



# BHC

BAHRI HOSPITALITY & CUISINES PVT. LTD.

EXCLUSIVE MASTER FRANCHISE-DELIFRANCE INDIA

*Delifrance*  
LIVE EVERYDAY DELICIOUS

# FRANCHISE

FRENCH BAKERY CAFÉ CONCEPT

*Baking a little bit of France into every day*



# Summary

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# Manifesto

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At Délifrance, we believe that every day doesn't have to taste like the everyday. That's why our philosophy is based on enjoying the sweeter things in life, down to the last bite.

Putting this into practise, we throw our know-how and passion into crafting delicious bakery products that re-awaken your senses and renew your delight for the everyday. Each of our employees put care and attention into what they do, from farmers to millers, bakers to our employees, right up to our customers. It is this human chain that drives us to seek new and pioneering ways to constantly improve, while observing the highest respect for our heritage and the willingness to hand it over. This is not only transmitted through the quality of our products, but the respect for every single person and the sourcing of our products, including the promotion of sustainable farming.

*Because when you strive to bake better each day,  
you live better every day.*



# Our story

Délicrance has over **36 years of experience**, but the roots of the company started at the beginning of the 20<sup>th</sup> century, with our affiliated company, The Great Mills of Paris.





**DÉLIFRANCE HAS OVER 36 YEARS' EXPERIENCE,  
INCLUDING SOME KEY HIGHLIGHTS:**

The Great Mills of Paris began in 1919 as a family founded business specializing in flour production. Now over 100 years later, the company is the leading French miller and a major player within the European frozen bakery industry.

In **1929**, The Great Mills of Paris opened the Ecole de Boulangerie (EBP) et de Pâtisserie de Paris. This school is a place for future bakers and pâtisseries to learn industry relevant skills in a renowned setting.

In **1935**, the school was recognized with the status "Public utility" by State degree and in **1995** became the first bakery and patisserie school to promote the Professional Baccalauréat in France.

In **1984**, the first DéliFrance stores opened in Amsterdam, Holland and Antwerp, Belgium and the company rapidly expanded, bringing a taste of France to countries across the world.

DéliFrance and the Ecole de Boulangerie de Paris are proud to **be part of the Grands Moulins de Paris (The Great Mills of Paris), Vivescia Group**. Thanks to this affiliation, DéliFrance is able to benefit from the leading French grain cooperative group, ensuring that the grain in DéliFrance's products is of the very best quality. Vivescia works hard to promote sustainable farming, which means DéliFrance benefits from an environment driven approach to sourcing our ingredients.



**1984**

The first DéliFrance store opens in Amsterdam, Holland



**1985**

**1986**

DéliFrance boutiques open in Singapore and Hong Kong



**2008**

**2021**

DéliFrance stores open across the world, including Japan, Sri Lanka, India, Bangladesh, Malaysia, Italy and Dubai

# Our concept

The way Délifrance India works is driven by our key values;

**creativity, passion and sharing.**

Our ethos means we ensure we respect past and future generations as well as the environment around us.

We are constantly striving to improve our service and the quality of our products, as well as ensuring that our mark on the world is as sustainable as possible.

# Creativity, passion and sharing !



## WORKING WITH FRANCHISE PARTNERS

With each and every franchise partner, Delifrance India is committed to providing on-going support including:

- Being there for the set-up of the franchise
- Providing the opportunity for bakers **to be trained at the Ecole de Boulangerie de Paris**
- Continued support and sharing of **our best practises**



## OUR COMMITMENT TO A BETTER WORLD

We believe in looking after the world around us in order to ensure that everyone is able to benefit from it fairly.

For our farmers, looking after the environment means preserving the quality of wheat. **By investing in cutting edge technology such as big data and drone surveillance**, we are able to support our farmers look after their crops.

For our Délifrance franchises, we offer three different formats. We work hand in hand with you to decide which format works best, basing the decision on the market, location, customers and culture.



**DÉLIFRANCE  
AWARDED  
WITH JANUS LABEL**



Délicrance was incredibly proud to be awarded the JANUS label by the French Institute of Design. The label recognises creative approaches to restaurants. Délicrance was recognised for our ability to translate French values through our products, as well as valuing our bakers and presenting our history in a compelling manner.



**INSTITUT  
FRANÇAIS  
DU DESIGN**

# Corporate Social Responsibility

Corporate Social Responsibility  
is woven into our foundations,  
through respect for all generations  
and the environment.

From 1919, The Great Mills of Paris provided flour to those in need. This tradition continues to this day with the Ecole de Boulangerie de Paris donating bread and pastries baked by the students to Petites Sœurs des Pauvres.



This sentiment extends to providing our customers with products that promote **the good of our planet**. Enjoying the everyday also means ensuring that our footprint remains sustainable and environmental, whilst traceability is key. **The products we create are of the best quality** but that doesn't stop us continually improving our recipes and practises.

This is why we launched our initiative, Go Clean which aims to make our recipes and products as simple as possible, which has little impact on the planet as possible.

**We are therefore working to use sustainable products that promote the well-being of animals and the planet.**

## CHANGES TO OUR PRODUCTS INCLUDE:



Reducing the ingredients of our croissants and pain au chocolat made **in Europe to a strict minimum**



Ensuring **100% of the eggs** used in products manufactured in Europe come from **cage-free farms**



**Reducing the salt** in our products by **5% in 2021** and by **10% in 2025**



Continuing to develop **organic, gluten free, vegan** and **vegetarian** menu options



By implementing the Go Clean initiative, we aim to provide our clients with more choice and flexibility without compromising on taste.

# Supporting our partner's daily restaurant operations

Delifrance India support franchises in every step of the opening of a new boutique. Our know-how and expertise means we can provide relevant and insightful support in order to ensure the franchise has the best chance of becoming a success.



1

## • SET-UP

Working with you to understand the market and the right franchise format for you. We take the time to go through many factors and support you in the major decisions. This extends to helping with the shop design, construction and fitting.



2

## • TRAINING

Training your bakers means that they feel empowered to create the best possible products, tailored to your customers' taste and desires. We therefore offer bakers the opportunity to take on a training course at the EBP.

Upon the signature of a franchise Agreement, we provide the following training courses, led by:

- Professional French culinary workshop (Atelier de chefs)
- Professional bakery training – Ecole de Boulangerie Paris (Paris Bakery and Patisserie School)
- Délifrance culinary and bakery consultant (e.g. Michelin-starred chef)
- International tools and store equipments partners



3

## • OPENING

Our operations team will be on site to assist in the opening of the store, including evaluating the products and the touch points of a customer journey.



4

## • POST OPENING

Once the store is open, we are still on hand for daily operational advice and new product development workshops. We also provide marketing and communications materials such as visuals, templates and digital and print materials.



# Our ambition

Becoming a Délifrance franchise means joining a reputable and world-renowned company.

As the world around us continues to change, we know the importance of constant innovation

Thanks to our relationships with Grands Moulins de Paris (The Great Mills of Paris), Vivescia and the Ecole de Boulangerie de Paris, we are able to ensure the quality and consistency of our value chain, from field to fork. This means bringing good quality products, adapted for each location to customers, whilst always ensuring those products promote a taste of France.

**This business model is one that is recognized across the world** thanks to a replicable and well-formulated franchise formula. No matter where in the world a franchise is set up, **Delifrance India is able to provide the support needed to make the boutique recognizable** whilst also ensuring it is positioned appropriately for the market, with locally inspired products and an adapted menu.

As the world around us continues to change, we know the importance of constant innovation, which is why at Délifrance we have made steps to be more digital, reaching our customers through food ordering applications and ensuring information is easily found through our digital channels.

**It is this winning combination of elements that mean our franchises achieve brand awareness and profitability.**



# Our global presence

Since 1984, Délifrance has begun its mission to deliver convenient and exceptional dining experiences for all occasions, crafted at a price and served at a pace everyone can enjoy every day. With 36 years of experience working with our master franchisees from different countries, we are proud to take authentic and cravable « cuisine de boulanger » to Delifrance outlet around the world.



- Our stores
- New store opening
- Our Plans to enter New Market

# Our products and menus

Our products are carefully selected in order to respond to what our consumers are looking for. We know that these tastes and desires are influenced by many factors; customer demographics, the location of the store and changes throughout the year. This is why we have created a product-mapping tool that is the result of in-depth research into these factors. This tool means each store is able to understand the best product menus and prices to implement in order to respond adequately to their customers.

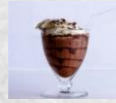
## PRODUCT MAPPING

Délicrance's product mapping tool ensures the brand is able to adapt according to consumer needs, and therefore optimize its menu offering as well as guidance on in-store promotion and pricing strategy.

### Beverages



Carrot Apple Juice



Chocolate Frappe



Coffee



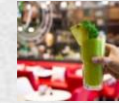
Coffee Love



Cola Soda



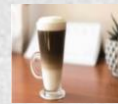
Orange Strawberry Juice



Green Machine Super Juice



Hot Chocolate



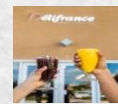
Carrot Apple Juice



Chocolate Frappe



Coffee



Coffee Love



Cola Soda



Orange Strawberry Juice



Green Machine Super Juice



Hot Chocolate

### Breads



Baguette Panier Squarenecker



Black Olive Bread



Cereal Soft Rustic



Ciabatta Bread



Cranberry Bread



Cross Cut Polka Bread



Dark Rye Bread



Dark Rye Hard Roll



Muesli Bread



Onion Bread



Rustic Bread



Rye Bread



Soya Bread



Sultana Bread



Walnut Bread



Wholemeal Sandwich Bread



Wholemeal Toast Bread

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## Patisserie & Desserts



Brownie Dessert



Buche De Noel



Carrot Cake



Chocolate Crepe



Chocolate Éclair Caramel éclair



Chocolate Eclair



Chocolate Entremet



Chocolate Fondue



Chocolate Lava Cake



Choux



Crème Brulee



Eclairs



Flan Coco



Fondant au Chocolate



French Toast



Fruit Tartlet



Granola



Lemon Cheese cake



Macaron



Mille Feuilles



Tartlets



Tiramisu

## Viennoiseries



Apple Turnover & Cinnamon Roll



Mediterranean Five Vegetable Baskets



Butter Croissant



Butter Fruit Basket



Cheese, Almond & Plain Croissant



Apple Turnover/Custard Roll & Cheese/Almond Cinnamon Roll



Chicken Croissant



Chocolate Croissant



Cinnamon Roll



Custard Blueberry



Hazelnut Chocolate Croissant



Palmiers



Plain & Chia Seeds Croissant Mini Assortment Viennoiserie



Plain/Chocolate Croissant & Cinnamon Roll



Raspberry White Chocolate Croissant



Sultana Roll

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## Savouries



Chicken Ham Chesse Roll



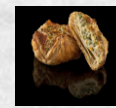
Chicken Sausage Puff



Chicken White Sauce Mushroom Puff



Ham and Cheese Croissant



Mediteran Five Vegetable Baskets



Mushroom Black Pepper Puff



Pizza Square Puff

## Sandwiches



Chicken Ham Chesse Roll



Chicken Sausage Puff



Chicken White Sauce Mushroom Puff



Ham and Cheese Croissant



Mediteran Five Vegetable Baskets



Mushroom Black Pepper Puff



Pizza Square Puff



Pizza Square Puff



Pesto Mozza Sandwich



Salamon Croissant



Sandwich Chicken Bacon



Sandwich Egg Mayo



Sandwich Ham Cheese



Sandwich Tuna Mayo



Smoked Salmon Sandwich



Vegetarian Club Sandwich

## Quiche



Ham & cheese Quiche



Plain Veg Quiche

## Wraps



Creamy Chicken Wrap



Lamb Wrap



Potatoes Peas Wrap



Shrimp Wrap

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## Salads



Avocado Salad



Caesar Salad



Nicoise Salad



Quinoa Salad

## Breakfast & Brunch



Breakfast 1



Breakfast 2



Breakfast



Brunch1



Brunch



Classic Brunch



Cocotte Eggs



Croissant Tartuffon



Croque Madame



Croque Monsieur



Eggs Benedict



French Breakfast



Fried Eggs



Granola Yogurt



Healthy Menu



Mixed Brunch



Mushroom Croissant



Mushroom Omlette



Omlette Croissant

## Burgers



Avocado Burger



Bacon Burger



Chicken steak and Egg Burger



Classic Cheese Burger



Lamb Burger

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## Hot Dishes



Chicken Vegetables 2



Creamy Mushroom Pasta 1



Faux Filet



Lasagna



Mac Cheese



Pesto Pasta Salmo Pasta



Salmon Filet



Salmon Quinoa



Stuffed Chicken Breast



Seafood Pasta

## Pastas



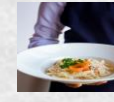
Creamy Mushroom Pasta



Pesto Pasta Salmon Pasta



Puree Mac & Cheese



Salmon Pasta



Seafood Pasta

## Pizzas



Eggplant Tomato Focaccia



Goat Cheese Pizza



Ham Mushroom and Mozzarella Pizza



Ham Tomato Mushroom



Meatball Pizza

## Catering & Delivery



Catering



Catering Wrap



Pack pain Surprise

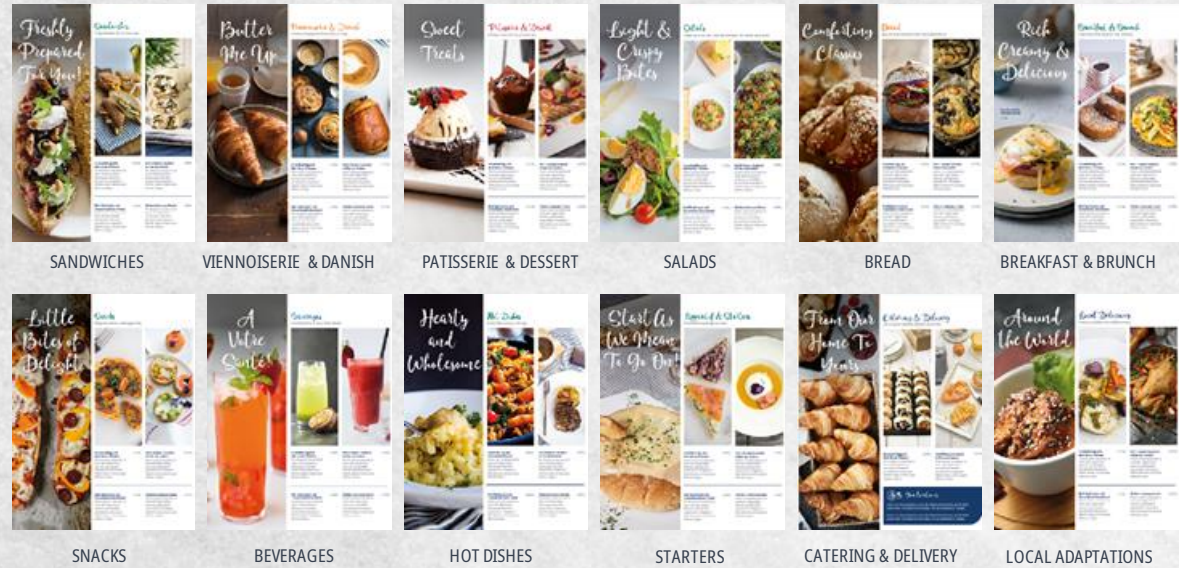


Piquenique Box

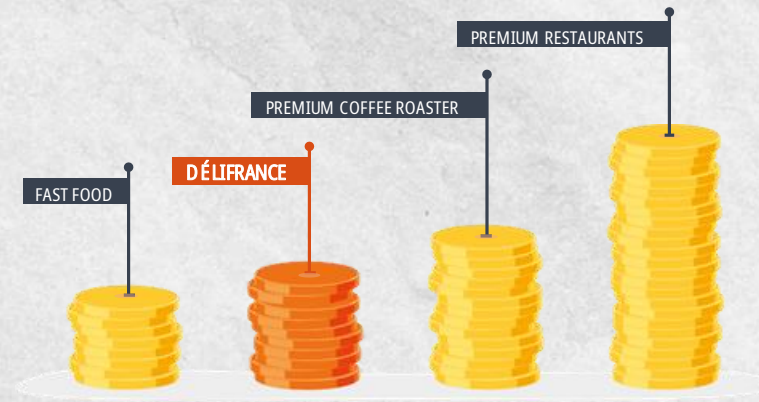
# Our menus

Our menu style is a blend of classics with the best local ingredients, balancing occasional indulgence with fresh healthy food, and all designed by Délifrance's bakers and famous chefs. Our all day dining menus are available in the local outlet or delivered right to your door through our food order agregators.

## OUR MENUS



## PRICE LEVEL



At Délifrance India, we assist our franchisees to create menus according to locally customized pricing level strategies, ensuring price set for a specific products or range of products contribute to the revenue growth.

# Outlet design

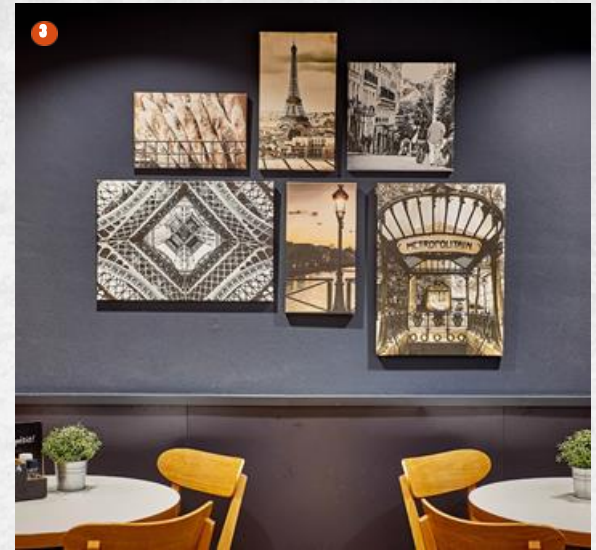
More than just a makeover, an in-depth approach.

We revisited the customer pathway and how we serve products to make our concept as versatile as possible.

The look and feel of our outlets are inspired by the French way of life with a resemblance of a Parisian-style café that is cosy yet elegant at the same time.

We also offer the possibility of integrating bakery workshop in the boutique to accentuate the know-how of our bakers on site.





1 **The French «Art de vivre»:** The typical Parisian Terrace

2 **Bakery Theatre:** Showcasing the bread making process in front of our customers

3 **Storytelling:** Our tailor made solutions, showing our brand origin and history

4 **French Elegance and Comfort:** Merchandising display with French iconic houndstooth print

5 **Coffee Concept:** A grab and go counter concept that offer freshly brewed coffee

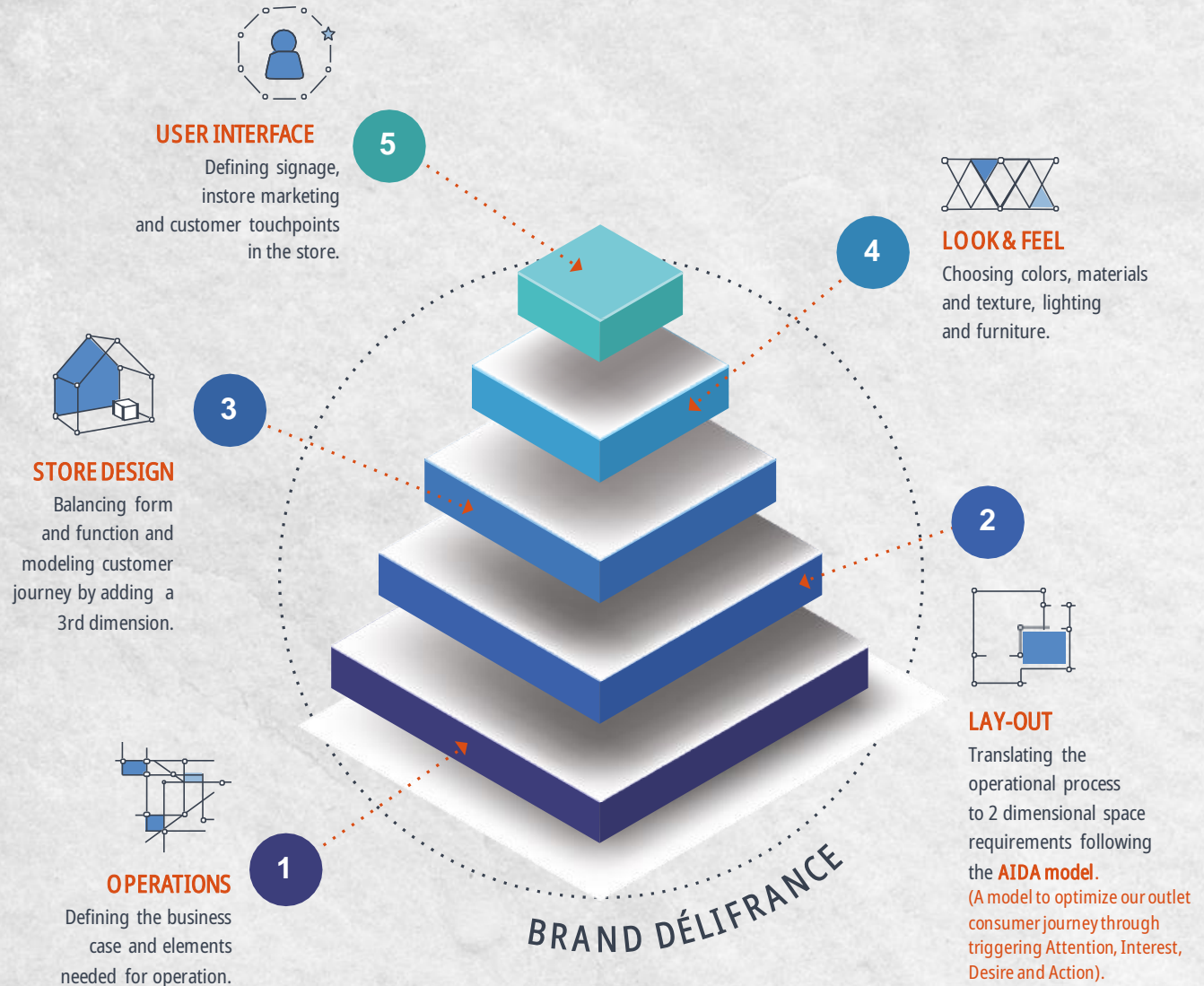
6 **Retail Product shelving:** Displaying wide range of French classics to locally customized bakeries

# The formats

Each Délifrance format has its own USP, depending on its location, customer base and local trends. Before setting up a franchise, Délifrance India needs to consider:

- The customer journey
- Customer demographics
- The brand value and how this will appeal to customers in the selected location
- How to adapt the Délifrance concept and brand to the franchise.

## THE FIVE LAYER FORMULA





**THE BAKERY  
RESTAURANT**



100-150 sq.m



**CAFE BAKERY**



60-100 sq.m



**DELIFRANCE  
EXPRESS**



30-60 sq.m

# In-store Communications

Building up our brand image through the communication of messages in-store is all part of how our customers get to know us better and recognize both the Délicrance brand and our brand values.

Communications methods used in-store help create a joined-up customer experience through digital, product and in-store messages.

In-store communication is an opportunity to build up our consumers' knowledge of Délicrance, giving them background information on the brand, its heritage and ambitions.

By providing consistent and enticing communication materials in-store the customer is able to understand the history of Délicrance as well as our affiliation with Vivescia and the Ecole de Boulangerie de Paris.

By adding key messages and information throughout the store, consumers get a full impression of the brand and are likely to be more loyal and return to the store.

This is why each franchise is offered templates and communication material to optimize their communication with their consumers. **Such materials include:**



**Store Exterior:** what to include on the outside of the store depending on the format and menu options



**Baker and counter display:** how will products be marketed?



**Menu types and options:** how will information about the type of products and the menu combinations be displayed?



**Cash desk:** what information is prioritized at the till? What are the key messages that customers need?



**Dining area:** are there promotions or extra information you want to provide the customer with?



**Promotions:** at certain times which promotions will be displayed? How are they prioritized?



Store exterior





Promotions



Dining area



Menu types and options



Bakery and counter display



Packaging



Cash desk

# Join us now

Becoming a Délifrance franchise is an exciting and fulfilling challenge.

Throughout the whole process we support the set-up, implementation and day-to-day running of the store, meaning your franchise has the support of a trusted and recognizable brand.

If you are looking to operate multi-unit franchise stores in our targeted territories and have a passion for Délifrance and what we do, we would be excited to welcome you on our franchise journey.

## OUR COMMITMENTS TO YOU:

- To provide you with an **initial training session** designed to impart our expert knowledge and ways of working, to ensure an effective store operation
- To provide you with on-going support with franchise operations
- To provide **constant feedback** and **new ways of working suggestions** to ensure you achieve returns on the investment of you time, money and effort

## YOUR COMMITMENT TO US:

- To be a **loyal ambassador** of our brand through local franchise implementation
- To respect your responsibilities as a brand ambassador, **ensuring the coherence of our brand identity** throughout the store, products and communication tools



# Services we provide

Our operational team will provide you with personalized support in order for you to start your franchise journey.

**1**

## FEASIBILITY STUDIES

- Product supply
- Site assessment (following approval from the DFI)
- Financial Feasibility agreement

**2**

## PROJECT DEVELOPMENT

- Project design
- Product mapping & menu engineering
- Technical/equipments specifications
- Construction and shop fitting

**3**

## TRAINING & STAFF RECRUITMENT

- Pre-opening preparation
- Academy training
- On-site training (duration subject to location, shop size and individual requirements)



# Key figures

Let the figures speak for themselves!  
 Here we provide you a summary of key figures of our entire franchise network, from the number of baguettes and croissants sold per year to the capital expenditure of each outlet format.


**250**   
**STORES**

**62**   
**SINCE MAY 2015**

**9**   
**MILLION**  
*baguettes*  
**SOLD PER YEAR**

**41**   
**MILLION CUSTOMERS**  
**PER YEAR**

**2**   
**MILLION**  
*croissants*  
**SOLD PER YEAR**

**+25%**   
**AVERAGE TURNOVER**  
**INCREASE AFTER**  
**RENOVATION**

**30%**  
**FOOD COST**  
**(ON AVERAGE)**  


**6,74** €   
**AVERAGE TICKET**  
**PER CUSTOMER**  
**84%**  
**BRAND**  
**AWARENESS IN**  
**HONG KONG**



**CAPEX SPLIT FOR A**  
**BAKERY RESTAURANT**  
 42% WORK LOTS  
 37% EQUIPMENTS  
 18% SHOPFITTING  
 8% MANAGEMENT FEES PROVIDER  
 6% INITIAL COSTS



33% DRINKS  
 27% SANDWICHES  
 22% HOT DISHES  
 9% SALADS && SAVOURES  
 9% BREAKFAST MENUS  
 4% PASTRY & VIENNOISERIE



**CAPEX SPLIT FOR A**  
**COMPTOIR**  
 42% WORK LOTS  
 23% EQUIPMENTS  
 20% SHOPFITTING  
 8% MANAGEMENT FEES PROVIDER  
 2% INITIAL COSTS





BAHRI HOSPITALITY & CUISINES PVT. LTD.

EXCLUSIVE MASTER FRANCHISE-DELIFRANCE INDIA



*Délifrance*  
LIVE EVERYDAY DELICIOUS

**DÉLIFRANCE INDIA**

Building No. 632, LGF, Lane No. 3, Westend Marg, Saidulajab,  
New Delhi – 110030, India.

#2A, 2nd Floor, Lavelle Mansion, Lavelle Road, Bangalore – 560001, India.

E-mail id: [franchise@bahrihospitality.in](mailto:franchise@bahrihospitality.in)

[www.bahrihospitality.in](http://www.bahrihospitality.in)

