



AMORINO FRANCHISE



JOIN THE NUMBER ONE ITALIAN GELATO NETWORK



LA PASSIONE DEL GUSTO

Created in 2002 by two childhood friends, **Cristiano Sereni and Paolo Benassi**, Amorino delights connoisseurs around the world with its finest quality gelato, made according to traditional Italian methods.

Amorino has become the #1 premium Italian gelato counting twice more outlets than any other gelato competitor. The genuine nature of gelato has gradually eclipsed the banality of ice cream. We are leading the wave.

We are proud to offer an excellent alternative to industrial, artificial, high calorie ice cream that other brands are tempted to use. Our recipes are 100% made out of natural ingredients without artificial colours or flavours. A vast selection of organic and vegan options have been introduced, we believe this will help us meet current demand.

The making and taste of each gelato is not only dependent on the most rigorous selection of sourced ingredients from their regions of origin, but also on the patience and the attentiveness of our highly trained chefs during its preparation.

Our franchisees are at the heart of our concerns and play a pivotal role in the success of our company. We do not see ourselves as a passive brand owner and are a heavily invested franchisor.



ARE YOU OUR NEXT FRANCHISEE ?



AMORINO

- IN FIGURES -



**ITALIAN GELATO
CHAIN WORLDWIDE**
IN TERMS OF
NUMBER OF OUTLETS



80
OUTLETS
IN FRANCE



200+
STORES
THROUGHOUT
THE WORLD



PRESENT IN
18
COUNTRIES

10

GELATOS
PHOTOGRAPHED
EVERY MINUTE

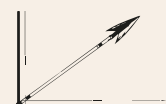


30+
FLAVOURS
ON OFFER



11

VEGAN
FLAVOURS



LFL
SALES
GREW APROX 4%
PER ANNUM OVER
LAST 4 YEARS



SYSTEM SALES
20%
GROWTH
OVER LAST 3 YEARS

**OUR MOST
POPULAR
FLAVOURS**
GLOBALLY

**VANIGLIA BOURBON
DEL MADAGASCAR**



**PISTACCHIO
MAWARDI**



**CIOCCOLATO
AMORINO**



+4M
MACARONS
AL GELATO
SINCE 2016



**INSTAGRAM &
FACEBOOK**
380K

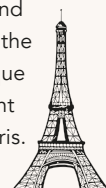


OVER
150
FLAVOURS
**OF GELATO &
SORBETS CREATED**

KEY DATES

2002

Creation and
opening of the
first boutique
on Île Saint
Louis in Paris.



2005

Centralization of
production in one
single laboratory.



2006

Launch of
franchise-based
expansion.



2009

Opening of the first
overseas franchise in
Milan & London.



2011

Relocation of
laboratory &
offices to Orly
and opening
of a boutique
in New-York.



2011

Ecocert certification
awarded for the first
organic flavor.



2014

Inauguration of the
100th boutique.



100 BOUTIQUES

2015

Vegan Society
certification received
for all sorbets.



2016

After Morocco,
Amorino also expands
into the Middle
East with Dubai
opening.



2017

All gelatos and sorbets
become «Gluten Free».



2019

Opening of our
18th market
& our goal is
to reach 30th
market in the
near-term.



18th

2020

Inauguration of the
200th boutique.



200 BOUTIQUES

MILESTONES OF...

...A SUCCESS STORY

PRODUCT RANGE

Amorino is recognized worldwide for its iconic gelato flower but also offers a wide variety of delights such as macarons al gelato, gourmet cups, waffles, waffle sticks, crepes, hot and cold beverages...



DID YOU KNOW?

Our gelato flower can only be shaped using our special knowhow and thanks to the freshness of our product.

SPECIAL EVENTS

At Amorino, we also promote special events throughout the year to increase our visibility.



Over the years we have developed a wide range of seasonal offers to ensure higher volumes during low season periods. Our constant effort to promote home delivery is also an effective revenue driver.

SITE CRITERIA

Ideally our stores should feature the following:

At least 20m clear visibility of the site

High tourism flows

Upscale clientele profile with disposable income

Inviting locations to enjoy a gelato break

Shop Front: 5 meters

Ideally more than 50m² retail area & 20m² storage

Kiosks: 15m²

Late trading hours / 7 days a week



STORE TYPES

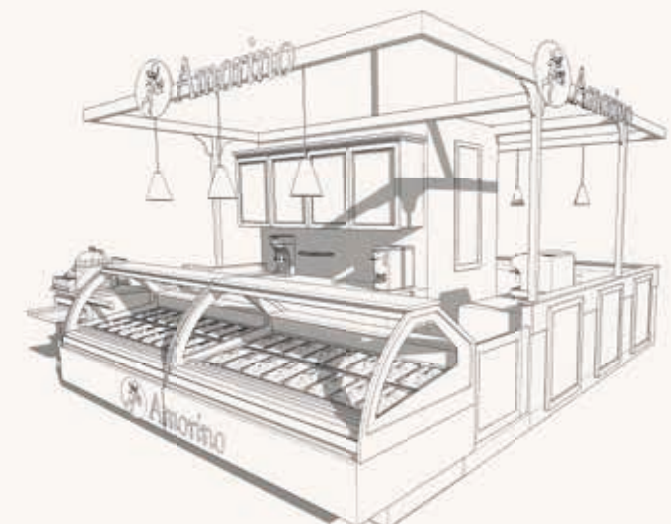
Amorino offers a flexible portfolio of concepts.

Our minimal technical requirements when compared to most F&B brands, make it easier for Amorino to fit almost everywhere.

Our preferred store types are high street units with indoor and outdoor seating yet we still offer a wide range of options :

- High Street Locations
- Indoor Kiosks

- Outdoor Kiosks
- Portable carts and pop up stores



— ICONIC TOURIST LOCATIONS —



PARTNER WITH US

PRODUCT QUALITY

Rigorously selected & sourced ingredients for the best that nature can offer.

TRENDY

Our customers love to post their memorable experiences on social media.

INTEGRATED SUPPLY CHAIN

Because we directly produce our gelati, we endeavour to protect our franchisees' margins and stimulate our offer.

NO ROYALTY FEE

We do not charge franchise royalty fees.

PROTECTED KNOW-HOW

In order to protect both its know-how and the success of its franchisees, Amorino is the first gelato maker to have enforced a protective strategy of its global concept.

"Thanks to digital technologies and our legal architecture, our current and prospective franchisees are now able to benefit from substantive measures that effectively protect our know-how" ensures Cristiano Sereni, co-founder of the brand.



OPTIMIZATION IN THE CHOICE OF ITS POINTS OF SALE

Amorino now uses Mytraffic, a start-up company expert in the analysis of pedestrian flows, which offers statistics to evaluate the attractiveness and performance of a future point of sale's establishment. This solution is based on the processing of GPS data via Artificial Intelligence; data enriched and verified by physical counts, to guarantee their reliability. These data enable the brand to set up in the most suitable locations and to assess its network performance.

STREAMLINED OPERATIONS

By limiting food transformation on site and owning supply, our in-store staff focus on upselling a consistent product whilst minimising health and safety risks.

GROWTH

We are one of the fastest growing companies in our field and target global expansion.

PROFILE & CONDITIONS

Our franchise scheme offer may differ depending on market specifics: countrywide master franchise, regional exclusive franchise or more rarely, single unit franchise. We are looking to partner with experienced professionals with the following skills:

OPERATIONS

Multi-unit operators with a proven track record in retail and F&B.

REAL ESTATE

Access to prime real estate and ability to negotiate favourable rental terms.

NETWORK

Organisation structure to grow a multiple store network.

PUBLIC RELATIONS

Aptitude for PR and digital.

PARTICIPATION

Active participation in the evolution of our brand.

LIQUIDITY

£ 300k +



COMMERCIAL TERMS

Our conditions may differ depending on franchise agreement scheme but they generally include:

- Initial franchise fee : £ 30k per outlet
- Term : 7 years
- No Royalty
- Marketing : Up to 2% of net sales



SEEN IN THE PRESS



Amorino

GELATO AL NATURALE

ON SOCIAL MEDIA



AMORINO.COM

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