



# SLEEK

## *Franchise* B R O C H U R E

**Your Gateway to Entrepreneurial  
Success Begins Here!**





# SIP INTO SUCCESS

## EMBRACE A BRAND ROOTED IN A HISTORY OF SUCCESS AND FORTIFIED BY A TEAM OF CULINARY PIONEERS.

Sleek Creperie and Cafe is rapidly gaining recognition as a thriving brand with a well-established track record of success and robust support systems. The café's exponential growth can be attributed to its unique approach to blending European and American flavors, offering an exceptional culinary experience that keeps patrons coming back for more. Furthermore, the broader industry statistics bolster this claim, as the cafe and bakery industry is on a steady rise, with an increasing demand for diverse and innovative dining experiences.

The popularity of crepes, in particular, has been steadily growing over the years, with numerous cafes and specialty creperies popping up to meet this demand. Sleek Creperie and Cafe has harnessed this growing trend, and its success is evident in its expanding customer base and consistent positive reviews. With a proven track record of satisfying palates and a seasoned team of culinary experts, the brand provides unparalleled support to its franchisees, making it an attractive and secure investment for those looking to tap into the thriving cafe and crepe industry.



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# A SAVORY STORY THAT CAN BE REPLICATED!

As a pioneer in its niche, Sleek's unique selling proposition is in delivering an experience that allows customers to escape their daily routines, embarking on a journey of delectable dining. Although it began by offering only Crepes, Coffee, and Waffles, Sleek quickly adapted to meet the rising popularity and diversified its menu to include Breakfast, Lunch, Savory Crepes, Ice-Creams, Gelato, and many other culinary delights that became instant favorites. Today, Sleek Creperie & Café remains focused on its mission to fuel a culinary revolution with diverse menu offerings and a commitment to providing a remarkable customer experience, aspiring to grow into a global brand that caters to diverse tastes worldwide.



**Profitable Venture** - Entrepreneurs considering franchising with Sleek are presented with a remarkable opportunity. First and foremost, the brand's rich history and proven success in the competitive culinary landscape serve as a testament to its resilience and ability to capture the hearts and palates of customers.



**Clean Eating** - Sleek's commitment to sourcing the finest, locally sourced ingredients highlights its dedication to quality and sustainability, ensuring that the offerings are both delicious and environmentally responsible.



**Innovative Branding** - The menu's creative twist on classic crepes and innovative, imaginative fillings reflects the brand's dedication to pushing culinary boundaries while preserving tradition, appealing to a wide range of tastes and dietary preferences. Beyond its culinary offerings, Sleek fosters a sense of community and belonging, creating a space for meaningful interactions and memorable moments.







**Life-Changing Opportunity** - In franchising with Sleek, entrepreneurs join a brand that is not merely a restaurant but a destination where people come together to celebrate life's simple pleasures. Franchisees will also be provided with comprehensive training and ongoing support ensuring they have the tools and knowledge needed for success.





## BRING THE INGREDIENTS, AND WE'LL SHOW YOU PERFECT RECIPE FOR SUCCESS!

Sleek Creperie seeks franchisee candidates who possess a diverse set of skills and attributes, with a strong emphasis on:

-  **Business management**
-  **Leadership**
-  **Customer service**
-  **Sales acumen**
-  **Operational proficiency**
-  **Commitment to food safety and hygiene**

While industry experience is valuable, it is not mandatory, as the success of a franchisee primarily hinges on their adeptness in these core competencies and their ability to adapt to the evolving landscape of market trends.







## SLEEK CREPERIE FRANCHISE SUPPORT HUB!

Experience a unique, in-demand concept tailored for your success with Sleek Creperie! We provide all you need for a thriving business. Join us and transform your dream into a profitable reality!



**Comprehensive Training**– Sleek Creperie ensures a thorough dual-phase initial training program that empowers partners with all the essential knowledge they need.



**Management Assistance** – Sleek Creperie grants access to their exclusive manual, franchise management guidelines, restaurant design and construction advice, and hiring protocols.



**Operational Support** – Sleek Creperie extends assistance in customer-service techniques, product ordering, pricing strategies, and administrative procedures.



**Purchasing Support** – Sleek Creperie secures quantity discounts on necessary items and streamlines the ordering process through an internal purchasing system.



**Marketing Expertise** – Sleek Creperie grants rights to its distinctive brand and harnesses it by crafting consumer marketing plans through a centralized department.



**Developmental Guidance**– Sleek Creperie offers ongoing research on methods and techniques for diversifying the menu and managing franchises more profitably.



**Site Selection Assistance** – Sleek Creperie provides location scouting services, including a lease worksheet, demographic insights, and on-site visits to approve potential spots.



# QUICK FACTS

## Startup Costs

\$ 340,000 – \$ 590,000

## Monthly Royalty

6% of Gross Sales

## Lease Requirements

1,500 – 2,000 sq. ft.

## Protected Territory

3-mile radius







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**Ready to embark on your entrepreneurial journey? Join Sleek Creperie and turn your passion into profit! Email us at [franchising@sleekchocolate.com](mailto:franchising@sleekchocolate.com) to start your delicious adventure today!**



**We eagerly anticipate the opportunity to connect with you and showcase what makes us truly unique!**