

# — AMORINO —

*Franchise*



**Amorino**<sup>®</sup>  
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 the industrial, artificial, high calorie ice cream of other brands. Our recipes are made from **ingredients of natural origin**, without artificial colors or flavors. In addition, our gelato chefs have created a vast selection of organic and vegan options, the demand for which we believe will continue to grow.

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?*

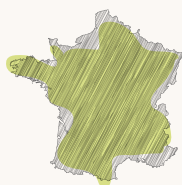


# — AMORINO —

## *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**  
**FLAVORS**  
ON OFFER

## *Milestones of...*

**2002**



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

**2005**



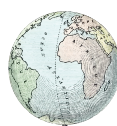
Centralization of production.

**2006**



Launch of franchise-based expansion.

**2008**



Opening of the first shop outside of France.

**2011**



Ecocert certification awarded for the first organic flavor.

**2014**



**100**  
SHOPS  
Inauguration of the 100<sup>th</sup> shop.





**10**  
**VEGAN**  
FLAVORS



ALL OUR FLAVORS ARE  
**GLUTEN FREE**  
AND SOME OF THEM ARE  
**ORGANIC**

A GROWING ORGANIC  
RANGE OF FLAVORS

OUR MOST  
**POPULAR  
FLAVORS**  
GLOBALLY

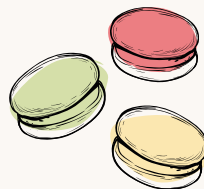
**VANIGLIA BOURBON  
DEL MADAGASCAR**



**PISTACCHIO  
MAWARDI**



**CIOCCOLATO  
AMORINO**



**+16M**  
**MACARONS**  
AL GELATO  
SINCE 2016



INSTAGRAM  
**130K**  
FOLLOWERS

*a success story*

**2016**



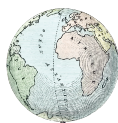
Vegan Society  
certification  
received for  
all sorbets.

**2017**



All gelatos and  
sorbets become  
«Gluten Free».

**2019**



Opening of our  
18<sup>th</sup> market.

**2021**



**200**  
SHOPS

**2022**



**20<sup>th</sup>**  
ANNIVERSARY

**2024**



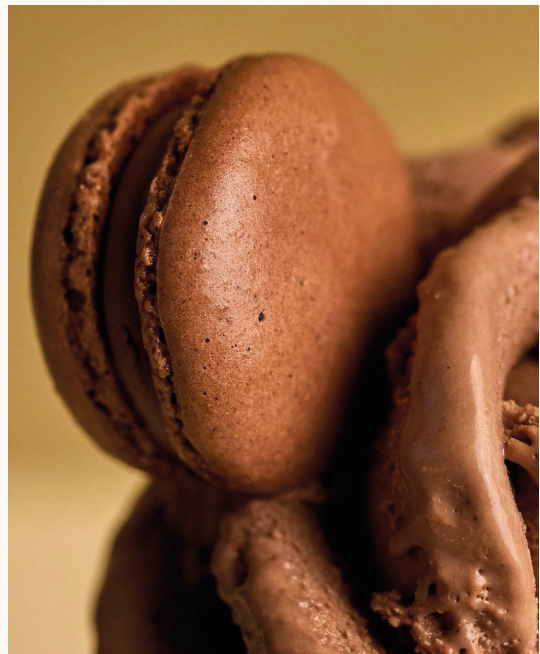
**276**  
SHOPS

# — 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 the low season.

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





*Did you  
know?*

Our gelato flower is shaped thanks to the freshness of our product and the expertise of our gelato artists.

## **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 60 feet of unobstructed visibility for the site**
- **High tourist traffic**

**Store: Shop Front minimum 15 feet.**

**Ideally more than 530 sq ft retail area & 210 sq ft storage.**

**Kiosks: 160 sq ft.**

**Late trading hours / 7 days a week.**





# — STORE TYPE —

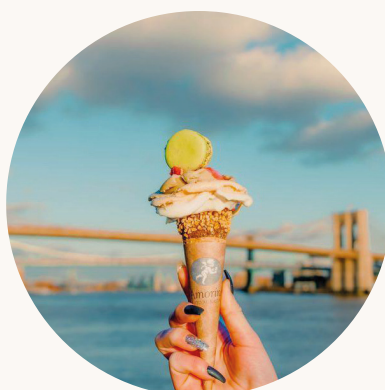
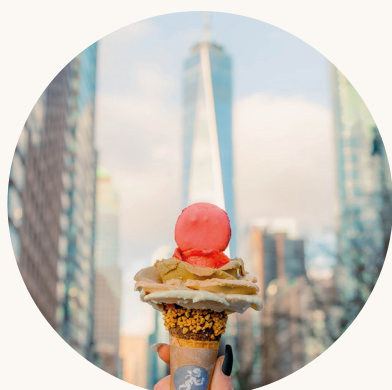
**Amorino offers a flexible portfolio of concepts. Our minimal technical requirements compared to most F&B brands make it easier for Amorino to fit almost anywhere.**

Preferred store types include:

- **Flagship stores with indoor and outdoor seating**
- **A wide range of other options to suit various locations including indoor 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.

## CENTRALIZED PRODUCTION

All of our gelato is made in Orly, France to the highest standard of quality.

## NO ROYALTY FEE

We do not charge franchisee royalty fees.

## STREAMLINED OPERATIONS

Centralized in-house production in Orly means that our franchisees' teams can focus on upselling a delicious, consistent product whilst minimizing health and safety risk.

## INTEGRATED SUPPLY CHAIN

Because we directly produce our gelati, we protect our franchisees' margins and can drive innovation.



# PROFILE

## *& conditions*

Our franchise scheme offer may differ depending on market specifics: state-wide master franchise, exclusive regional franchise, or more rarely, single-unit franchise.

We are looking to partner with experienced professionals with the following skills:

- **Proven success opening and managing a business within the retail and/or restaurant industry, preferably within the US.**
- **Knowledge of the local market.**
- **Financial resources to develop at minimum 3-5 stores.**
- **Minimum liquidity of \$200,000 USD and minimum net worth of \$700,000 USD.**
- **A shared passion for customer service.**
- **A love for gelato made with the highest quality, fresh ingredients.**

# COMMERCIAL

## *Terms*

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

- Initial franchise fee: \$30,000 USD with a \$5,000 USD discount for subsequent locations
- No royalties
- Marketing: up to 3% of gross sales
- Term: 10 year Franchise Agreement with exclusivities for a region possible
- Investment Average:
  - \$434,500 to \$949,000 for a traditional shop
  - \$175,000 to \$523,000 for a kiosk outlet
  - \$102,500 to \$176,000 for a mobile structure outlet



amorinogelato

**amorino.com**

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Non contractual document - for information only