

— AMORINO —
Franchise



Amorino[®]
GELATO AL NATURALE



— 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**. The genuine nature of gelato has gradually eclipsed the banality of ice cream. We are leading the wave.



PAOLO & CRISTIANO

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 as this is our DNA.

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



+25
GELATOS
SOLD EACH MINUTE
IN THE WORLD



113
OUTLETS
IN FRANCE



+270
STORES
THROUGHOUT
THE WORLD



PRESENT IN
21
COUNTRIES

10
GELATOS
PHOTOGRAPHED
EVERY MINUTE



+30
FLAVOURS
ON OFFER

Milestones of...

2002



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

2005



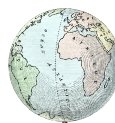
Centralization of production in one single laboratory.

2006



Launch of franchise-based expansion

2008



Opening of the first overseas franchise in Barcelona.

2011



Ecocert certification awarded for the first organic flavor.

2014



100
BOUTIQUES
Inauguration of the 100th boutique.



10
VEGAN
FLAVOURS



ALL OUR FLAVOURS ARE
GLUTEN FREE
AND SOME OF THEM ARE
ORGANIC

OUR MOST
**POPULAR
FLAVOURS**
GLOBALLY

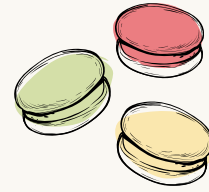
**VANIGLIA BOURBON
DEL MADAGASCAR**



**PISTACCHIO
MAWARDI**



**CIOCCOLATO
AMORINO**



+ 16M
MACARONS
AL GELATO
SINCE 2016



**INSTAGRAM
130K**

a success story

2016



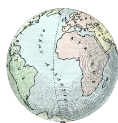
Vegan Society
certification
received all
sorbets.

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.

2021



200
BOUTIQUES

2022



20th
ANNIVERSARY

2024



276
BOUTIQUES

— PRODUCT RANGE —



Amorino is recognized worldwide for its iconic gelato flower but we also offer a wide variety of delights to ensure higher volumes during low season periods.

*Crêpes | Waffles | Macarons al Gelato
Hot and Cold Beverages | Gelato Bites*



*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 enhance revenue.



SITE CRITERIA

Ideally, our stores should feature the following:

- **Minimum of 20 meters of unobstructed visibility for the site**
- **High tourist traffic**
- **Upscale clientele willing to take breaks**
- **Location that encourages customers to stay and relax**

Store: Shop Front minimum 5 meters.

Ideally more than 50m² retail area & 20m² storage.

Kiosks: 15m². Late trading hours / 7 days a week.



— STORE TYPE —

Amorino offers a flexible portfolio of concepts. Our minimal technical requirements compared to most F&B brands make it easier for Amorino to fit almost anywhere.

Preferred store types include:

- **High street units with indoor and outdoor seating**
- **A wide range of other options to suit various locations including in and outdoor kiosks**



— ICONIC TOURIST LOCATIONS —



PARTNER *with us*



PRODUCT QUALITY

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

TRENDY

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

GROWTH

We are the largest gelato company and one of the fastest-growing businesses in our industry, with a target of global expansion by opening around 50 new stores each year.

CENTRALISED PRODUCTION

Every product is manufactured in Orly, in France, which guarantees the highest standard of quality.

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.

INTEGRATED SUPPLY CHAIN

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

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:

- **Proven success in opening and managing a retail, restaurant, or F&B industry in your chosen country.**
- **Knowledge of the local market.**
- **Financial capability to roll out between 4 to 15 stores within 5 years depending on the market.**
- **Between 500 000 € and 1 million € of minimum liquidity, depending on markets.**
- **An existing infrastructure to support the brand's expansion.**
- **A shared passion for customer service.**
- **A love for fresh, quality ingredient gelato.**

COMMERCIAL

Terms

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

- Initial franchise fee: 30 000 € per outlet
- Design and layout fees: 5 000 € per outlet
- No Royalty
- Marketing: 2% of net sales
- Term: 10 years Franchise Agreement with exclusivities for a region possible
- Sales Average France: 535k €
- Investment Average (France): 280 - 300k €



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amorinogelato

AMORINO.COM

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Non contractual document - for information only