



Facebook/ waffleart



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01

2001

### ESTABLISHMENT

We started our business at our first branch in the Çekirge district of Bursa, Turkey under the brand of Waffle Art with 55 types of sweet products.

02

2008

### DEVELOPMENT

We enriched our menu with new products such as the vitamin bar, milkshake, coffee, tea and fondue.

03

2009

### SALTY WAFFLE

We started the sales of our Salty Waffle group, the first of its kind both in Turkey and in the world.

04

2012

### DIFFERENT OPTIONS

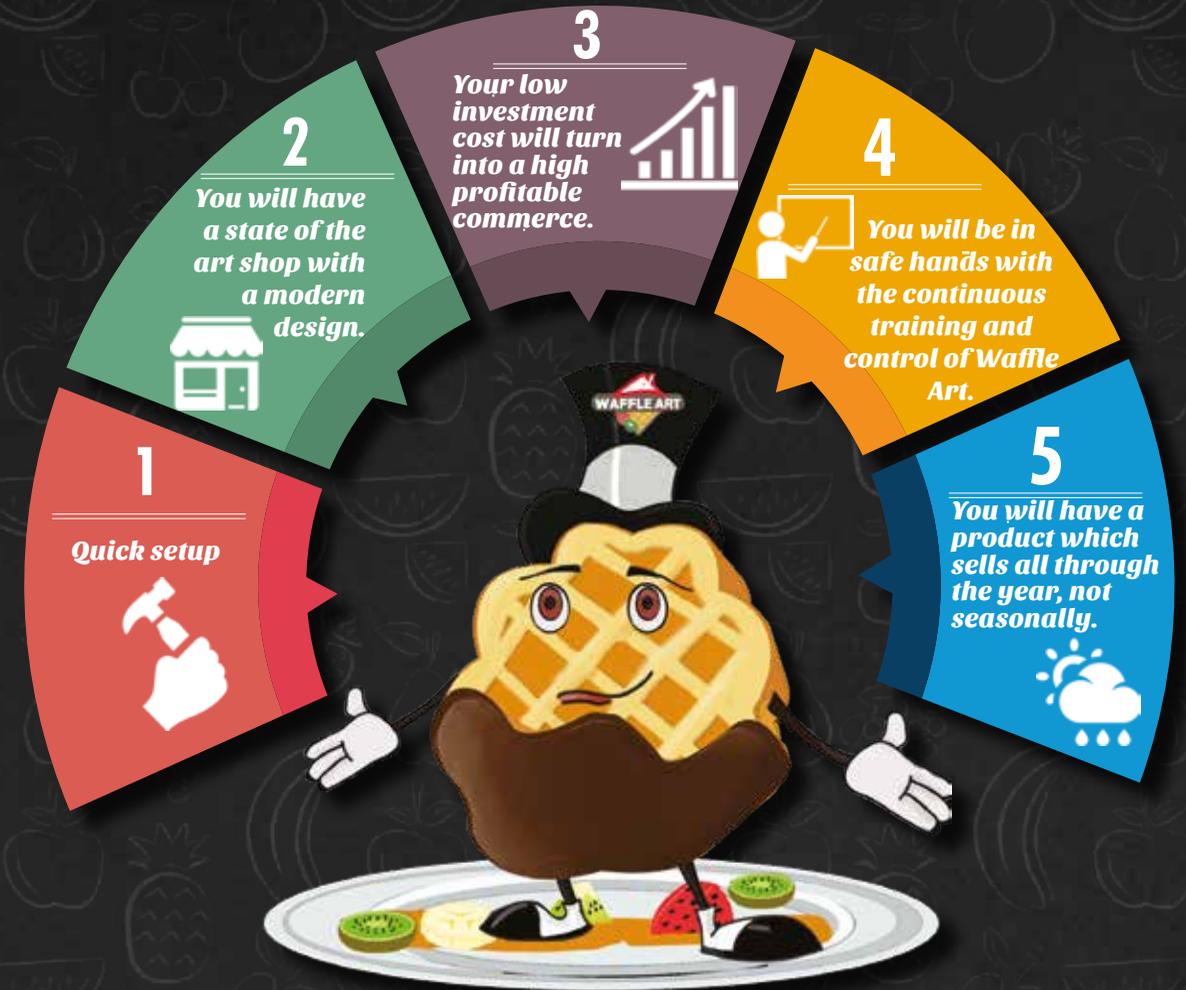
We enriched our menu with salads, cold sandwiches and pasta.

05

2017

### FRANCHISE

We continue our growth with franchise.



# THE SWEETEST FRANCHISE

# The Sweetest Franchise

Waffle is one of the most delicious and the healthiest foods in today's world. It is a source of energy. We started our business at our first branch in the Çekirge district of Bursa, Turkey under the brand of Waffle Art with 55 types of sweet products. We prepared a different and a healthy menu including fruits, chocolate, ice cream and milk. We enriched our menu with a vitamin bar, milkshakes, coffee, tea and fondue at the end of 2008. As Home Cafe & Tea we used home sofa groups and coffee tables as the decoration excluding only the tables and chairs. Thus, we provided home comfort for our customers. We offered them a comprehensive menu including not only waffles, but also cold and hot drinks which they can have during their chats. Starting from November 2009, we started selling salty waffles for the first time in Turkey and in the world. We enriched our menu with salads, cold sandwiches and pasta in our bistro business units in 2012. Our firm which grows with franchise offers our investors various possibilities according to the locations such as stand, central location, shop, bistro and express as can be seen from our presentation files.



# Advantages of Franchise

- ▶ A first in Turkey (with varieties such as potato waffle etc.)
- ▶ One of the most favorite and most consumed food stuffs in Turkey and in the world, no competitors due to different menus (regardless of age groups)
- ▶ Not seasonal
- ▶ Choice richness (no competitors due to 55 varieties)
- ▶ Low investment cost
- ▶ Rapid high profit
- ▶ Quick setup
- ▶ Modern design
- ▶ State of the art technology
- ▶ Continuous training and supervision
- ▶ Support of international companies in all products
- ▶ Continuous technical support without problems
- ▶ Trustworthy corporate identity and brand awareness
- ▶ Promotion and advertising support
- ▶ Convenience of product availability
- ▶ Preference especially by the shopping mall administrations
- ▶ Ability to serve in low m2
- ▶ Availability of regional franchise system, no need of smoke holes, and no chefs and assistant chefs, cooks and ovens in our business



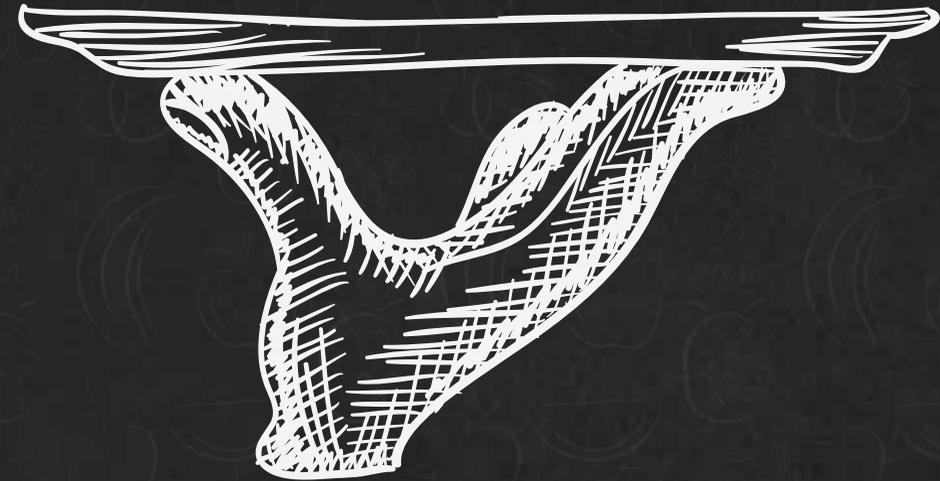
# Franchise System

- ▼ As a system, franchise, setup and training is a whole in our company.
- ▼ Excluding the business unit building infrastructure, garden tables, chairs, signboards, wallpapers, all machine equipments, glassware and personnel uniforms are delivered ready to start sales.
- ▼ Product training, service training, hygiene training and business management training takes one week following setup.
- ▼ The system does not require smoke holes and chefs and the wastage is minimized by product transitions.
- ▼ Business units are delivered in 21 days ready to start sales and training starts in the business units.
- ▼ Our firm receives no share of the turnover. Solely 250 USD is charged monthly as a fixed participation share.
- ▼ All advertisement and promotional campaigns are covered by the mentioned share.
- ▼ The transportation and accommodation costs of the setup and training staff in Turkey are covered by our company.
- ▼ The transportation and accommodation costs of the setup and training staff abroad, shipping and customs fees are covered by the franchisee.
- ▼ Advertisement and promotional items are included in our price.
- ▼ Project and pricing study takes place as per the location in the shopping malls and approved menu.
- ▼ Primarily projects are made at Home Cafe & Tea and Bistro shops. The price is delivered along with the material list.
- ▼ The Home Cafe & Tea menu features hot and cold drinks. Our bistro businesses have predominantly food menus.



# Training

- Product Training;** on what to consider when buying materials
- Service Training;** on the preparation of all products in the menu and serving them to the customers
- Hygiene Training;** on general cleanliness and personal cleanliness of the staff
- Management Training;** on product sales control, wastage, keeping cashbook records, promotional items control etc.
- Training after Audit;** Trainings for the elimination of deficiencies after audits.
- New Product Training;** on every new product included in the menu



# WAFFLE



## DOUBLE WAFFLE

with 14 kinds of chocolate, 10 kinds of fruits, 6 kinds of confectionery, 13 kinds of nuts, 6 kinds of sauces, double layers of dough and plenty of materials based on the preferences of the customer

## SANDWICH WAFFLE

with 14 kinds of chocolate, 10 kinds of fruits, 6 kinds of confectionery, 13 kinds of nuts and 6 kinds of sauces based on the preferences of the customers



## LOVE WAFFLE

with 14 kinds of chocolate, 10 kinds of fruits, 6 kinds of confectionery, 13 kinds of nuts and 6 kinds of sauces based on the preferences of the customers. Served for 2 people.



## WAFFLE WITH ICE CREAM

with 14 kinds of chocolate, 10 kinds of fruits, 6 kinds of confectionery, 13 kinds of nuts, 6 kinds of sauces and 6 flavors of ice cream based on the preferences of the customers



## WAFFLE PLATE

with 14 kinds of chocolate, 10 kinds of fruits, 6 kinds of confectionery, 13 kinds of nuts and 6 kinds of sauces based on the preferences of the customers

# SALTY WAFFLE



## WAFFLE WITH SALAD

with tomato, cucumber, pickle, lemon, olive oil, corn, lettuce, pomegranate syrup, olive and a special sauce

## SANDWICH WAFFLE WITH HAM

with calf and chicken ham, fresh cheddar cheese, lettuce, tomato, cucumber, corn and a special sauce



## WAFFLE WITH POTATO

with potato, olive, corn, olive oil, mint (cucumber, tomato and special sauce if demanded)



## WAFFLE WITH TUNA FISH

with tomato, cucumber, tuna fish, pickle, lemon, olive oil, corn, lettuce, olive and a special sauce

## SANDWICH WAFFLE WITH WALNUT AND GARLIC

with walnut, garlic, cheese, corn, mint, tomato and cucumber



## WAFFLE WITH MEDITERRANEAN SALAD

with seasonal green vegetables, lemon, olive oil, tomato, corn and white cheese

## WAFFLE WITH CURRY SAUCE

with chicken with curry sauce, lettuce, tomato and cucumber

# GELATO ICE CREAM

Strawberry



Black Jungle Fruit



Crispy Chocolate Pieces



Milk Chocolate



Lemon



Walnut



Bitter



Cherry



Apple



Cookies



Vanilla



Caramel



Cherry Mania

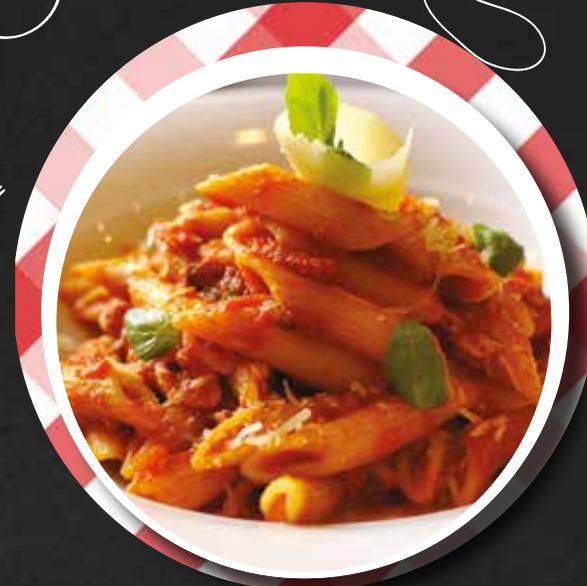


Big Babol



# PASTA

- \* Pasta with Minced Meat Stew
- \* Noodle (Erişte) with Walnut
- \* Noodle with Vegetables
- \* Fusilli with Salami and Vegetable Sauce
- \* Pasta with Chicken with Curry Sauce
- \* Round Pasta with Pesto Sauce
- \* Pasta with Minced Meat Tomato Sauce
- \* Puscanetti Farvelle
- \* Baked Pasta
- \* Pasta with Tomato Sauce
- \* Fusilli with Mediterranean Sauce
- \* Spagetti Carbonara
- \* Pasta with Hot Sauce
- \* Fettucini Alfredo
- \* Aglio Olio



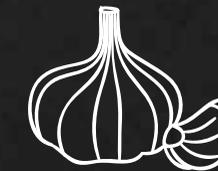
# DIET PASTA

- \* Bran Pasta with Yogurt
- \* Rainbow Spagetti
- \* Pasta with Tuna Fish



# CREPES

- \* Crepe with Chicken
- \* Crepe with Meat
- \* Crepe with Vegetable
- \* Crepe with Cheese



## WRAPS

- \* Wrap with Chicken
- \* Wrap with Meat



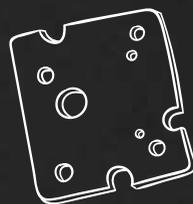
## SALADS

- \* American Salad
- \* Mushroom Salad
- \* Seasonal Salad with Mint
- \* Pastrami Salad
- \* Winter Salad with Orange
- \* Chicken Salad
- \* Tuna Fish Salad



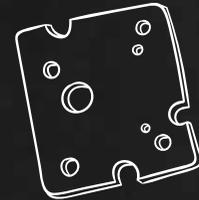
## COLD SANDWICHES

- \* Tuna Fish Sandwich
- \* Brynza Sandwich
- \* Mozeralla Sandwich
- \* Pastrami Sandwich
- \* Sandwich with Roasted Beef
- \* Sandwich with Curry Sauce
- \* Sandwich with Smoked Turkey
- \* Sandwich with Rye Bread
- \* Summer Sandwich
- \* Vegetarian Sandwich
- \* Sandwich with Calf Ham
- \* Wrap Sandwich with Vegetable



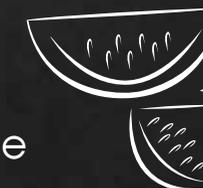
## BREAKFAST

- \* Egg with Sucuk (Turkish style fermented sausage)
- \* Menemen (a dish made with vegetables and eggs)
- \* Fried Egg
- \* Deep fried rolls with cheese filling
- \* Fried Sausage
- \* Toast with Cheddar Cheese
- \* Toast with Sucuk
- \* Mixed Toast
- \* Toast with White Cheese and Tomato
- \* Cheese Plate
- \* Breakfast Plate



## DETOX VITAMIN BAR

- \* Passion
- \* Lemon Ginger
- \* Lemonade
- \* Delight of Fruit
- \* Water Bomb
- \* Practical Melon
- \* Vanilla
- \* Tropical
- \* Elixir
- \* Prankish
- \* Summer Coolness
- \* Orange Juice
- \* Pomegranate Juice
- \* Waffle Art Special



# COLD DRINKS

- \* Milkshake
- \* Ice Mocha
- \* Ice Caffe Latte
- \* Cappuccino with Ice Cream
- \* Frappe with Ice Cream
- \* Frozen
- \* Smoothies
- \* Cherry Soda
- \* Churchill
- \* Frappe
- \* Soft Drinks
- \* Alcohol-Free Mojito



# HOT DRINKS

- \* Cappuccino
- \* Latte
- \* Espresso
- \* Aromatic Cappuccino
- \* Filter Coffee
- \* Hot Chocolate
- \* Turkish Coffee
- \* Herbal Tea
- \* Coffee with mastic gum
- \* Tea
- \* Americano
- \* Macchiato
- \* Salep (a milk and flower based hot drink made of wild orchid powder)



# ARCHITECTURAL PROJECT — CONCEPT



# ARCHITECTURAL PROJECT – CONCEPT

## Outdoor Mobile Stand:

It is suitable only for the sales of waffle and fondue. It comprises of one unit. It has a cooling cabinet. It occupies an area of approximately 5 m<sup>2</sup>. It is delivered ready to start sales. Machinery equipments are included in the price. The training and supervision as per the contract are carried out.



## Shopping Mall Central Location Small Stand:

It is suitable for the sales of waffle and vitamin bar. It comprises of two separate units. It occupies an area of approximately 10 m<sup>2</sup>. It contains 3 bar chairs. If required, tables and chairs can be added. The stand is delivered ready to start sales. The training and supervision as per the contract are carried out.



## Shopping Mall Central Location Big Stand:

It includes all waffle products and drinks. It consists of 2 separate units. It occupies an area of approximately 16 m<sup>2</sup>. It contains 3 bar chairs. If required, tables and chairs can be added. The stand is delivered ready to start sales. The training and supervision as per the contract are carried out.



## Shopping Mall Central Location Big Stand with Seating Group:

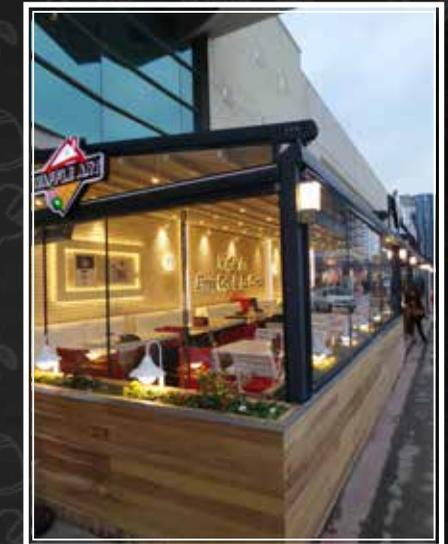
It includes all waffle products and drinks. It consists of a comprehensive bar and table sets with corner sofas and wing chairs. It occupies an area of approximately 70-90 m<sup>2</sup>. The floor and the glass blocks are included in the price. The stand is delivered ready to start sales. The training and supervision as per the contract are carried out.



# ARCHITECTURAL PROJECT – CONCEPT

## Waffle Art Home Cafe & Tea:

First of all, the project is prepared for the business. Pricing is based on the project. It includes all waffle products, fondue, cold sandwiches and hot and cold drinks. Big-plate breakfast is served in the mornings. The preferred area is 80 m<sup>2</sup> to 100 m<sup>2</sup>. A minimum 20 m<sup>2</sup> open area is required. Except the construction infrastructure kitchen, tables, chairs, all machinery and equipments, glassware and signboards etc. are delivered ready to start sales. The training and supervision as per the contract are carried out.



## Waffle Art Express:

It includes all waffles, fondue and cold drinks. It is more suitable for take-away. The preferred area is 40 m<sup>2</sup> to 50 m<sup>2</sup>. It excludes the construction infrastructure. Waffle counter, signboards, bar tables and chairs etc. are delivered ready to start sales.



## Waffle Art Cafe & Bistro:

First of all, the project is prepared for the company. Pricing is based on the project. It includes all waffle products, fondue, cold sandwiches and hot and cold drinks. It additionally includes salads, crepe, pasta, cold sandwiches and the products available in the menu. Big-plate breakfast is served in the mornings. The preferred area is 100 m<sup>2</sup>. Except the construction infrastructure kitchen, tables, chairs, all machinery and equipments, glassware and signboards etc. are delivered ready to start sales. The training and supervision as per the contract are carried out.



# GALLERY



# OUR CERTIFICATES



# OUR MEMBERSHIPS





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