

FIT FOR THE GODS

Known for their innovative menus, products and store designs, Theobroma are taking that to the next level with the recent launch of a new concept store at Northland, Victoria.

Incorporating alfresco dining and an efficient workflow design, the new concept results in an attractive and relaxing environment for customers.

The perfect respite from a bustling day, Theobroma Chocolate Lounge offers consumers a wide variety of chocolates; hot and cold chocolate beverages; chocolate desserts; melted chocolate dips; other chocolate related products as well as breakfast and a full food all-day menu. The concept was developed in response to the spiralling demand for high quality chocolates and chocolate beverages as an alternative to coffee.

HOW IT STARTED

Opening a boutique store in Hawthorn, Victoria in 2004, founders Theo Racovalis - an award winning craftsman and chocolate connoisseur and George Roiniotis - an architect and designer by trade wanted to fill a void in the marketplace with a high quality Australian alternative. Once the decision was made to commercialise and franchise the concept, a showcase store was opened at Spencer Street DFO, Melbourne in December 2006 and received a phenomenal response.

With stores in Victoria, New South Wales and also New Zealand, Birmingham, UK and Shanghai, China, which opens this month, Theobroma are looking to expand nationally and also further afield into India and other Asian regions.



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YOUR CHOICE OF CONCEPT

All Theobroma stores are designed to drive sales by attracting customers, presenting product in their most attractive manner and to provide efficient workflow. The colours, counter concept and displays provide an attractive and efficient retail layout. There are both internal and external product display counters to enhance sales and capture the outside audience.

There are four concepts to choose from:

Lounges: most suited for shopping centres, high end retail areas, shopping strips and local community areas.

Lounge Bars: suitable for large format areas and high traffic zones - predominantly for local shopping strips and entertainment/shopping and café/bar precincts.

Pavilions: suited to shopping centre environments where a kiosk is favourable over an inline store. It also works strongly in high commuter areas with a captive audience.

Pavilion Bars: an expanded offering on the Pavilion concept but with the added addition of a chocolate cocktail menu and a limited beer and wine menu. Only suited to either airport terminals or entertainment precincts.

DRIVE AND PASSION

All franchisees must share similar business values to Theobroma to succeed, which are Excellence – to strive to be the best in all that

is done and Customer Service – to strive for 100 per cent customer satisfaction. Looking for people that have drive and passion, Theobroma believe that people are the most important ingredient in making any business a success.

Desirable attributes include an ability to make people smile; a friendly disposition; a positive and enthusiastic approach to business ownership and a determination to succeed and grow.

A training program has been developed to aid these values and includes everything there is to know about chocolate, selling skills, inventory control, local area marketing, and all areas of the store operations including POS systems and opening/closing procedures.

A professional team with extensive experience in franchising, retail and marketing also provide assistance with site selection; store design and fit-out; property leasing; marketing of the brand and providing marketing support.

Theobroma are confident that once you get to know their business model, you'll become just as hooked as they are.

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