Coming soon)

Calgary, Alberta, Canada
Toronto, Ontario, Canada
Vancouver, British Columbia, Canada
Orlando, Florida, USA
Abu Dhabi
Bahrain
Kuwait
Oman
Qatar
Hong Kong



Target Locations

Ashford
Bedford
Birmingham
Bournemouth
Bradford
Bristol
Brighton
Cardiff
Coventry
Derby
Doncaster
Edinburgh
Exeter
Glasgow
Gloucester
Hanley
Leeds
Leicester
Lincoln
Liverpool
London
Luton
Manchester
Middlesbrough
Milton Keynes
Newcastle
Northampton
Nottingham
Oxford
Peterborough
Plymouth
Portsmouth
Preston
Reading
Sheffield
Sunderland
Swansea
Watford
Wolverhampton
Worcester

This list is by no means exhaustive, if you have an idea for Crepe Delicious, please, tell us!



Crêpe
Delicious
URBAN CAFE

SITE CRITERIA

Planning

(Dependant on the individual site and which country) We trade under Class E or sui generis consents

Rent

Market rents paid

Size

- Sales area 300-1,200sq ft
- Plus ancillary storage
- Kiosks needs a minimum of 4x4 metres

Locations

- High street
- Shopping and leisure schemes
- Office locations
- Transport hubs
- Arterial roads
- Prominent locations
- Universities

Trading

- Substantial lunch trade
 - Dinner trade
- Five day trade acceptable
- Good delivery area potential
 - Quality locations

Contact

Shaun Jones

shaunjones@pfcgrouppltd.co.uk
Pheby Food Concepts Group Ltd.
www.pfcconsulting.co.uk

Oliver Church

07738 195 557
020 3612 8643
Oliver@Arcane-RE.co.uk



**PHEBY FOOD
CONCEPTS
GROUP LTD**



ARCANE
REAL ESTATE

 Crêpe

I GOT CRÊPES
in
Atlanta

Breakfast	Snacks	New coffee
Crêpe with Nutella & banana \$4.99	Crêpe with Nutella \$3.99	Crêpe with Nutella & banana \$4.99
Crêpe with Nutella & banana \$4.99	Crêpe with Nutella \$3.99	Crêpe with Nutella & banana \$4.99
Crêpe with Nutella & banana \$4.99	Crêpe with Nutella \$3.99	Crêpe with Nutella & banana \$4.99

Breakfast	Snacks	New coffee
Crêpe with Nutella & banana \$4.99	Crêpe with Nutella \$3.99	Crêpe with Nutella & banana \$4.99
Crêpe with Nutella & banana \$4.99	Crêpe with Nutella \$3.99	Crêpe with Nutella & banana \$4.99
Crêpe with Nutella & banana \$4.99	Crêpe with Nutella \$3.99	Crêpe with Nutella & banana \$4.99





 **Crêpe Delicious**
URBAN CAFÉ

WWW.CREPEDELICIOUS.COM