

JOIN US!



Let's talk *quality*,  
let's talk *tasty!*

**Jeff de Bruges**

CHOCOLATIER & COCOA GROWER

# Our history

1986  
Creation

1988  
Membership of  
**fff**  
Fédération Française  
Franchise

1990  
Jeff &  
ice cream



1997  
Jeff &  
sugared  
almond



2004  
Brown &  
turquoise  
concept

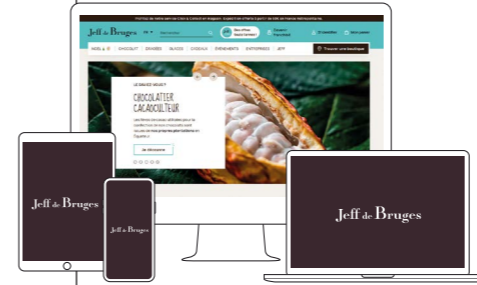


2016  
Factory  
style  
concept



2017  
Owner of our  
plantation

2019  
Digital  
transformation  
of Jeff



Since  
2022

Today  
*You AND we*  
Let's writing together  
the rest of this history

\*Study realised on June 12 to 17, 2024 by OpinionWay with a representative sample of 1612 people from the French population aged 18 and over, in the category of shops specializing in the sale of chocolates.



You may not have been born like I was in a confectionery factory, but I think we may share a passion for chocolate.

Becoming a Jeff de Bruges franchisee means sharing this passion with your customers and passing along this love of the "sweeter things" in life, making for privileged moments and facilitating the building of loyalty amongst customers.

Our know-how, network strength, brand awareness and the innovative nature of our concept will give you every opportunity to succeed in this venture.

You'll soon discover that living in a chocolate environment brings energy and pleasure to everyday life!

*Philippe Jambon*  
Chairman and founder  
of Jeff de Bruges

EDITORIAL

SINCE 1986  
THE LEADING  
CHOCOLATE FRANCHISE  
NETWORK IN FRANCE

**N°1**  
chocolate brand in France

**94%**  
of global notoriety\*

**534**  
stores including 55 abroad

**521 K€**  
in mean annual revenues  
in our network in France

# Our plantation and our values



## Sustainable plantation

### 100% CERTIFIED

As the owner of our cocoa plantation in Ecuador, we use sustainable agricultural practices and guarantee fair and ethical working conditions and remuneration.

## Human adventures

### 100% MOTIVATION

Over there in Ecuador, we develop actions to meet the needs of cocoa growers. Here, in each each shop, we encourage vocations and beautiful business stories.

## Greener shops

### 100% COMMON SENSE

Reducing energy consumption, water consumption, recycling in various ways, struggling against food waste... We raise awareness among our Jeff de Bruges retailers to keep an eye on everything.

## Virtuous innovation

### 100% THINKING AHEAD

At the heart of our Jeff Lab, we create, test and develop new ways of designing and producing our chocolates, as well as our packaging. The field of research is huge, and we enthusiastically embrace it.

MORE DETAILS →



# Our universe

We are driven by the desire to **offer everyone the pleasure** of quality chocolate, every day, for as long as we can remember!

Which is why the same high standards and care are applied to every stage in the production of your chocolates, from the growing of the cocoa on our plantation in Ecuador, to the selection of ingredients and the creation of original recipes in our workshops.

## Chocolate A safe choice

Whether you're looking for **some everyday** gourmet pleasure or an original, personalised gift, Jeff de Bruges chocolate is always a pleasure!

A further advantage of this activity is that it relies on **two major festive events**: Christmas and Easter, when chocolate is traditionally a must-have.

So stepping into a Jeff de Bruges shop means finding what you're looking for by satisfying an essential need: **to offer pleasure or treat yourself**.



## Ice cream Another good reason to treat yourself

During the warmer months, we offer an ice cream activity for which we have developed several concepts that can be adapted depending on the type of shops. Our recipes for sorbets and ice creams are exclusive and **handcrafted**.



## Dragee almonds For special occasions

**Birth, christening, communion, wedding gifts...** additional activity as table decorations or as special gifts for guests, dragee almonds are part of all big events. With a know-how stemming from a long tradition, Jeff de Bruges dragee almonds are made in France, with meticulously selected almonds. Our own atelier prepares the dragee almonds gifts and personalizes them **by hand**.



## Our store concept



Creating a magical customer experience and showcasing our product offering, in line with the aesthetic codes surrounding chocolate today, is the foundation on which the Jeff de Bruges store concept is built.

A concept designed to make it easy to find and buy what you want that creates a relaxed and elegant mood, reflecting our know-how and status as an affordable premium brand.



## Your questions & our answers

### WHAT OPPORTUNITIES ARE THERE FOR FUTURE JEFF DE BRUGES FRANCHISEES?

As a Jeff de Bruges franchisee, there are two ways to accomplish your entrepreneurial project: either you can **open** a store in a town or shopping centre with strong potential where Jeff de Bruges isn't yet present; or you can **take over** an existing Jeff de Bruges store to carry on our brand in a town where a franchisee is looking to sell their business. It all depends on what region you're looking at, and your inclinations and desires. Whichever you choose, we're sure you'll thrive in your new franchised business.

### HOW LONG DOES IT TAKE TO GET UP TO SPEED IF YOU'RE NEW TO THE CHOCOLATE BUSINESS?

Every Jeff de Bruges franchisee receives **initial training** for 6 weeks, taking in all aspects of the chocolate business, alternating between theory and hands-on experience: we look at product

features, go-to-market techniques, sales, business management and marketing.

For the practical part of your training, you'll be in one of our stores in direct contact with the clientele. There's no better way to learn the art of selling Jeff de Bruges chocolates. We communicate our passion for local service and our customer relationship management know-how.

We also **offer training courses throughout the year** and plenty of opportunities to meet and talk via our consultative committee, work commissions, webinars, and regional and national meetings. We see **continuous training** as a strategic element of performance. So that each Jeff de Bruges franchisee can hone their skills and acquire new ones, we've set up our own **Jeff de Bruges school**. This school dedicated to chocolate enables us to offer made-to-measure training matching the needs of our network and franchisees.

We also provide **technical and logistic support** once you've opened your store and help you keep track of your business through visits and a telephone hot line. In short, we'll be there to back you up all of the way.

### WHAT ADVANTAGES DOES THE JEFF DE BRUGES FRANCHISE AFFORD?

**The full Jeff de Bruges concept** including the store, its architecture and merchandising to ensure good recognition along with a comfortable, buzzing work environment.

The Jeff de Bruges franchise also gives you **the guarantee of a recognized and well-liked brand** backed by sales and marketing savvy all through the year to provide creativity and great

prospects for growth. Consumers' requirements and buying habits change, and a brand's ability to adapt to them is of strategic importance.

### ARE YOU A MEMBER OF THE FRENCH FRANCHISING FEDERATION (FFF)?

We joined in 1988 and our **membership is fundamentally important** as, besides their role guiding and informing future franchisees, FFF members are bound by the franchising code of ethics. Our franchise agreements are also recognized by the Federation. They run for a 7-year term renewable for periods of 5 years and set out **the rights and duties of each partner**, notably what Jeff de Bruges is expected to provide to the franchisee. They also include an exclusive territory clause.

### WHAT LEVEL OF INVESTMENT IS REQUIRED TO OPEN A JEFF DE BRUGES STORE?

The investment for going into business as a Jeff de Bruges franchisee varies according to the size of the store. You can expect 120,000€ lease fee not included. For a shopping centre boutique, the fitting-out cost is between 140,000€ and 190,000€, lease or franchise fee not included.

### WHAT MINIMUM DEPOSIT DO YOU REQUIRE FROM FRANCHISEE CANDIDATES?

To avoid the business getting weighed down by excessive loan repayments, we always ask franchisee candidates to have an **initial deposit of 30% at least of the total investment** (lease fee, refurbishment, fitting out, etc.) with a minimum of 50,000€, loans not included.

### WHAT ARE THE AVERAGE SALES FIGURES FOR A JEFF DE BRUGES STORE?

Jeff's network average turnover is 521,000€. Nevertheless, a distinction needs to be done between a high street store and a shopping center store. Indeed, a shop located in a city center can reach 900,000€ when the turnover of a shopping mall store can achieve 1,6M€.

### HOW PROFITABLE IS A STORE?

Several factors come into play here. First, margins vary between 50% and 55% for chocolate and dragee almonds, more for ice cream, depending on the concept chosen. Second, a low level of stock avoids tying up too much cash.

Finally, quick turnover of stock, not having recourse to sales, extremely low spoilage and regular yearly revenue growth per square metre all maximize profitability. **A well-run business can be expected to bring a return on investment within 5 to 7 years.**

### DO YOU HELP FRANCHISEES FIND THEIR FUTURE JEFF DE BRUGES STORE?

Of course, we choose the location of your store together, as it's fundamental to your success. It has to be a perfect fit for our products and target clientele. We look for premises in the busiest streets of towns and cities with a population of more than 20,000 and in shopping centres.

### IS THE JEFF DE BRUGES FRANCHISE DEVELOPING ABROAD?

Yes, we have some 55 stores abroad and we've ramped up our international development in recent years.

We're present in Canada, Spain, Italy, Morocco, Bulgaria, the Middle East, Czech Republic and Mauritius.

Jeff de Bruges is therefore the first French chocolate franchise to develop its business abroad.

### DO YOU HAVE YOUR OWN JEFF DE BRUGES ARCHITECT?

Yes, of course, and our architect **guarantees that our concept is consistently and uniformly applied** across the network. Once our architect's draft fitting-out plans have been validated, they are given to your contractor so they can file a work or building permit application, under their responsibility. Our architect makes sure your project matches specifications. Franchisees are free to choose the contractor that will do the work in their new store.

### WHAT ARE YOUR DIGITAL COMMUNICATION SOLUTIONS?

The local awareness and attractiveness of a brand are depending on its **presence on social networks and on the digital channels** that are chosen. And that's why we clearly decided to support and help our shops and our franchisees by advising them while using the different digital channels, regarding their needs. For instance, we give them graphical guidelines and charters,... When we provide this service to the franchisee, we are also trying to keep a better homogeneity in our way to communicate and advice our brand. With all the **help and support**, the international franchisees are also able to have their own local website or social media with the same content than the others shops Jeff de Bruges.

## OUR FRANCHISEES SPEAK OUT



At the time, I knew it is a great opportunity in the market to open Jeff de Bruges store and be part of this incredible family

*Nadia Benchekroum*  
in Tanger



I thank Jeff de Bruges and its team

*Inoëa Faugerat*  
in Tahiti



Choosing the Jeff de Bruges brand as a franchise has changed my professional and personal life

*Marie-Sophie Zaboukis*  
in Andorre

# You AND we

Do you love chocolate, do you have the soul of an entrepreneur, do you want **to discover a new trade**, are you attracted by commerce and want to be supported in your project?

If you do, the Jeff de Bruges franchise can help you **make your dreams come true!**

APPLY ONLINE →



Our entire franchise development team is ready to listen to you.

*Chloé, Célia,  
Florian, Sandrine  
and Hind*



# Join *us!*

## **BUSINESS DEVELOPMENT TEAM**

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section « BECOME A FRANCHISEE »

