



Palmelita - Buen Grano S.L.
Carretera General 171
E - 38250 Bajamar / Tenerife / Spain
E-Mail: franquicias@palmelita.es

Asunto: Master Franchise Palmelita

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The pastry and coffee chain Palmelita is looking for master franchises to open Palmelita outside Canary Islands.

Palmelita is a gastronomical concept based on three pillars:

- High product, service and establishment quality
- Gastronomical offer with core in centre-European fine pastry and bakery, ice cream and cafe.
- Tradition, excellence and innovation.

The firm was established 1968 by master pastry Werner Bittermann and his wife Hildegard in Bajamar, a former touristic spot in Tenerife, Canary Islands. Along the years the brand established itself as referent within its sector, being loyal to its core values and adapting to changing times.



Nowadays the group operates 6 Palmelitas-Stores, 5 by its own, 1 recently opened franchise POS and the pastry production facility. All within Tenerife in the Canary Islands.



Many customers from most different countries visit our cafes every year while they are on holiday on Tenerife and they all appreciate the Palmelita concept. They come from London, Munich, Barcelona or Madrid...

Acknowledging the gastronomical offer in these regions we do know that Palmelita would also be there a different, value adding proposition.

As we own and manage in property the Palmelita activities during now more than 45 years, we now want to further expand our brand in new markets outside the Canary Islands through exclusive master franchise zones.

An exclusive master franchise zone is made up of a pastry production facility and a minimum of three Palmelita Cafes, which number has to be reached in short time.



The chain of value is localized in one and the same local market, allowing high quality of product and freshness, local add value und uniqueness, as well as other important advantages surge, making up the competitive edge of the business.

The cafes can be operated by the master franchise its own or by new franchises.

The profile of a master franchise Palmelita necessarily has to fulfill the following criteria:

1. Proven business experience and acumen.
2. Passion for gastronomy and dedication.
3. Being able to work on full-time basis and dedicate its best efforts to well operate a local Palmelita chain, either in the roll of an investor-director or a managing director of its own business.
4. Being able to invest/finance the project of master franchise Palmelita (production facility, store and cafes construction/refurbishment (3), machinery, working capital, up-front fee).
5. Of advantage, but not required, access/owning good located commercial properties.
6. Of advantage, but not required, experience in gastronomy.



Advantages of exploiting a Palmelita master franchise in your area:

- Possibility to strongly enter in a highly sophisticated and specialized industry sector with a proven value proposition from the very first day, which otherwise hardly would be possible due the complexity and required know-how of the business and sector itself.

- Gastronomical product and concept of added value and well differentiated, tapping unsatisfied market demands.
- Revenue streams not only from in-store consumption but also from sales out-of-store.
- Advisory and supervision of installation and operation of production facility Palmelita in order to fulfill Palmelita production requirements.
- Advisory and supervision of refurbishment of local Palmelita Store/Cafés to a superior, attractive design and in line with current Palmelita Store Design.
- Support, monitoring and continuous transfer of knowledge from central to meet objectives in production and sales.
- Superior margins due to economies of scale of belonging to bigger commercial organization (purchase power, administrative and marketing cost, innovation)
- Being part of a passionate, different and innovating business project.



If you feel to know more and you think to meet the requirements for a master franchise Palmelita, we are looking forward to hear from you.

Outside the Canary Islands we consider growth areas, high density populated urban areas.

In order to know more about our economical conditions for master franchises we kindly ask you to sent an inquiry to franquicias@palmelita.es , specifying name, surname, name of company if applicable, further contact details and area where you might thing Palmelita could be deployed.

In a 2º step we kindly would ask you to send us CV, references and letter of motivation in order to take part of our recruiting process for potential master franchises Palmelita.

Sending us your inquiry and/or documentations has only pure information purpose for both sides.

Contact: Franchises Palmelita - franquicias@palmelita.es