



Amorino[®]
GELATO AL NATURALE

AMORINO FRANCHISE





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 future 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 -



+13M
GELATOS
SOLD IN 2021



100
OUTLETS
IN FRANCE




200+
STORES
THROUGHOUT
THE WORLD



PRESENT IN
18
COUNTRIES

10
GELATOS
PHOTOGRAPHED
EVERY MINUTE




36+
FLAVOURS
ON OFFER



14
VEGAN
FLAVOURS



ALL OUR FLAVOURS ARE
GLUTEN FREE

OUR MOST
**POPULAR
FLAVOURS**
GLOBALLY

**VANIGLIA BOURBON
DEL MADAGASCAR**



**PISTACCHIO
MAWARDI**



**CIOCCOLATO
AMORINO**




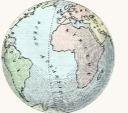










+16M
MACARONS
AL GELATO
SINCE 2016



INSTAGRAM
100K

KEY DATES

<p>2002</p> <p>Creation and opening of the first boutique on Île Saint Louis in Paris.</p> 	<p>2005</p> <p>Centralization of production in one single laboratory.</p> 	<p>2006</p> <p>Launch of franchise-based expansion.</p> 	<p>2008</p> <p>Opening of the first overseas franchise in Barcelona.</p> 	<p>2011</p> <p>Relocation of laboratory & offices to Orly and opening of a boutique in New-York.</p> 	<p>2011</p> <p>Ecocert certification awarded for the first organic flavor.</p> 	<p>2014</p> <p>Inauguration of the 100th boutique.</p> 	<p>2016</p> <p>Vegan Society certification received all sorbets.</p> 	<p>2017</p> <p>All gelatos and sorbets become «Gluten Free».</p> 	<p>2019</p> <p>Opening of our 18th market & our goal is to reach 30th market in the near-term. 18TH</p> 	<p>2021</p> <p>200 BOUTIQUES</p> 	<p>2022</p> <p>20th ANNIVERSARY</p>
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MILESTONES OF...

...A SUCCESS STORY



PRODUCT RANGE



Amorigo is recognized worldwide for its iconic gelato flower but we also offer a wide variety of delights such as gourmet cups, waffles, waffle sticks, crepes, macarons al gelato, 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 Amorigo, we also promote special events throughout the year to enhance revenue.



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 willing to afford a break
- Dwell time component, have a 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.

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.



COMMERCIAL TERMS

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

- Initial franchise fee: £30k per outlet
- Term: 10 years
- No Royalty
- Marketing: Up to 2% of net sales
- Franchise experience required, preferably in F&B



Amorino[®]
GELATO AL NATURALE

ON SOCIAL MEDIA



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AmorinoGelato

AMORINO.COM

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Non contractual document – for information only