

CACAO SAMPAKA

CACAO SAMPAKA LA FRANQUICIA



The Cacao Sampaka concept

What is Cacao Sampaka?

A cosmopolitan concept of a high quality chocolate shop and cafeteria, offering a fine shopping experience at affordable prices. At Cacao Sampaka you will find everything related to cocoa and chocolate: exclusive products in a unique setting.

Brand philosophy: the culture of cocoa

Cacao Sampaka was created to recover and disseminate the culture of cocoa.

Historically, the culture and tasting of chocolate were deeply rooted traditions in Spanish society, having become part of our culinary history. Cacao Sampaka recovers a tradition that has almost been forgotten and turns it into an innovative trend.

The **culture of cocoa** concept defines our products, their design, the interior decorating, language and, in short, our corporate identity.

A unique cosmopolitan image

Thanks to the work of reputed interior decorators and designers, Cacao Sampaka's appeal stems from the unique image of its points of sale and product design.



The cocoa market

The cocoa market is the concept that defines the style and structure of our points of sale: the doors to Cacao Sampaka are always open, everything is on display and within easy reach.

The rational, modern, yet timeless style, the warm atmosphere created by the lighting and combination of woods and stones—black and white like the chocolate on display—conform the ideal setting for materialising our goal: to popularise the culture of cocoa.

A succulent business

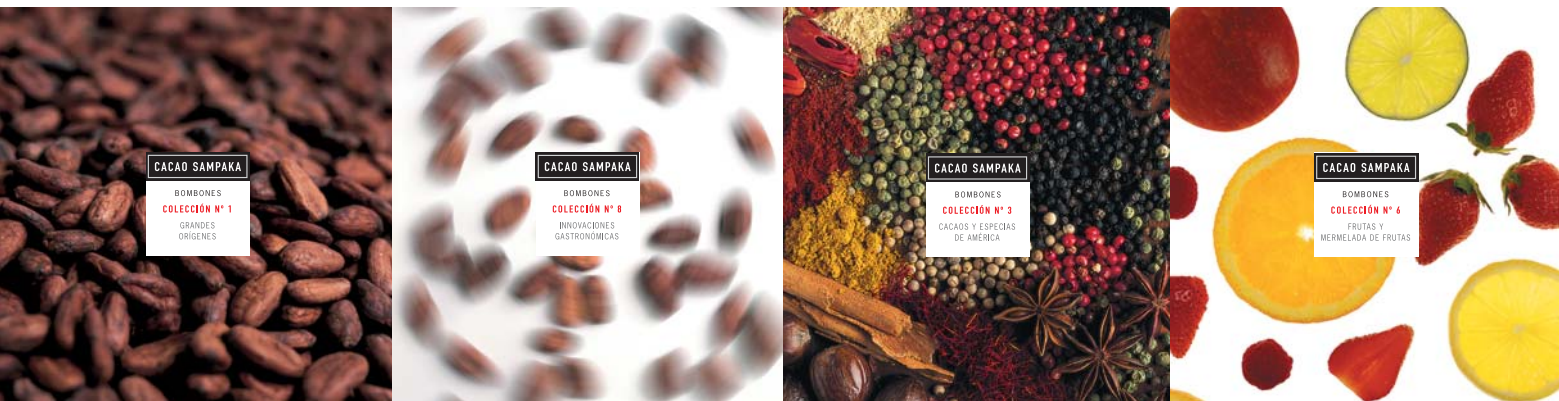
Cacao Sampaka is also unique for its high sales levels. Our shops achieve high revenue levels from the very moment they open their doors, with average margins of 50%.

An up-and-coming sector

The chocolate sector has experienced a major rise in the last decade, with a 4.1% growth in the last year and a total turnover of 762 million euros.

An average European consumes 6.6 kg of chocolate a year, while an average Spaniard consumes 3.5 kg, a clear indication of Spain's consumption potential, which is growing year after year.





Cacao Sampaka products

We manufacture and create

We are chocolate makers who control the entire production process, from the selection of the cocoa beans to the product packaging. This enables us to guarantee the highest quality at affordable prices. We boast a prestigious team of master chocolatiers working to create a suggestive language of shapes and flavours, using genuine cocoa and offering a whole world of possibilities to lovers of chocolate and its culinary art.

The widest range on the market

At Cacao Sampaka, the prominence of the products is on a par with the visual image of the business, both serving to attract the attention of chocolate lovers.

Our shop and cafeteria offer visitors a complete range of products related to cocoa and chocolate:





Bonbons

Bonbons are Cacao Sampaka's main attraction, presented in eight collections, each with eight varieties.

Chocolate bars

We have a wide array of chocolate bars, a comprehensive selection that is divided into groups: bitter chocolate, milk chocolate and soft chocolate. Each group has five families: only chocolate, flavours, crunchy, chunky and innovations.

Temptations

Genuine chocolate finesse combined with a number of ingredients, they are ideal for snacking on at any time of the day: fried corn with bitter chocolate, almonds with white chocolate, salted seeds with bitter chocolate, wafer rocks, bitter orange and chocolate sticks, etc.

Sauces, Creams, Preserves and Ice Creams

Chocolate sauces for desserts, chocolate jams with raspberry, apple, tomato, lemon, bitter orange, blackberries, crèmes for spreading with hazelnuts, peanuts, Arabic coffee, milk, bitter chocolate, and 18 flavours of chocolate ice cream.

Cocoa Cuisine

Books and videos, utensils, containers, molds, fondues, couvertures, drinking chocolate, decorations, petit fours...

Sampaka Bar, Cafeteria

Cocoa drinks, mousses, drinking chocolates, pastries, fruit juices, teas and coffees, chocolate iced drinks, chocolate desserts, assortment of bonbons with wine cavas and liqueurs...





Three good reasons for being a Cacao Sampa franchisee

A unique business

We have a unique positioning that enables us to achieve:

High sales levels thanks to:

- A highly sophisticated, identifying design and image that attracts many visits to our branches.
- Quality products at affordable prices that turn visits into effective purchases.

High margins resulting from:

- Being manufacturers. The product goes straight from our factory to the point of sale, so we sell at affordable, competitive prices maintaining average in-shop margins of 100% over purchases.

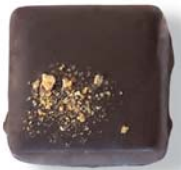
The exclusive rights of a manufacturer

- Our shops sell unique, innovative products with considerable sales success.
- Our products cannot be found elsewhere, only in Cacao Sampa shops.
- We produce over 300 exclusive cocoa and chocolate products.

Benefit from our support services

A business backed by a services office that helps to consolidate and optimise the business, offering:

- A comprehensive training plan, both initial and continued.
- Supervision by means of periodic visits that are intensified according to business needs.
- Advertising and marketing support that revitalises the offer at the point of sale.
- Computer support based on our own software that is customised for the business.





Franchising requirements

Required investment: For a venue of approximately 200 m², the minimum capital requirement is estimated at €400,000; for a 120 m² venue the minimum is €180,000.

Dedication: Absolute dedication is required for managing the business, particularly during the first years of operation.

Training: The franchisee should attend a training course at the head office lasting approximately three weeks. The franchisee will be responsible for training his/her employees based on the knowledge acquired during the training course.

Experience and personal skills: The franchisee should have a minimum of five years' work experience in a position of certain responsibility since he/she will be managing work teams in high-intensity environments, opening on public holidays and with long opening hours.

Premises: Well-located 100 to 250 m² premises are required. The population should have an economic level equal to or higher than the national average, and a population of at least 500,000. When deciding the shop's location, an influx of tourists is a favourable, albeit non-excluding, factor in the turnover of the business.

Economic conditions: The granting of the franchise requires the following economic commitments:

- Joining fee: €37,000
- Royalty: €600 per month
- Software license: €7,200
- Training: €3,500
- Advertising: 1.5 % over purchases

This document is not a Pre-contractual Dossier. The information included here is approximate and for guidance purposes only. If you are interested in continuing the franchising process, please fill in the questionnaire attached and send it to the head office. We will contact you when we receive the form.

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Central: Polígono Parc d'Activitats Econòmiques. C/ Tortosa, 2. 08500 Vic. Barcelona.
Tel: 93 889 39 33. Fax: 93 886 38 26. franquicias@cacaosampaka.com www.cacaosampaka.com