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.



PAOLO & CRISTIANO

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.

We are proud to offer an excellent alternative to the industrial, artificial, high calorie ice cream of other brands. Our recipes are made of **100% natural ingredients,** 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?

AB AGRICULTURE BIOLOGIQUE

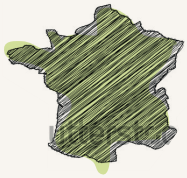
The Vegan Society

GLUTEN FREE GELATO SANS GLUTEN

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 100th 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

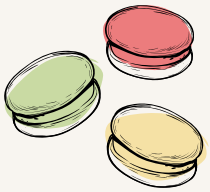


PISTACCHIO MAWARDI



CIOCCOLATO AMORINO





+16M
MACARONS
AL GELATO
SINCE 2016

INSTAGRAM
130K

a success story

2016

Vegan Society certification received for all sorbets.

2017

All gelatos and sorbets become «Gluten Free».

2019

Opening of our 18th market.

2021

200
SHOPS

2022

20th
ANNIVERSARY

2024

276
SHOPS

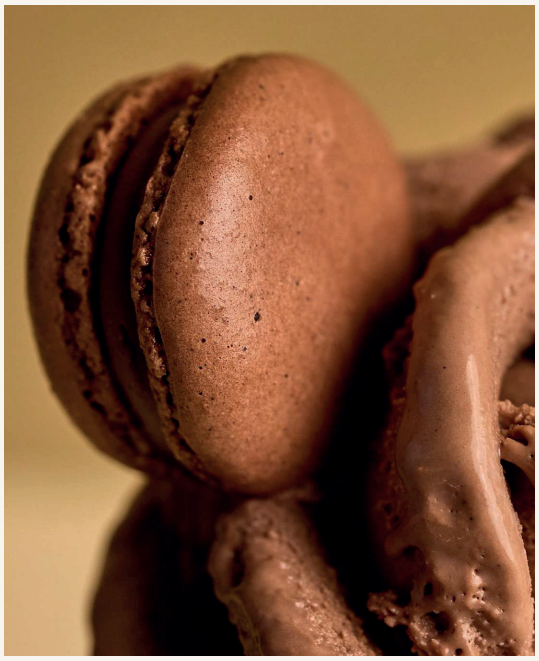
PRODUCT RANGE



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

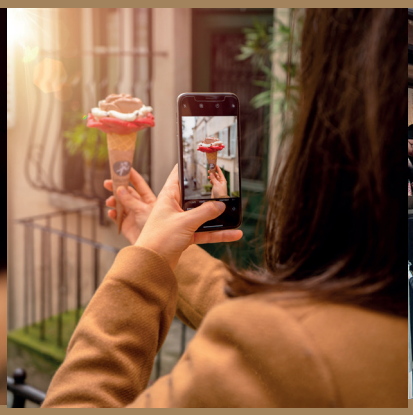






PARTNER *with us*






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 franchise 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

Amorino®
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amorinogelato

amorino.com

CPF SAS, 13 Chemin des Chaudronniers, 94310 Orly, France
RCS Créteil 489 779 009