



JOIN THE CHOCOLATE REVOLUTION

From the moment a customer walks into a Theobroma Food of the Gods (Theobroma) store, they are immersed into a world of boutique products and experience the heavenly atmosphere of the warm and calming ambience.

Known for their boutique products, store designs and innovative menus, Theobroma have taken that to the next level with the recent launch of their new design concept.

Franchise and Operations Manager Benjamin Fernandes says, "The first re-branded store at Northland Shopping Centre in Victoria has pushed the boundaries. Part of our re-branding has been to focus back on the core values of the business - to go back and tell the story of what our brand

stands for and what we believe in. We're doing a lot of work this year to really educate our customers on our brand; and to get the customer to buy into Theobroma and understand who we are."

Cocoa or chocolate is derived from the tropical Cacao tree (Theobroma Cacao) and following its Mayan and Aztec heritage, Swedish naturalist Carolus Linnaeus (1707 – 1778) gave cacao the Latin name of Theobroma – food of the gods, a fitting name for a food that is adored by millions of people around the world, in its various forms.

Reviving the 'Food of the Gods' tagline Theobroma is committed to their mission statement: To pamper the world in chocolates, food and beverages fit for the gods.

HOW IT STARTED

Opening a boutique store in Hawthorn, Victoria in 2004, founders Theo Racovalis - an award winning craftsman and chocolate connoisseur and George Roiniotis - an architect and designer by trade wanted to fill

a void in the marketplace with a high quality Australian alternative. Once the decision was made to commercialise and franchise the concept, a showcase store was opened at the now Spencer Outlet Centre, Southern Cross Station, Melbourne in December 2006 and received a phenomenal response.

In response to the spiralling demand for high quality chocolates and chocolate beverages as an alternative to coffee, Theobroma provides the perfect respite from a bustling day, with each boutique store housing a chocolate display cabinet that ranges from one to three metres long, with a wide-range of hand crafted couverture chocolates, with eye-catching colours and flavours you won't find anywhere else.

The concept originally revolved around artisan hand crafted couverture chocolate jewels, signature coffee and Belgian hot chocolates and a purely dessert based offering – Chocolate fondues, Belgian waffles, French Croissants, and chocolate themed drinks ice creams and sundaes but it has evolved over the years and now offers consumers a wide variety of chocolates and chocolate beverages;

hot and cold beverages including licensed drinks; chocolate desserts; melted chocolate dips; other chocolate related products with some stores now offering a food café breakfast and all-day menu.

Benjamin says, “There has been a real growth in specialty chocolate cafes over the last 5-7 years. There is a growth move towards premium products what we’re finding is that people are willing to pay for quality, whether it is food, coffee or chocolate. Last year’s IBIS world report into Specialty Chocolate acknowledge the moving trend and estimate the industry revenue to hit over \$300million this year. We are positioning ourselves to be an integral part of that.

“Introducing the full-food menu two years ago and incorporating a semi-commercial kitchen has proven to be very successful. This allows us to have a café style store with high quality food and drinks, that’s fit for the gods. What we found historically was that people were coming to us after eating

their lunch or dinner elsewhere to relax and enjoy our products and we weren’t maximising the opportunity that was available to us. Our customers love what we have done and it’s proven to be a hit with our guests. We have created a unique environment; a casual style café within a pleasant relaxed environment – a perfect place to catch up with family, friends and colleagues.”

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ONE SIZE DOES NOT FIT ALL!

All Theobroma stores are designed to drive sales by attracting customers, presenting product in their most attractive manner and to provide efficient workflow. The colours, counter concept and displays provide an attractive and efficient retail layout with both internal and external product display counters to enhance sales and capture the outside audience.

“Franchisees choose to buy into a franchise model for differing reasons and we work closely with each of them to understand their individual drive and tailor our model setup to suit. Some wish to leave a mundane job behind them and buy themselves a rewarding job, others want to buy a business to be actively involved and work within it while some may decide it's more about return on their investment and don't want to be actively involved with the day-to-day running of the business,” says Benjamin.

By believing that one size does not fit all, Theobroma have a range of concepts - all of which are flexible - to suit all franchisees. Appreciating that different areas, people and demographics have different needs, various business models are available to suit the franchisee, as well as the customer.

There are two main concepts to choose from:

LOUNGES AND LOUNGE BARS:

created as an environment where the consumption of food and beverages is an experience in itself and offer customers

a selection of seating to suit their mood. Comfortable sofas and tub chairs offer those who wish for a chance to pause and take a break, while the coffee bar and café seating with a selection of timber furniture provide a quick grab and go option. Suitable for large format areas and high traffic zones - predominantly for local shopping strips and entertainment/shopping and café/bar precincts. Our Lounge Bars are licenced and offer a variety of chocolate themed cocktails along with boutique beer and wine.

PAVILIONS/PAVILION BARS: offers its patrons the finest hot and cold beverages, specialising in indulgent chocolate beverages, coffees, blended teas, and other custom drinks. In addition, Pavilion sites offer soft drinks, fresh-baked pastries and other confections, as well as a range of the Theobroma chocolate retail products. Suited to shopping centre environments where a kiosk is favourable over an inline store, it also works strongly in high commuter areas with a captive audience. Our Pavilion Bars are an expanded offering on the Pavilion concept but with the added addition of a chocolate cocktail menu and a limited beer and wine menu. This is suited to either airport terminals or entertainment precincts.

DRIVE AND PASSION

All franchisees must share similar business values to Theobroma to succeed, which are Excellence – to strive to be the best in all that is done and Customer Service – to strive for 100 per cent customer satisfaction. Looking for people that have drive and

passion, Theobroma believe that people are the most important ingredient in making any business a success. Desirable attributes include an ability to make people smile; a friendly disposition; a positive and enthusiastic approach to business ownership and a determination to succeed and grow.

As most franchisees wish to stay within their local community, Theobroma work closely with them to find a suitable site, if one is not already available. Franchisees are involved in every step of the process, from design and fit-out right through to opening.

A training program which can be tailored to the franchisee's existing skillset has been developed to aid these values and includes everything there is to know about chocolate, selling skills, inventory control, local area marketing, and all areas of the store operations including POS systems and opening/closing procedures.

A professional team with extensive experience in franchising, retail and marketing also provide assistance with site selection; store design and fit-out; property leasing; marketing of the brand and providing marketing support.

Theobroma are confident that once you get to know their business model, you'll become just as hooked as they are. To find out more contact Franchise and Operations Manager Benjamin Fernandes on:

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