



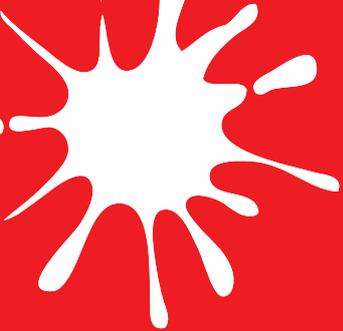
**A DELICIOUSLY PROFITABLE
FRANCHISE OPPORTUNITY**



Mixing People With Passion



Shake Tastic
Smoothies & Juice Bars
Don't Just Think It, Drink It

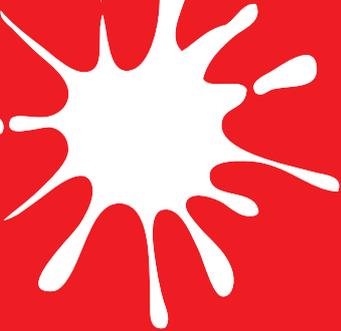


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1.0 ABOUT US

ShakeTastic® Ltd was established in 2009 to create and develop a chain of unique specialist milkshake and juice bars enabling all our customers to experience and enjoy a bespoke, quality product and passionate personal service.

We do this by sourcing and mixing only the freshest, finest and most delicious ingredients to make 100% fresh fruit juices and a multitude of innovative milkshake flavour combinations.

In 2009 we won the top award in Britain's prestigious 'Smoothies Championships' at our first attempt. We subsequently won again in 2010 & 2013, the only company ever to achieve this.

Such has been the immediate attraction and interest in our brand, the company has now opened its first nine ShakeTastic® Milkshake and Juice Bars in less than seven years, in;

**Mill Hill
Radlett
Finchley
Brent Cross
Hamleys London
Pinner
Wembley Stadium
Novo Cinema - Qatar
Gulf Mall - Qatar**

The fast-growing ShakeTastic® brand and busy outlets have won increasing interest from business people both in the UK and internationally and as a result ShakeTastic® has now decided to increase its geographical coverage.

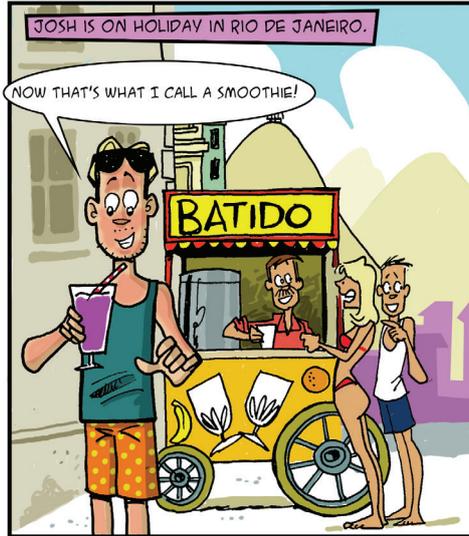
To meet the growing demand it has decided to offer Management Franchise Opportunities to people who share the same commitment to providing ShakeTastic®s unique concept in their locality.

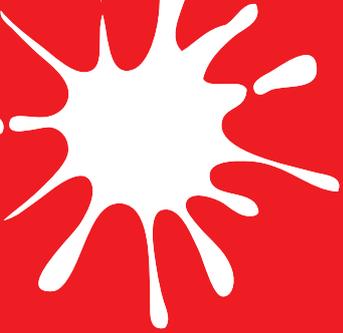
Contact us on 020 3070 3007 to see if your territory is available.

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The Shake-Tastic Story





2.0 ABOUT OUR FRANCHISE OPPORTUNITY

Our franchise offers selected individuals the unique opportunity to set up their own ShakeTastic[®] milkshake and juice bar in their agreed local area.

With our ShakeTastic[®] experience, expertise and proprietary systems and procedures we will:

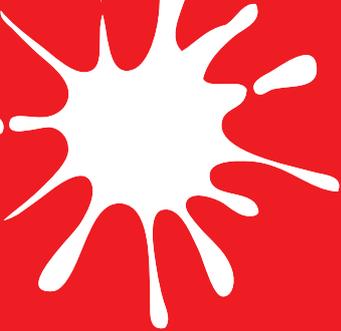
- **Train you to run your own business**
- **Help you recruit and train staff**
- **Help you to market your business**
- **Provide you with day-to-day ongoing support**
- **Rights to trade under the ShakeTastic[®] name and brand.**
- **Rights to use our intellectual property, copyrights & trademarks**
- **And much more...!**

3.0 WHAT THIS OPPORTUNITY WILL MEAN TO YOU

At ShakeTastic[®] it's our mission to become the leading destination and aspiration brand for young people around the world - we do this by delivering the highest quality blended drinks in a safe and fun environment.

ShakeTastic[®] is owned and run by its founders.

- **You will be building your own business under the umbrella of a successful brand**
- **You will have an opportunity to obtain excellent earnings**
- **You will receive full initial and ongoing training and a comprehensive regularly updated Operations Manual**
- **Your business will be listed on the ShakeTastic[®] website & apps**
- **You will receive expert assistance in negotiating leases**
- **You will be joining an excellent team and receive ongoing day-to-day support**
- **You will be capitalising on your own skills and those we teach you**
- **You will be building a business you can sell on to an approved purchaser**



4.0 YOUR ROLE AND RESPONSIBILITIES

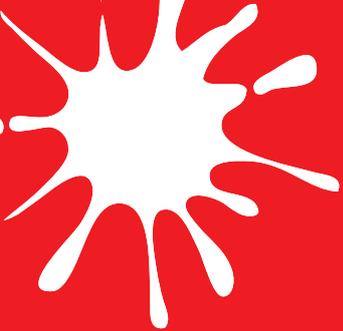
Our training programmes and Operations Procedures will cover all the detail of what will be required of you, in summary you should be prepared to;

- **Maintain minimum operating times**
- **Follow the operations manual religiously**
- **Be well-organised and efficient**
- **Be pro active and helpful**
- **Uphold brand values at all times**
- **Enjoy running a business**
- **Have fun and make money**

5.0 OUR FRANCHISE PACKAGE

Our comprehensive franchise package will grant you the right to:

- **Trade under the ShakeTastic® name and trademark**
- **Utilise the ShakeTastic® logo and slogans as appropriate**
- **Operate in a specific protected territory**
- **Gain expert assistance in finding locations and in negotiating sites**
- **Receive initial and on-going training for you and your staff**
- **Receive a comprehensive Systems Manual and a Business Operations Manual**
- **Receive an initial stock of all your stationery requirements**
- **Day to day guidance and support and all your marketing materials at cost**
- **Your own ShakeTastic® email address and inclusion in the regularly updated website**
- **And much more...!**



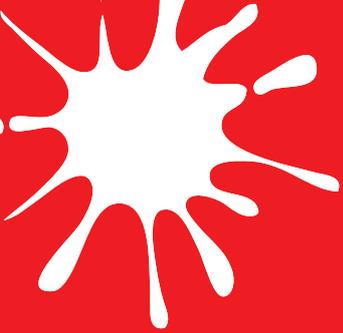
6.0 YOUR QUALIFICATIONS

To become part of the ShakeTastic® family you must genuinely;

- Enjoy serving people
- Have a passion for making and selling quality products
- Pay attention to detail
- Have an ability and willingness to follow proven systems
- Have a personality which people warm to and be a real team leader
- Have a real desire to make a difference and a readiness to go the extra mile
- Have an ability to keep calm when things get busy

Mixing People With Passion





7.0 KEY ELEMENTS OF THE FRANCHISE RELATIONSHIP

Everything you will need to begin the process of becoming a ShakeTastic® Franchisee is included in this pack, here you will find;

**Your Franchise Agreement
Your Location and Territory
The Financial Linkages**

Your Franchise Agreement

This contains details of both our and your obligations. It also grants you the rights to use:

**The ShakeTastic® name
The ShakeTastic® logo and slogans
Our Systems and method of operating the business
Our know-how and agreed intellectual property
Our Training Programmes and Manuals**

Your Location and Territory

Following completion of information and discussions with you, we will grant you the rights to trade in a specific location which will allow you to serve your customers and to respond to other business opportunities with ShakeTastic® from within your territory.

You will also be required to build, appoint and train your own team of staff to start to serve your customers.

The Financial Linkages

In principal these are the Financial Linkages:

- 1. An initial fee**
- 2. A management service fee on all customer sales**
- 3. A marketing fee**

1. Initial Fees

These fees cover the cost of:

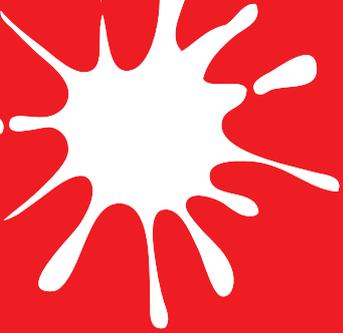
**The rights to use the ShakeTastic® know-how and systems
Initial Training and the provision of a comprehensive Operations Manual
A local launch programme for your own ShakeTastic® Milkshake and Juice Bar**

2. An On-going Management Service Fee

These include the cost of the right to use the ShakeTastic® brand and the provision of the on-going management support and day-to-day advice that you need. To include but not limited to: menu updates, seasonal special promotions, regular manual and handbook updates, PR advice, designed campaigns.

3. A Marketing Fee

This is a fee towards the cost of national and local brand marketing campaigns.



8.0 SUMMARY OF BENEFITS

There are many franchise opportunities around – why is ShakeTastic[®] different?

You will be joining an exciting, fast growing organisation with a groundbreaking concept in the provision of drinks that appeal to all ages all over the world.

The time it takes from granting your franchise to having your business up and running and earning income can be relatively much shorter than many other franchises.

Our brand, proposition and product are easy to understand, produce and enjoy.

We are building increasing awareness, recognition and a growing customer base through our innovative branding and communications. We're constantly monitoring and responding to all social media trends to maximise brand exposure.

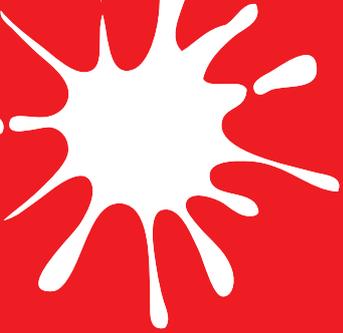
We are brightening up communities and shopping areas wherever we have opened.

Becoming a ShakeTastic[®] Franchisee;

- **Grants you a protected territory**
- **Allows you to build your own business which you can eventually sell**
- **Provides you with initial and on-going training**
- **Provides you with a comprehensive Operations Manual**
- **Provides you access to a range of proven accredited suppliers**
- **Offers you a tailor made start-up package**
- **Offers you ongoing support and advice**



Thanks to our customers for the above pics!



9.0 YOUR INCOME & EXPENDITURE ILLUSTRATION AND INVESTMENT

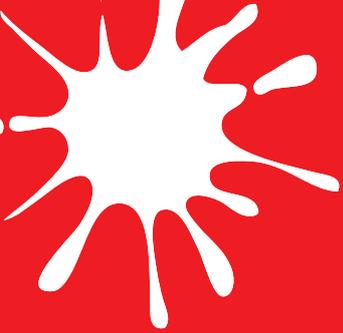
Key factors when considering the financial information:

Remember - the trading performance of different territories will never be the same.

Furthermore, the sales and profit achievement of a ShakeTastic[®] franchise will not only relate to its individual territories but also very much to the performance of the franchisee.

The financial illustrations provided give you an idea of the profitability that can be achieved if sales, gross margin and expenditure targets are met. It is stressed that they have been produced for guidance purposes only. The figures given do not constitute either a forecast or a guarantee or form part of any contractual offer.

Once your location/territory has been confirmed, it is recommended and advised that you and your Accountant prepare detailed Sales and Profit & Loss projections which may be lower or higher than the illustrations provided.



9.0 THE EXPENDITURE ASSUMPTIONS UTILISED IN THE ILLUSTRATION

Fixed Costs

These include shop, rent, rates and utilities

Key staff costs

Variable Costs

Drinks and food

Additional staff costs

The management services fee of 9% +VAT

Marketing fee of 2% + VAT

Telephone, post and stationery costs

Surplus (Franchisee Earnings)

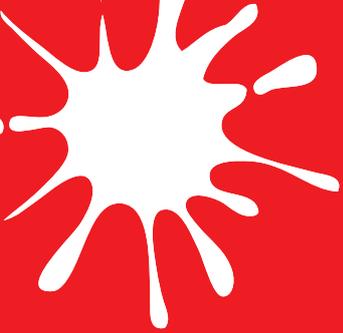
This shown will be before Drawings, N.I, Pension Contributions, depreciation, Other Finance Costs and Tax, if any.

Initial investment

This will be of the order of £45k depending upon location and condition of the premises. A full Franchise Illustration will be given to you during the interview process.

The illustration below shows actual figures from a suburban branch location, with first year sales of £246k and Franchisee Earnings of £45k.

Illustration	Q1	Q2	Q3	Q4	Total
220 Sq Ft	£k	£k	£k	£k	£k
Net Sales	55.4	88.3	81.1	42.0	246.8
Total Cost of Sales	15.0	23.8	18.5	11.3	66.6
Gross Profit	40.4	64.5	44.6	30.7	180.2
Total Expenditure	31.5	42.9	27.0	27.0	135.1
Surplus	8.9	21.6	10.9	3.7	45.1



10.0 FREQUENTLY ASKED QUESTIONS

Q.How long is my Franchise Agreement for?

A.The agreement is normally for a period of 5 years with an option to renew for a further 2 periods of 5 years but will depend upon the length of your lease.

Q.What happens at the end of the third five year period?

A.You will either be granted a further Franchise Agreement or alternatively have the right to sell the business to an approved purchaser.

Q.Am I allowed to sell the business before the end of the tenth year?

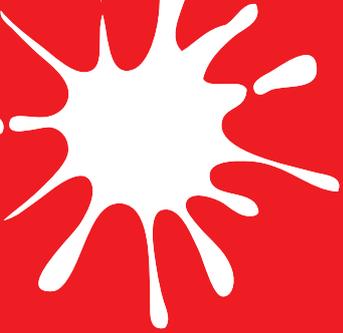
A.Yes, subject to the Terms of the Franchise Agreement. However, you are strongly advised not to consider selling the business in the first three years as the value is likely to be less than in later years.

Q.In addition to training do you help me launch the business in my area?

A.Yes, we either advise or organise your local launch programme working closely with you.

Q.When can I start?

A.As soon as your application has been approved, you have signed your Franchise Agreement, paid your Initial Fees and you have obtained premises that have been approved by us.



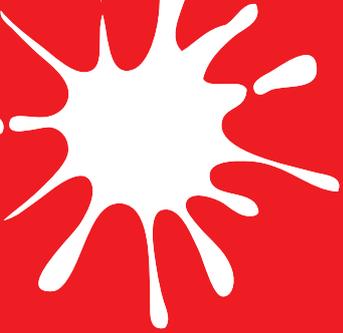
11.0 THE NEXT STEPS

We hope that we have given you all the information that you need and answered any questions - once you've read through all the documents and had a chance to consider the ShakeTastic® franchise opportunity, we would like you to:

- **Discuss it with your partner**
- **Draw up a list of any questions you may have**
- **Write a list of reasons why you think this opportunity is right for you and why you will be successful**
- **Consider the commitment you are making**
- **Have a further meeting to discuss and agree your territory and location**

Once we have met with you and agreed a way forward we will then ask you to;

- **Agree a Start Date and reserve your territory**
- **Produce a Budget/Business Plan**
- **Draw up an Action Timetable relating to e.g. training, stationery and your launch programme**
- **Sign the Franchise Agreement**
- **Sign the premises lease**
- **Commence training**
- **Commence trading**
- **Start earning great money and having fun**



“At the Worldwide Group we are always looking for unique concepts that we believe will make a difference in the neighbourhoods they serve.

We currently operate two ShakeTastic franchises and are adding more to our portfolio. We’ve been very impressed with the expert support, positive and friendly attitude and the attention to detail we have received from everyone at ShakeTastic.

This is a brand that is destined for big things and we will be opening in a third location before the end of 2016.”

Moussa Karnib, Worldwide Group, Qatar.

**The Secret
Ingredient
Is...**

sweets fun

**milkshake youth
customer**

passionate Service

healthy delicious

fast fruit

flavour quality

**fresh happy
generous**

**menu
good**

**People
chocolate
simple**



Shake Tastic®

shaketastic.com

@shaketastic

Shake Tastic
Milkshake & Smoothie Bars

Don't Just Think It, Drink It

Shake Tastic
Cookie Monster
IN OPERATION
NO SMOKING

Shake Tastic
Don't Just Think It, Drink It

Shake Tastic
WEMBLEY WEMBLEY
WE'RE THE FAMOUS SHAKETASTIC
AND WE'RE GOING TO WEMBLEY
WEMBLEY WEMBLEY
Don't Just Think It, Drink It

Famous
for our
Milkshakes
& Award
Winning
Smoothies



2015 Pre-Pre
Award Winner
Smoothies
@shaketastic

ShakeTastic® is a highly desirable, fast-growing and profitable franchise opportunity; we are motivated by our desire to deliver a great experience and superb product and to earn the success that comes from that.

We want to work with people all over the world who share our enthusiasm, entrepreneurial spirit and hard work ethic which has seen ShakeTastic® become so successful so quickly.

Mixing People With Passion

