



THE PANINI STORY
& YOUR FRANCHISE
OPPORTUNITY



Welcome to Panini where we are big on pizza and big on family. I founded the first Panini in Rotterdam in 1984, which I modeled after the simplicity of the Italian kitchen. I opened the second restaurant in Lisse and the third in Leiden in 2016. The latter was sold as yet another successful franchise in 2019. Since opening the first Panini, 36 years ago, we have gained significant recognition and success.



Just as good food takes time, so the story of Panini's success is one that has developed with patience and dedication. I am extremely proud of this business because, not only have I achieved financial success, but I have watched the Panini owners grow as people and seen students who started as delivery staff become managers. And to top it all off I have made amazing friends in the process!

There are several key factors at the heart of my success. Among them is my own specialty dough recipe for both paninis and pizza, which I spent years mastering. In fact, we were awarded the title 'Het Lekkerste Broodje Van Nederland' ('The tastiest bread in the Netherlands') in 1993 and 1994. What a wonderful recognition of the quality of our dough! It is our own blend of flour, mineral water, and extra virgin olive oil, mixed with love and passion. Our authentic pizza Napolitana is thinner, with a delightful, crispier crust and our paninis' flavour and texture are unique on the market. Then there is our homemade pasta and the fact that we focus on quality ingredients and the freshest products. Of equal importance when it comes to contributions to our success, is the fact that we are all about making people feel at home, both in our restaurants and in our franchise family. For these reasons, our customers keep coming back for more.

I believe that if you serve customers with warm Italian hospitality then, along with my proven recipes and our award-winning dough, you too will be a success. I would like to meet with you so that we can chat, drink coffee, and discuss how you can acquire this brand and make my winning story, yours. I will gladly share all my knowledge with you and will always be there to support you on the road to your success.

Meir Givoni

BUSINESS CONCEPT



Panini is about being true to the Italian tradition of simple and delicious food combined with the warmth of Italian hospitality, where customers are always remembered and welcomed back, and where everyone is made to feel like family. The style of the sit-down restaurant décor is modern while retaining warm, welcoming colors, and emphasizing comfort.

Our takeout restaurant models are all about quality and convenience, but without ever compromising on product quality. The delivery model we employ has proven to be a huge success, especially over the past 5 years.

On our menu we offer proven, classic Italian dishes with tried and tested creative recipes that keep our customers coming back. We also go one step further in ensuring success because we provide dough balls for pizzas and panini, and fresh pasta for our franchisees, allowing them also to serve the 'tastiest bread in the Netherlands', thus ensuring consistency and high standards among franchises.

THE PANINI MENU

Panini's menu is Italian to its core.

One of the most wonderful things about buying our franchise is that we know what works and that, from day one, you will be offering your customers winning recipes at moderate prices, targeting a wide consumer base.

We also allow our franchisees to share their own unique ideas regarding menu specials, salads and desserts.



Can you envision YOURSELF running a Panini, welcoming guests proudly as you serve mouthwatering Italian dishes to them and to your friends, while at the same time empowering people and growing financially?

We provide

- An authentic, consistently successful brand
- Outstanding product quality and value
- Professional support in choosing a location
- Expert consultation and support in the areas of construction, recruitment and training, marketing and all the other elements needed in order to set you up for success
- Reliable information on suppliers with affordable prices
- Dough and pasta delivered fresh every week
- A personal, hands-on franchisor with commitment to transparency and partnership

At Panini we are looking for franchise partners who want to get involved and really share in the winning Panini recipe. We will work closely with you to assess the potential of your market, and we will sign a development agreement. Importantly, we will assist and support you throughout the process, from the initial signature to the eventual opening and development of a leading Italian brand in your area.



Market Research and Customer Relations

Key to the marketing strategy is not only acquiring new customers but ensuring their loyalty and developing the delivery model. Whether you select the sit-down model or takeaway convenience, we tend to focus on attracting families, younger adults and students, while also focusing on the 60-plus market, who appreciate quality at affordable prices and the warmth of a friendly smile.

Marketing

Not only do we make our Panini-branded website available to franchisees, but also business cards, printed napkin holders and an entire marketing campaign strategy with our online marketing strategist.

Franchise Operations

A key part of our business is that the founder of Panini, Meir Ozanna, personally supports you during the entire process. He has over 35 years of experience, well-established networks, and the ability to identify the right location for your franchise. He can help you ensure that your layout is functional for the chefs and the customers, and he can teach your team the Panini methods for delivering great service and delicious food.



We are personally invested in this because attention to detail from the very start is what makes you successful in the end. We want to be part of everything - from evaluating the right site, planning, recruitment, training, and purchasing of equipment, all the way through to the day-to-day running of your operation.

Pre-Opening Support

Meir Ozanna will personally guide you, the franchisee, through the process of purchasing equipment and furniture, and will introduce you to reliable suppliers.

A menu with pricing in a print-ready format will be supplied to you.

You will be supported in setting up relationships with relevant delivery services, or bike hiring, as well as with the provision of delivery menus.

Pre-Opening Support

All menus will be supported with recipes and startup-manual requirements. Staff will be trained in the areas of service delivery, pre-preparation, kitchen flow and set-up service protocols.

Post-Opening Training Support

On-site intensive training will be given to managers and staff from the very first day of operations, throughout the first operating month. This guarantees that Panini's standards are upheld. We believe that the first few months are crucial to establishing your reputation and ratings. Therefore, the franchise will provide the support needed, according to your specific requirements, the expertise of your staff and the franchisee's degree of food experience.

Post-Opening Quality Control and Support

After the initial training period, we will perform on-site quality control audits. We are always there for you, supplying you with quality dough and assisting you in solving problems that may arise.



Guillaume Thissen
Owner of Trattoria Panini – Leiden

"I am passionate about the Panini brand. Running a franchise is a great way to start running your own business. Just like any good recipe you need quality ingredients and good instructions with a little creative flair to achieve a great result. I believe Panini has proven itself to be a winning formula."

So, now that you know a bit about us, we would like to know more about you....

Our franchisees are entrepreneurs but will also be part of our family. This means we select our partners carefully. We are looking for people who are passionate and who are committed to being part of something unique and wonderful.



What we are looking for in a franchisee

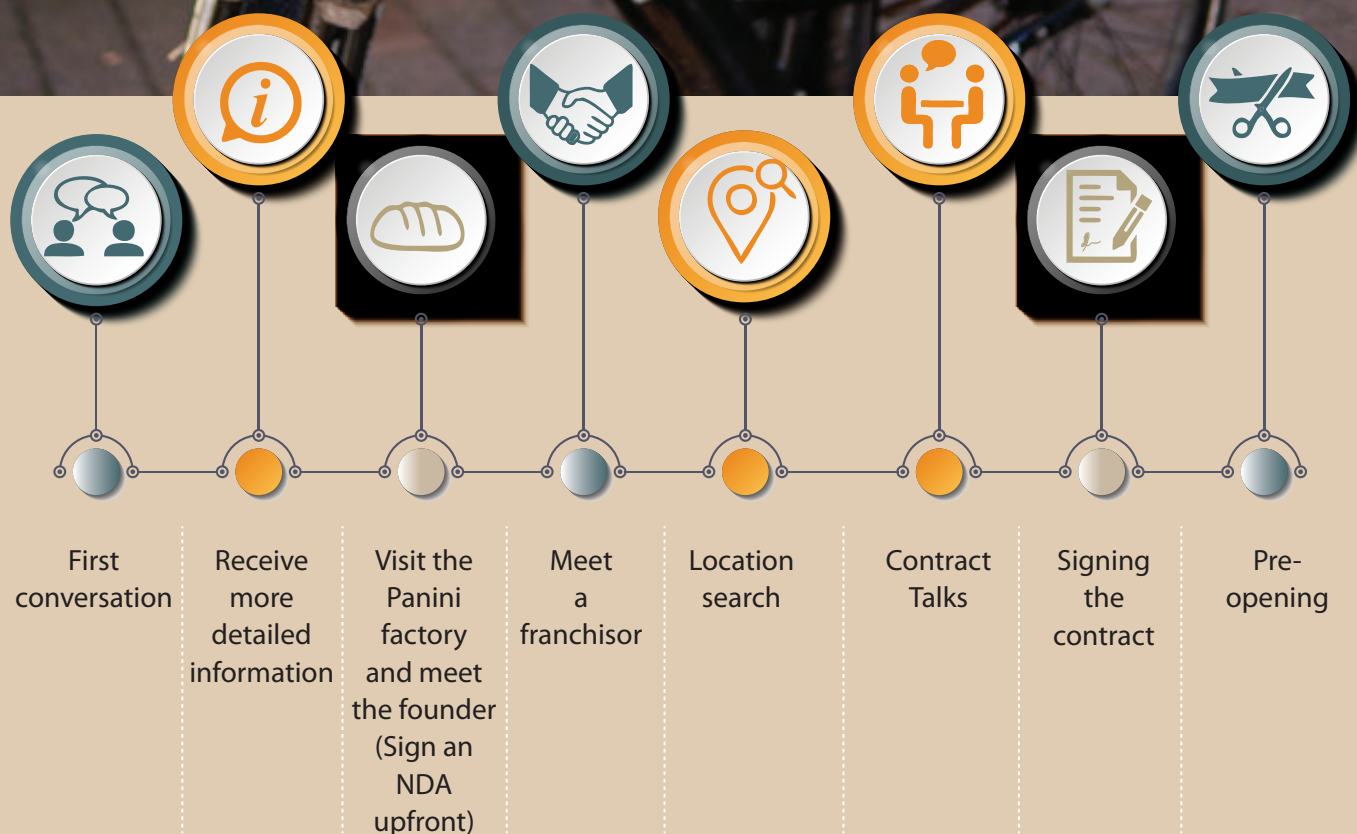
We are looking for someone who can communicate well with staff and customers, who is committed to providing really good food, provides a transparent and open environment and who displays joy in what they do every day. This is a team business and, if you have the ability to empower, inspire and motivate others, then your staff will be happy and they, in turn, will share these good vibes with their customers.

Every geographical location is evaluated on the basis of its uniqueness and to run each one, we look for someone with strong entrepreneurial skills, local market and cultural knowledge, and established networks.

In addition to the above, cashflow is key when setting up a new business and franchise. Our experience shows that there is no one-size-fits-all costing. A small takeaway store from setup, registration, and legal advice could cost around €150 000 Euros and a larger set-up restaurant can cost from €250 000 to €500 000, depending on the location and size. Our franchise partners must be able to carry at least 35% of this investment for cashflow purposes, and no financial loans are made available. No monthly fee is charged; however, a few key products must be ordered directly from the franchisor to ensure quality. A once-off investment fee of €35 000 - €40 000 Euros (store size dependent) is paid directly to Panini for our services in location consultation, renovations or construction, training, supplier information, onsite support and advice.

WHAT HAPPENS NEXT

Although no process is cast in stone, we do have a procedure that we follow, and a timeline. We estimate that it will take 6 to 9 months, from meeting us to opening your Panini, depending on the availability of finances and locations, the size of the set-up and general conditions. The following is a simple outline of the procedure:



Now that you know what is needed from you and what we have to offer, how do you feel about joining the Panini family?
We look forward to hearing from you!



www.panini.nl

Click the franchise option
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