



spoon  street

Franchise Prospectus

www.spoonstreet.com | 028 9543 7070 | info@spoonstreet.com

WELCOME TO SPOON STREET

The Multi Award Winning, independent frozen yogurt chain.

Are you looking for a new career path or want to run your own business?

With consumer focus leaning heavily toward healthier alternatives, there couldn't be a better time to own a frozen yogurt franchise!



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Spoon Street are a multi award winning, independent frozen yogurt chain based in Belfast, Northern Ireland.

Our aim is simple, we want every customer to have a fun, creative and delicious experience. With multiple flavors of Frozen Yogurt, sorbets & gelato and over 40 toppings available our customers are in control to create their cup exactly the way they like it!

Due to the high demand for our services we are now looking to develop our existing operations through new Strategic Franchise Partnerships.

With a Spoon Street franchise you have a great opportunity to build a successful, high income business.

To help make your business a success we provide an award winning business model, a strong brand, and all the training and support you need.

The Spoon Street Story

be creative. be COOL.

The Spoon Street brand was founded and created by Harry and Katie Wang in October 2014. They carried this through every detail down to the very branded napkins. The spoons alone are a unique design and even though biodegradable, customers take them home as the young and old kids a-like love their tactile design and appealing Spoon Street colors.

Spoon Street has grown rapidly due to its popularity, as seen by the visitors who come from all over the province (and world) to experience it.

There are now four store across Northern Ireland with the next well in the planning stages! With 16 flavors and over 45 toppings, Spoon Street is the largest soft-serve dessert bar in the UK & Ireland.

The self-serve element is where the fun factor really kicks in, so our customers can get creative and make sure it's as delicious as it can be!

Our yogurts, sorbets and more are whipped up fresh, in-store daily using locally sourced milk, natural yogurt and ingredients.

We also feature a chocolate tap, cookie dough, delicious tray bakes and hot and cold beverages!

We take pride in the vast variety of dietary needs that we cater for including, lactose-free, dairy-free, sugar-free, gluten-free, vegan friendly and vegetarian friendly options, all served up at least 98% fat free!





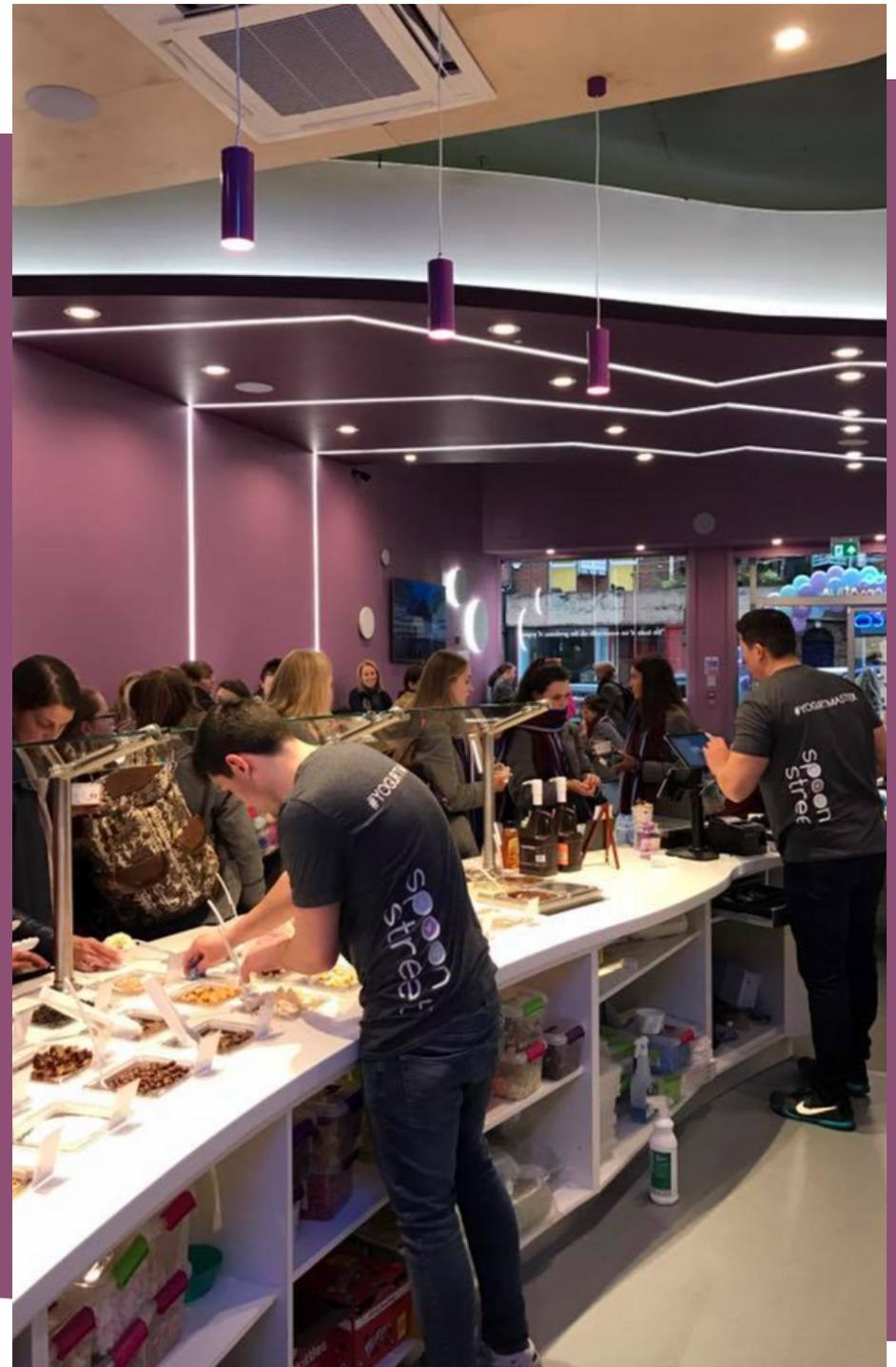
Our mission is to provide the highest quality product, swirled with top-notch customer service and hospitality to build a strengthening relationship with all of our 'Spooners', giving them an experience they won't forget.

The Frozen Yogurt Industry

The global frozen yogurt market is valued at about \$1.4 billion and is expected to continue its recent growth. Since it's often viewed as a healthier alternative to ice cream, the business appeals to a wide variety of potential customers.

It isn't a secret that the British love desserts. However, instead of sugary, high fat, traditional desserts, people are now turning to healthier options. It is estimated that the frozen yogurt industry in the UK sells up to £40 million frozen yogurts in a year!

Frozen yogurt sales are continuing to grow in the UK and there is no sign of this stopping. Now is a great time to venture into the frozen yogurt industry!



COOL is
the new
HOT

be
creative
be
COOL

Why choose the Spoon Street franchise?

The Brand

The use of the Spoon Street brand will set you apart from your competitors, we have an excellent reputation which promotes recognition, customers know what to expect from your company. This gives you instant leverage to go out into the market place and get off to a good start.

Lead Generation and Customer Retention

We have a proven formula for generating customers for your business. Key areas we cover include target markets, sales activity and lead generation tools and techniques. It's not all about getting the customer in the first place, it's about keeping them coming back for more and this is where we excel.

Proven Business Formula

As part of the Franchise Agreement you will operate using all the Spoon Street multi-award winning proven business formula, processes and systems, brand, logo and website.

Full Training and Support

The Spoon Street Head Office team will provide you with comprehensive training and ongoing business support. Effective training is essential to the success of each franchise in terms of being able to run their business efficiently and successfully. You will receive unique training and support throughout your time as a franchisee as we want you to become part of the successful Spoon Street network.

Exclusive Territory

Each franchisee will operate a large and exclusive UK territory. Our generous territories have been designed using very specific criteria with complete fairness and scale-ability. This will enable you to maximise the opportunity for growth and revenue as your business naturally grows.



The Franchise Package

Franchise Fee: 19,995 + vat

Ongoing Fees: 5% of turnover

Setup Costs: Approximately £170,000 + vat depending on the size and location of the premises

- Rights to use the award winning Spoon Street brand name
- Full training in all areas of the business
- Exclusive franchise territory
- Assistance with finding the right location
- Assistance with the shop fit out
- Branded clothing
- A central website
- Social media setup
- Processes, systems and templates to run the business
- Ongoing support and regular business updates
- Stationery package



The Earning Potential

These are the potential PROFITS we would expect you to achieve in the first three years. We will provide you with a full 3 year breakdown at your franchise meeting.

YEAR 1
£130,425

YEAR 2
£158,161

YEAR 3
£170,891

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I'm interested What do I do next?



Express Your Interest

Complete the enquiry form online at www.spoonstreet.com/franchise and a member of the team will contact you.



Telephone Conversation

A member of the Spoon Street team will call you for an informal chat. This gives you the opportunity to ask any initial questions you may have and find out a bit more about the franchise offer.



Face to Face

We will invite you to meet with a member of the team, this will give you the opportunity to discuss the franchise in more detail and receive all the financial information.



Franchise Agreement

We will discuss your territory and package and put together your personalised copy of the Franchise Agreement. This is the time to make sure that you are happy with everything. Once you have signed the agreement and paid your franchise fee your training will begin and we will welcome you to the Spoon Street team.

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