

my^{swiss}choco[®].com
SWISS HANDMADE UNIQUE



100%
swiss . handmade . unique

The idea

mySwissChoco.com® concept is born from the will of its founder Sandro Glaus to offer, in a shop, high-quality chocolate and Swiss tradition.

A simple concept in a modern style that wants to enrich the Food & Beverage market in the world with the well-known taste of pure Swiss chocolate.

Switzerland and its chocolate

The main features of our format are shops in a modern mountain chalet style combined with an assortment entirely based on Swiss chocolate with exclusive recipes from Swiss pastry-chefs.

Purest quality chocolate

The selection of authentic **Swiss chocolate manufacturers** is a key part of the mySwissChoco.com® philosophy. mySwissChoco.com® personifies the concept of craftsmanship, maintaining product diversification and using the know-how of Swiss pastry chefs to ensure a top quality production process.

How my Swiss Choco works

Products of retail are directly produced by our laboratories in Switzerland and sent to the shops. A range of products will be finished and decorated in the shop in front of customers along with some fresh products like chocolate/coffee drinks, crepes and soft ice cream. The shops take the idea of traditional chocolate shops combined with new concept of coffee bars.



Why my Swiss Choco.com®?

- **100% Unique**

We are the only 100% Swiss chocolate franchise and licensee concept offering a formula of chocolate-coffee shop like this, worldwide.

- **100% Swiss**

From products to know-how, from design to system in order to travel in our country through one of our products of excellence: **Swiss chocolate.**

- **100% Handmade**

The quality of chocolate through a handicraft production, enhancing care and attention of the individual product.

- **100% production in Switzerland**

Retail products are manufactured in Switzerland and provided to the shops in order to maintain high-quality level and simplify processes. The franchisee has to manage the orders according to delivery time.

- **Wide assortment**

Chocolate products, chocolate-coffee drinks, soft ice-cream, milkshakes, crepes and waffles to offer a variety of choices and opportunities based on Swiss chocolate and different tasty shapes.

- **Our recipes**

Recipes are created and studied by our Swiss Pastry chefs.

- **Training and assistance**

We guarantee initial training and ongoing support on all the range of products and developments regarding retailing and system.

- **Swissness Law - The use of "Swiss" and "Swissmade" trademark**

The names Swiss and Switzerland are strongly protected, officially authorized by the Swiss authorities. (New Law, January 2017). This protection is a guarantee that the label "Made in Switzerland" and "Swiss" define a genuine Swiss product and system.

We give to our partners the opportunity to use the Swiss Brand, worldwide.

Basic assortments

- **CHOCOLATE**

CHOCOLATE BARS (VARIOUS FORMATS)

PRALINES

TRUFFLES

DRAGÉES

"FLORENTINER"

KIRSCH LIQUEUR STICKS

BtoB PRODUCTS

- **COFFEE - CHOCOLATE**

CLASSIC COFFEES

COFFEE/CHOCOLATE DRINKS COMBINATIONS

- **SOFT ICE CREAM**

SOFT CHOCOLATE ICE CREAM WITH TOPPINGS

- **CREPES AND WAFFLES**

WITH TOPPINGS AND
DIFFERENT FLAVORS

- **BRIOCHES**

- **DRINKS**

SOFT DRINKS

TEAS

MILKSHAKES



Few pictures of our products



Few pictures of our products



Few pictures of our products



Few pictures of our shops



Few pictures of our shops



Few pictures of our shops



Few pictures of our shops



Few pictures of our shops



Franchising

WE OFFER TWO MAIN OPTIONS OF CONTRACT:

1 - DIRECT FRANCHISEE:

(SINGLE SHOP)

- Entry Fee **from USD 7'500.-- to USD 24'000.--**

2 - MASTER:

- Entry Fee **from USD 75'000.-- to USD 180'000.--**

WHAT IS INCLUDED IN THE ENTRY FEE?

Direct Franchisee

- Exclusive right to commercialize our concept in a default area (single shop)
- Use of the Swiss Brand (Swissness Law)
- Initial training for point of sale (POS) management*
- Operative manual*
- Location selection support
- POS opening marketing support*
- Cash register software
- Production/order software management
- Full support and initial assistance*

Master

- Exclusive right to commercialize our concept in a default area (country, region, ecc...)
- Exclusive right to open direct shops or through franchisee/ licensee
- Use of the Swiss Brand (Swissness Law)
- Exclusive resale right (franchisee, large-scale retail trade, BtoB, ecc...) of mySwissChoco.com® products
- Entry Fee 1st point of sales (POS) + master license
- Initial Training 1st POS management and network management*
- Initial training for point of sale (POS) management*
- Training "How does a franchise work?"
- Operative manual*
- Location selection support
- POS opening marketing support*
- Cash register software
- Production / order software management
- Full support 1st POS and initial assistance
- Use of the Swiss Brand (Swissness Law)

THE SHOP'S MODELS

We offer three main options

OPTION 1 AND 2

"mySwissKiosk"

The shop

The "mySwissKiosk" are our "mini-shops" and we offer them in two main sizes.

- 1. Basic:**
 - Sales counter
 - Size 10 sqm
- 2. Superior:**
 - With walls and structure
 - Sales display shelves
 - Sales counter
 - Size 10 sqm

How does it works

Our laboratory in Switzerland provide the shop with all the products ready for the sale. (chocolate assortments, soft ice cream and crepes powders)

Products

- A selection of chocolate products
- Chocolate-Coffee drinks with toppings and different flavors
- Chocolate crepes with toppings and different flavors
- Soft-Ice Cream (2x basic chocolate flavors) with toppings and different flavors
- Chocolate Milkshakes with toppings and different flavors
- Teas
- Soft Drinks

Staff needed

1 Person (max 2)

Training on site

Included in the "Entry Fee"

Shop design and project costs

Included in the "Structural investments"

Cash register System Software

Included in the "Entry Fee"

Order/Production Software

Included in the "Entry Fee"

Shop building and test*

Included in the "Structural investments"*

Investment

- Entry Fee **from USD 7'500.--**
- Shop Investment **USD 59'200.--**
(**"Basic"** Kiosk option, included structure, machinery, tools, hardware and assembly and test by our team on site)

*Details available on our "Briefing Brochure".

OPTION 3

"The Shop"

The shop

Within the shop, customers will have the chance to know the Swiss Chocolate culture.

Size

From 30 sqm

How does it work

Our laboratory in Switzerland will provide the shop with all assortment and powders. A small selection of products will be finished in front of the customers (soft ice cream, coffee and chocolate drinks, crepes, waffles and milkshakes).

Products

- Chocolate products (full assortments)
- Chocolate-coffee drinks with toppings and different flavors
- Chocolate crepes with toppings and different flavors
- Chocolate waffles (optional) with toppings and different flavors
- Soft ice cream (2x basic chocolate flavors) with toppings and different flavors
- Chocolate milkshakes with toppings and different flavors
- Teas
- Soft drinks

Staff needed

Starting from 2 people

Training on site

Included in the "Entry Fee"

Shop design and project costs

Included in the "Structural investments"

Cash register System Software

Included in the "Entry Fee"

Order/Production Software

Included in the "Entry Fee"

Shop building and test*

Included in the "Structural investments"*

Investment

- Entry Fee **from USD 12'500.--**
- Shop Investment **USD 98'000.--**
(30 sqm shop, included structure/furniture, displays, sales counter, machinery, tools, hardware, assembled and tested by our team on site)

*Details available on our "Briefing Brochure".

ROYALTIES

- 3.5% gross turnover and/or minimal monthly royalties fee (1)
- 1% gross turnover, Marketing Fee (2)

Included in the royalties

- Usufruct and knowledge mySwissChoco.com® brand (1)
- Use, during the validity of the contract, of the SwissBrand (Swissness Law)
- New recipes and products (1)
- Support and assistance (1)
- Software update (1)
- Advertising support (Graphic design, Pictures, ecc...) (2)

STRUCTURAL WORK*

Included in the structural investment

- Complete support and assistance from our architect team during all the stages (First visit, planning, support and assistance)
- POS design, technical drawings and 3D rendering
- On site shop opening test
- Masonry works and equipment guarantees

(Depending on the shop, items may be change)

APPROXIMATE COST AND SALE PRICE

The retail price may be defined by the licensee. A reference markups may be calculated as follows: (cost prices related to retail prices).

- Chocolate products: Min. x2
- Soft ice cream: Min. x5
- Coffee drinks: Min. x10
- Softdrinks: Min. x3
- Crepes: Min. x10
- Juices: Min. x3

*Details available on our "Briefing Brochure".



Fag

Why don't you have any shop in Switzerland?

Our concept has a better impression and a higher market interest abroad than Switzerland.

Do I need experience as pastry chef?

Inside the POS it would be useful to have the staff with any experiences in the food retail sector.

How long do you need to deliver and open a POS?

Most of it depends on the kind of formula has been chosen and the location. Normally an average time of about 3-4 months.

May I use local artisans to set down the shop based on your directives?

Our team will set down the shop. We need on site 1-2 workforces to help and assist our team.

What is the average turnover of a POS?

Most of it depends on location and business formula. An average idea of turnover is reported within the Brief Brochure.

Do you offer financing systems?

No directly, but we have agreements with leasing companies depending on the country.

How much do we need as start-up capital?

With the "Kiosk" formula we suggest a start-up capital (cash, financing, credit, etc...) from about USD 115'000.-- and for a regular shop from about USD 180'000.--.

What are NOT included in the entry fee, structural works and royalties?

In the entry fee are not included: travel costs, board and lodging for our team and the franchisee, advertising, products supplying, services and products that are not mentioned.

May I receive test samples?

Regarding past experiences, we don't deliver anymore samples. A tasting will be possible during our first meeting.

May I visit the production lab in Switzerland?

No. Since the products are based on exclusive recipes and production techniques, the lab production may not be visited.



What they say

ABOUT US:

A selection of articles...

mySwissChoco.com® was included in the main Brazilian food guide Veja Sao Paulo

My Swiss Choco

Indecisos, preparem-se. Antes de levar uma barra para casa, primeiro é preciso escolher entre chocolate branco, ao leite ou amargo 65% de cacau. Eles saem por R\$ 13,90, R\$ 14,90 e R\$ 15,90, respectivamente. Depois, são eleitos os toppings (ou complementos) que serão adicionados à massa ainda mole. Há pétalas de rosa cristalizadas (R\$ 4,90), castanha-de-caju caramelada (R\$ 2,90), sal rosa do Himalaia (R\$ 3,90)... O produto vai então para um resfriador expresso e em menos de vinte minutos fica pronto. Depois da primeira mordida, nem vai parecer que foi difícil tomar a decisão na hora da compra.

Rua Haddock Lobo, 1327, Jardim Paulista, ☎ 3081-1721 (40 lugares), 9h/22h (sex. e sáb. 9h/23h; dom. 8h30/22h). Ce: todos. Cd: todos. Estac. c/manobr. (R\$ 20,00). & vejaSaoPaulo.com/myswisschoco. Mais dois endereços. Aberto em 2012.



Award for Best Easter Egg Award in the category "dark chocolate"

NOVAS LOJAS

Especial
paladar
— Ovos de Páscoa —

My Swiss Choco

Metade meio amargo 65% e metade ao leite com uvas passas brancas e amêndoas

R\$ 59,70

Melhor da categoria, mas não chega a ser bom. A metade ao leite era melhor que a de meio amargo.

Onde comprar:

Site: www.myswisschoco.com

(011) 3024-3778

Av. das Nações Unidas, s/n (3º piso)

Shopping Villa-Lobos, São Paulo



The Italian magazine of franchise industry "Az franchising" has dedicated a long article about the business concept mySwissChoco.com®



SOTTO I RIFLETTORI | Franchisor

svizzera handmade unico

Per agevolare e sostenere il progetto di internazionalizzazione l'azienda ha scelto la formula del franchising

L'idea di aprire un franchising dedicato completamente al mondo del cioccolato è venuta quando una tavoletta di cioccolato: "Ma perché non posso personalizzare la mia tavoletta di cioccolato, differenziando singolarmente anche gli ingredienti". Era il settembre 2009 quando Sandro Gleis, svizzero, ha deciso di far diventare il proprio sogno un'idea di business concreta, MySwissChoco.com. Passano tre anni e il primo negozio viene aperto in Brasile, firmato un contratto di licenza, e poi sono seguiti, nel 2013, altri due negozi e il primo shop-in-shop. Attualmente, sono 4 i negozi, mentre a Doha, in Qatar, sta aprendo un flagship store di 120 metri quadrati. Oggi l'azienda si definisce l'unica format in franchising 100 per cento svizzero e ha scelto anche l'Italia come prossimo paese target per lo sviluppo della propria

MySwissChoco.com PROPONE RICETTE UNICHE STUDIATE DA PROPRI PASTRYCHEF SVIZZERI E LEGATE ALLA CULTURA SVIZZERA DEL CIOCCOLATO. NEI NEGOZI SI TROVANO TAVOLETTE DI CIOCCOLATO, PRALINE, CIOCCOLATE CALDE E FREDDI, TORTE, PICCOLA PASTICCERIA, GELATERIA E CAFFETTERIA, PRODOTTI NEI QUALI IL CIOCCOLATO È RIGOROSAMENTE L'INGREDIENTE PRINCIPALE



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SOTTO I RIFLETTORI | Franchisor

Lo sviluppo anche in Italia

Perché MySwissChoco.com ha scelto l'Italia?
- Il consumo di cioccolato cresce e obbligamenti per capire l'andamento del mercato.
- Dal 2011 in costante aumento.
- I marchi svizzeri di cioccolato si concentrano nella produzione industriale e commercializzazione di dettaglio.
- Il mercato Italia nel settore è ancora in crescita di affidabilità e di alto profitto.

Perché MySwissChoco.com ha scelto l'Italia?
- Al momento in Italia non esiste una cioccolateria che proponga prodotti artigianali, 100% svizzeri, realizzati nelle giuste parti del mondo. Per la città di Milano in particolare, anche in presenza di Dupont, l'azienda sta valutando, attraverso la ricerca di attori, l'apertura di un negozio con licenza di produzione e vendita, con garanzia di caffè e cioccolato artigianale e cioccolato.
- Possibile licenza come Point of Sale, zona ad alta qualificazione urbana e punti di riferimento e area di traffico per Expo2015 come zona di riferimento anche per il futuro. Idee scaturite naturalmente sempre grazie la consulenza.

Punto vendita MySwissChoco.com, Doha (Qatar)



rate. L'azienda ha scelto il Belgio perché il consumo pro capite annuo di cioccolato è di circa 4 chili ed è in costante aumento dal 2011. Inoltre, l'Italia non presenta nel mercato cioccolato artigianali e 100 per cento svizzeri. "Proponiamo nei nostri negozi ricette uniche studiate dai nostri pastrychef e legate alla cultura svizzera del cioccolato", dicono dall'azienda. Fra i prodotti, tavolette di cioccolato, torte, biscotti e briciole di cioccolato, bevande al cioccolato calde e fredde, caffè, creme spalmabili e gelato. La scelta dell'azienda è stata quella di costruire i progetti di internazionalizzazione, realizzando così la patria svizzera, per varie ragioni: perché il cioccolato svizzero all'estero è sinonimo di qualità, prestigio e qualità, oltre che di lusso; perché l'80% dei turisti esteri, quando visitano la Svizzera, acquista un prodotto al

Come avviene la formazione del franchisee

Fase 1: Formazione teorica e pratica in sede partner ufficiali e diretti della Svizzera e nei negozi. Due settimane circa in Svizzera e Italia. Gestione mensile operativa.

Fase 2: Prima dell'apertura del punto vendita, formazione di base interna e messa in opera del materiale. All'apertura, affiancamento all'interno del punto vendita.

Fase 3: Formazione regolare all'interno del proprio punto vendita (promozionale non profit, ecc.)

cioccolato, mentre con questo format è il cioccolato svizzero a farsi trovare direttamente nel posto originario del turista; e perché nel mondo non esistono competitor. È per agevolare e sostenere questo progetto di internazionalizzazione l'azienda ha scelto il franchising. "Era nostro intento, sin dal primo anno, esportare il nostro sistema unicamente all'estero e al fine di garantire una conoscenza ottimale del territorio e delle abitudini d'acquisto locali, abbiamo optato per questo formato che consente e noi di essere presente in vari paesi ma nel contempo all'altezza di commercializzare un sistema 100% svizzero. Abbiamo la volontà di aprire, tramite master franchise, un primo punto vendita in Italia. Per le future aperture siamo focalizzati sui Emirati Arabi Uniti, Arabia Saudita, Giappone e Stati Uniti". Per aprire un negozio My Swiss

Come avviene la scelta della location?

Fase 1: Il Master Franchise seleziona alcune location e si fa assegnare piani marketing, immagini, dati di frequenza, stile della tavola, ecc.

Fase 2: Inizia il sito web centrale, in cui valutano le locali anche esistenti se la location può essere presa in considerazione oppure no. La risposta le potrà dare.



Profilo degli affiliati

- Conoscenza della cultura svizzera, ma soprattutto un'esperienza di business garantita anche tramite l'assistenza di chi più l'ha fatto, tramite la formazione completa.
- Serietà economica

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This information is not intended as an offer to sell or the solicitation of an offer to buy a franchise by us or anyone acting on our behalf. Franchises are offered solely by means of our Franchise Disclosure Document and will currently not be offered in certain states and foreign countries which have laws governing the offer and sale of franchises. If you are a resident of one of these states or foreign countries, we will not offer you a franchise unless and until we have complied with all applicable legal requirements in your jurisdiction.