

# PAUL



Sharing  
the *French Art de Vivre*  
INTERNATIONAL FRANCHISE GUIDE



**PAUL is a Maison de Qualité**, a company that takes pride in the values it has been sharing since 1889. It is also a family that has been passionate about bread and good products for five generations.

With almost 800 shops and restaurants in more than 50 countries, PAUL is proud to embody the French bakery all over the world, by offering its customers crusty breads, delicious patisseries and viennoiseries, tasty sandwiches and so many other gourmet creations to enjoy at any time of day.

For more than 130 years, we have put all our passion and know-how to work with one sole aim: to allow our millions of customers around the world to share delicious moments around products that are pleasurable, healthy and of the best quality. Because we are persuaded that these moments of conviviality and enjoyment of food are an indispensable part of the French *Art de Vivre*, something which people all over the world dream of!

Welcome to PAUL.

Maxime Holder

*President of PAUL*

Fifth Generation driven  
by the same passion

# A family story since 1889

For many people, PAUL embodies tradition. And yet, although we are faithful to our roots, we never cease to create, innovate, and open new chapters. To follow PAUL's story is to browse through the album of a family business where each generation has made its own contribution. Most notably Francis Holder, whose vision brought us the PAUL that we all know today.



**1889** *In the same year that the Eiffel Tower opens to the public, Charlemagne Mayot opens a first bakery in Croix, close to Lille.*



**1908** *His son Edmond-Charlemagne and his wife Victorine take over the family bakery. They have a little girl called Suzanne. Bricks, wood, an artisan bakery shop window, and rustic breads..., some of the elements that embody Maison PAUL today are already in place!*



**1935** *Suzanne marries Julien Holder. Together, they open a bakery on rue des Sarrazins in Lille. A few years later, the couple takes over another bakery in Lille which used to belong to the PAUL family and move their business there. They retain the name PAUL on the shop's Art Deco façade.*



**1955** *Following the premature death of his father, their son Francis joins the family bakery, taking over the development of the business. He creates the famous PAUL black façades and, in a bold move, wherever possible he makes the working bread ovens visible to customers. It is Francis Holder who transforms one simple local bakery into the Brand that is known all around the world today.*



**1998** *His son Maxime Holder joins PAUL in his turn, undertaking a rapid international expansion, starting in London where he opened the very first UK branch of PAUL. From Washington to Tokyo, Dubai to Johannesburg, Prague to Singapore, today PAUL has a presence in more than 50 countries. In 2019, Maxime assumed the role of President of Groupe PAUL.*



**TODAY** *PAUL is still developing, going from strength to strength: launching the PAUL LE CAFÉ concept, developing click & collect and on-line sales, strengthening our nutritional and environmental commitments, establishing the Brand in new countries... our story continues. As we move forward, we have the same goal we have always had: to create sharing moments around products that are pleasurable, healthy and of the best quality.*

# Strong values...



## Passionate

At PAUL we insist on nothing but the best in all our recipes – no compromise. Our products are made with the finest ingredients, freshly prepared and beautifully presented. At PAUL, our only goal is your pleasure.

## Warm

A croissant still warm from the oven, the comfort of a coffee, the conviviality of a meal, the care we take with our décor and the warmth of our welcome – we are proud to be the partners in these wonderfully simple pleasures.

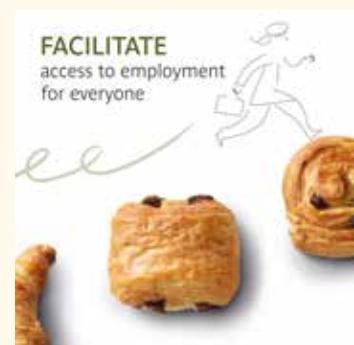
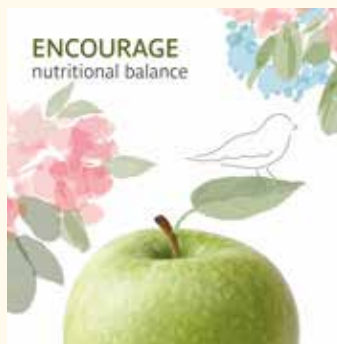
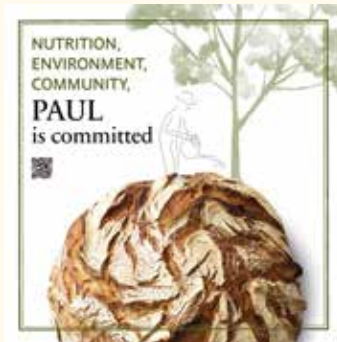
## French

Through our products and our shops, we invite our customers to share a certain French *Art de vivre*, both gourmet and refined, creative and timeless. Beyond the iconic baguettes, macarons and croissants, we are introducing some of our “so French” traditions to our international customers, such as the Galette des Rois and the Bûche de Noël.

## Responsible

As a family Brand, we are all the more keen to think about future generations, through our commitments to nutrition, the environment and our communities. Because we remember that the bakery has always been the beating heart of our neighbourhoods.

# ... which guide our commitments



# Creating sharing moments...



At PAUL, our offer evolves alongside the hours of the day... A little coffee in the morning, accompanied by a viennoiserie still warm from the oven? A freshly prepared sandwich to crunch on at lunch-time? A good meal with friends or colleagues? A break for a treat? Warm bread to take home with you at the end of the working day? All these wishes can be fulfilled at PAUL, thanks to our extensive range of food, all prepared as close as possible to the moment of consumption.



## The Bakery

Water, flour, yeast, and above all, savoir-faire and a lot of patience: for five generations, PAUL has nurtured its artisan baking heritage by offering a wide range of breads in many different shapes, sizes and flavours: baguettes, loaves, mini bread sticks, fougasses – at PAUL we are constantly innovating, and we love to enrich our bread doughs with the tastiest of ingredients.

# ... around products that are pleasurable, healthy and of the best quality



## Pure-butter viennoiserie

Crusty, meltingly soft - qualities that cannot help but make your mouth water. Everyone knows PAUL's pure butter viennoiseries. Whether made with soft, rich brioche dough or crisp flaky pastry, they are always as golden as you could wish for, and they are a delight for breakfast or as a snack.



## Gourmet patisseries

Our specialities? The soft, dark chocolate cake, fruit tarts with either an airy puff pastry or sweet shortcrust pastry base, millefeuilles that unashamedly melt in the mouth, and of course, pure almond macarons – alongside so many other stars of French Pâtisserie.



## The Savoury Delicatessen

To take away, in addition to tasty sandwiches and delicious salads, PAUL offers other bakery specialities (croque-monsieur, quiches, pies, pizzas à la française...). At our restaurants, we also offer a broad menu of French-inspired recipes, from breakfast through to dinner.



## Hot and cold drinks

Comforting or refreshing, PAUL offers a wide range of coffees, teas and hot chocolates, as well as a selection of the best soft drinks brands and freshly squeezed orange juice.



# “A little piece of France all around the world”



## EUROPE

- Armenia
- Azerbaijan
- Belarus
- Belgium
- Cyprus
- Czech Republic
- France
- Georgia
- Greece
- Italy\*
- Kazakhstan
- Luxembourg
- Poland
- Portugal
- Romania
- Russia
- Spain
- Ukraine
- United Kingdom

## AFRICA

- Algeria\*
- Cameroon\*
- Democratic Republic of the Congo
- Egypt
- Gabon
- Ivory Coast
- La Réunion
- Mauritania
- Mauritius
- Morocco
- Republic of the Congo
- South Africa
- Tunisia

## MIDDLE EAST

- Saudi Arabia
  - Bahrein
  - Jordan
  - Kuwait
  - Lebanon
  - Oman
  - Qatar
  - United Arab Emirates
- ## THE AMERICAS
- United States
  - Panama
  - Canada

## ASIA

- India
- Indonesia
- Japan
- Kirghizstan\*
- Malaysia
- Mongolia\*
- Pakistan
- Philippines
- Singapore
- Taiwan
- Thailand
- Uzbekistan
- Vietnam

\* Opening soon.



## PAUL, France's favorite Brand

Research undertaken on 22<sup>nd</sup> and 23<sup>rd</sup> June 2022 by OpinionWay using a representative sample of 1057 members of the French population 18 years old and older, in the category “Sandwiches and French Fast Food”.

# Preferred locations



Paris

## City centre

Shopping or tourist streets, with heavy footfall.



Bangkok

## Shopping malls

In high-end shopping malls, shopping centres or local shopping malls, PAUL knows how to adapt its concept to these specific locations.



Paris

## Travel Retail

Thanks to its high-quality take-away offer and the breadth of its range, PAUL is a great success in airports, train and metro stations and motorway service stations.



Almaty

## Specific locations

Universities, museums, headquarters or hospitals, PAUL brings a city centre offering to the living and working locations of its customers.

## PAUL in a few numbers\*

**787** shops in **51** countries, of which **395** in France and **392** are international

**More than 2 million** followers on worldwide social media

**More than 20 million** croissants sold around the world each year

# A flexible, modular concept with multiple formats...



*Nicosia*

## The workshop

The boutique bakery, with an area of approximately 300sqm, prepares all the products it needs in-house, including bread, and can deliver to other stores. It is usually the Brand's flagship store in the territory. It can also offer its customers an eat-in restaurant space for all-day dining.



*London*

## The Satellite

The satellite, of around 100sqm, receives all or part of its products from another shop (generally bread and elaborated patisseries). It can also offer seating.



*Lyon*

## The Kiosk

The kiosk is a small shop, like a bandstand, open on multiple sides, that receives all of its products.



*Dubai*

## The Trolley

The trolley is the smallest module. Fully delivered, the trolleys are mobile and often positioned in an area of highest footfall in addition to another point of sale. It can also offer seating.

These different formats can co-exist in the same location, for example a trolley and a workshop in the same shopping mall.

# ... and different types of sale



## The Take-Away

Customers take their products with them to consume away from the shop.



## The Tray service

Customers buy their products at the take-away counter and eat them in-house, without table service.



## The Table Service (Restaurant)

The menu can go from a small bakery-inspired menu to a much more elaborate menu offering all the variety of a French-inspired restaurant. There is a separate team dedicated only to table service.



## Digital

Website (Click & Collect or delivery), marketplaces (Ubereats, Deliveroo and many other similar platforms), ordering machines... There are so many new routes that enable our customers to get access to what PAUL has to offer.

## AND STILL MORE...

### Drive-in

The drive-in or drive-through in the anglo-saxon style allows customers to place their order from their vehicle at an ordering terminal and to be served without leaving their cars.

### Self-service

Some products are presented packaged in grab and go units and customers serve themselves before paying at the check-out counter.

# A beautifully crafted decoration...

At PAUL, the product is the star and each shop is thought of as a showcase. Points of sale are increasing but they are not all of the same type. One of our great strengths is how adaptable the concept is to all different types of location. Our architects and designers create the décor of each location by respecting its immediate environment and the type of customer it will be serving.



*Singapore*



*Johannesburg*

... which offers a palette of styles



PAUL became known for its "rustic chic" style, which is warm, welcoming and timeless. In recent years, our shops have moved to a more contemporary style. This palette of styles allows each shop to create a unique relationship with its customers, whilst highlighting our history and our savoir-faire.

# PAUL LE CAFÉ

## Our new concept



PAUL LE CAFÉ offers a warm, welcoming and comfortable atmosphere in which to enjoy an even better coffee experience, with an enlarged product range, baristas . . .

All with a selection of PAUL's signature products that go so very well with coffees. Didn't we say that the French croissant is a coffee's best friend?

Developed in parallel with classic PAUL stores, this concept benefits from a perfectly recognisable style that is both chic and contemporary.



Following France, Thailand, Saudi Arabia, Kuwait, Gabon, Indonesia and Singapore, PAUL LE CAFÉ launched its 24<sup>th</sup> point of sale in April 2023 in London. And more than 20 other projects are already planned for the coming year...

# The Coffee-Shop *à la française*



*Riyadh*



*Paris*

In a resolutely contemporary setting, PAUL LE CAFÉ offers a diverse menu of hot drinks to accompany a selection of both sweet and savoury PAUL products. In addition, PAUL LE CAFÉ stores offer a 100% arabica sustainably grown coffee (certified by Rainforest Alliance) and a wide selection of recipes, from the great classics such as espresso, latte or americano, to the more gourmet flat white, cappuccino, café viennois and others such as mocha. Naturally, we offer vegan versions made using either oat, almond or soya milk. With PAUL LE CAFÉ we want to breathe new life into the art of coffee *à la française*, in other words, the pleasure of a coffee accompanied by a good viennoiserie or a little pâtisserie or a crisp macaron. But of course our loyal customers will also find all their favourite lunchtime products, with a wide range of freshly prepared sandwiches and salads, quiches and pizzas.



*Volcans d'Auvergne*



*Jakarta*

# Our franchise support services



## Development

- Exchanges and meetings in France, England or Singapore, as well as in the territory.
- Assistance with site selection (analysis, technical, environmental).
- Dedicated architecture firm (plans, technical specifications, interior and exterior decoration).
- Recommendation for suppliers for the specific decoration.
- Management of the development plans.

## Training

- Operations Director / operations – 10-12 weeks.
- Patisserie Chef / Baker – 10-12 weeks.
- Other team members – 1-2 weeks.
- Basic training for the rest of the staff.

## Operations

- Coordination of suppliers of specific products.
- Help with the choice of equipment.
- Support with the organisation of production, sales and volume management by product categories.
- Help with optimising operations (production, turnover, profitability...).
- Presence at the opening of the first store.
- Dissemination of specific techniques for presenting products, sales and service.
- Marketing support to promote in-store sales.
- Validation of local recipes in conjunction with the Marketing department.
- Ensuring adherence to and respect for the norms of PAUL: welcome, service, sales and our QFSP Charter (Qualité– Fraîcheur– Service– Propreté/Quality, Freshness, Service, Cleanliness).

## Marketing

- Support with defining product ranges.
- Provision of Marketing guides (openings, photo shoots, social media...).
- Annual marketing plan.
- Product collections, communication and sales promotion tools, key messages to use to promote the Brand, graphics charter.
- Validation of the marketing tools created locally (menus, point of sale advertising, videos...).
- Validation of local recipes in conjunction with Operations.
- Regular individual support.
- International Marketing meetings.
- Sharing of information via the collaborative platform Yammer.
- Support with the definition of menus.
- Coordination of market research and trends (global data).

## Purchasing & Logistics

- Customer service to manage orders and process requests from shops.
- Transport service for deliveries in France.
- A warehouse dedicated exclusively to PAUL for ambient and frozen products.



# Becoming a PAUL franchisee



**In order to continue its development, PAUL is looking for candidates with:**

- Successful experience of at least 10 years in the food & beverage industry.
- Nationality of the country.
- Perfect knowledge of the local market and of the development potential.
- Ability to find and negotiate the best commercial locations thanks to a strong involvement in the local economic network.
- No link with a competing bakery & catering company.
- Is not bound by an obligation of non-competition under any other food franchise or license agreement.
- Strong financial capacity to sustain a challenging development: 10 shops minimum in 5 years.

*If the company or its shareholder or its ultimate shareholder is listed on the stock exchange, & a competitor purchase shares in the listed company, then we will have to terminate the contract against payment of penalties.*

# Frequently Asked Questions

## **Is it possible to become a PAUL franchisee if opening just one shop?**

We are looking for partners who are capable of developing a network of several bakeries within a given area and time frame. Opening several shops makes it possible to make the investment more profitable.

## **What is the minimum investment amount required to become a PAUL franchisee outside of France?**

For reasons of confidentiality, we cannot answer that question. Needless to say, if your candidature is accepted, our development team will meet with you and share this information in detail.

## **How can one apply to become a PAUL franchisee?**

Simply complete the franchisee application form on our website ([www.paul.fr](http://www.paul.fr) or [www.paul-bakeries.com](http://www.paul-bakeries.com)). We ask you to provide as much information as possible on your business and your professional experience. All applications are closely reviewed by our development team who then contact the candidates via email.

## **Is it possible to become a PAUL franchisee with no prior experience in the food industry?**

We favour candidates with a solid experience in catering or other forms of food business. However, we also give serious attention to candidates who have solid references from other activities involving a network of sales outlets.

## **Having acquired good experience in France, I wish to start an international career by opening a PAUL franchise. What advice would you give me?**

Our franchisees must have thorough knowledge of the area for which they are applying. It is for this reason that we always favour candidates who are already established locally or who have already lived and worked in the area under consideration for at least 10 years.

## **Is it possible to apply to be an investor without being involved in the day-to-day management of operations?**

PAUL is looking for franchise partners who not only invest but also manage their shops day-to-day. The opening of a PAUL bakery involves operational monitoring by our partners.

## **How is the supply of products organised?**

A significant part of the raw material must be imported from France, whilst the rest can be purchased locally, according to specifications defined by our support services.



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