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PASSION
INNOVATION
RESPECT

A

SPANISH
GASTRONOMIC
TRADITION



¹⁹ **T A P E A** ³⁹
SPANISH GASTRONOMIC TRADITION

PASSION
INNOVATION
RESPECT

Is a unique franchise model in gastronomy with clear ideas and understanding the field of catering and the power of Spanish cuisine and tradition.

¹⁹T A P E A³⁹

SPANISH GASTRONOMIC TRADITION

PASSION
INNOVATION
RESPECT

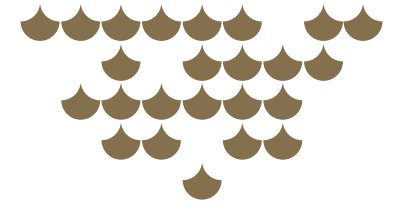
FOR AN
AUTHENTIC
SPANISH
EXPERIENCE!





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THE CONCEPT

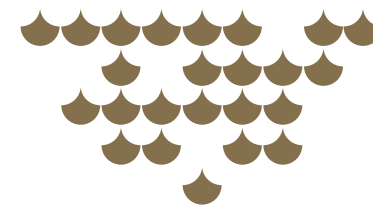
TAPEA is a young, innovative company in catering with a unique business model, where catering entrepreneurship is combined with “food-court” style restaurants and strong respect toward Spanish culinary tradition.

The concept allows our guests to enjoy the true and authentic taste and ingredients of the Spanish culinary world within casual or even “street-food” circumstances without compromising in flavor and quality.





TAPEA also proud to export and distribute a wide variety of Spanish products; sourced from pre-selected and approved providers, artisan food makers and internationally known factories.

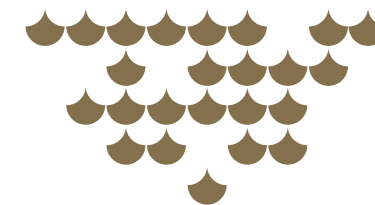


THE “PROBLEM”

The Spanish gastronomy and culinary tradition has numerous topics and stereotypes in International level without respecting the true values of the Spanish cuisine and understanding the real importance of the raw material.

These misconceptions and misinterpretations lead to a wrong image of the rich and extremely versatile culinary tradition of the Iberian Peninsula.



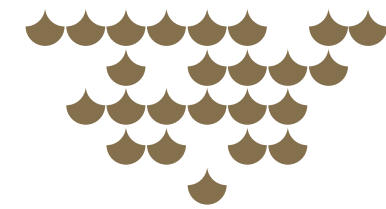


THE OBJECTIVE

TAPEA wants to join forces in order to elevate the general quality and respect towards Spanish cuisine outside the country. We see our project as a meeting point, where experience, passion, knowledge, respect of raw materials and our pride in our gastronomy merge and help to show to Europe and the world that Spanish culinary tradition can be transferred truly outside the Iberian Peninsula. We do not believe in compromises when it comes to ingredients, we do not believe in substitution of raw material – we believe in origin, authenticity, knowledge and passion.

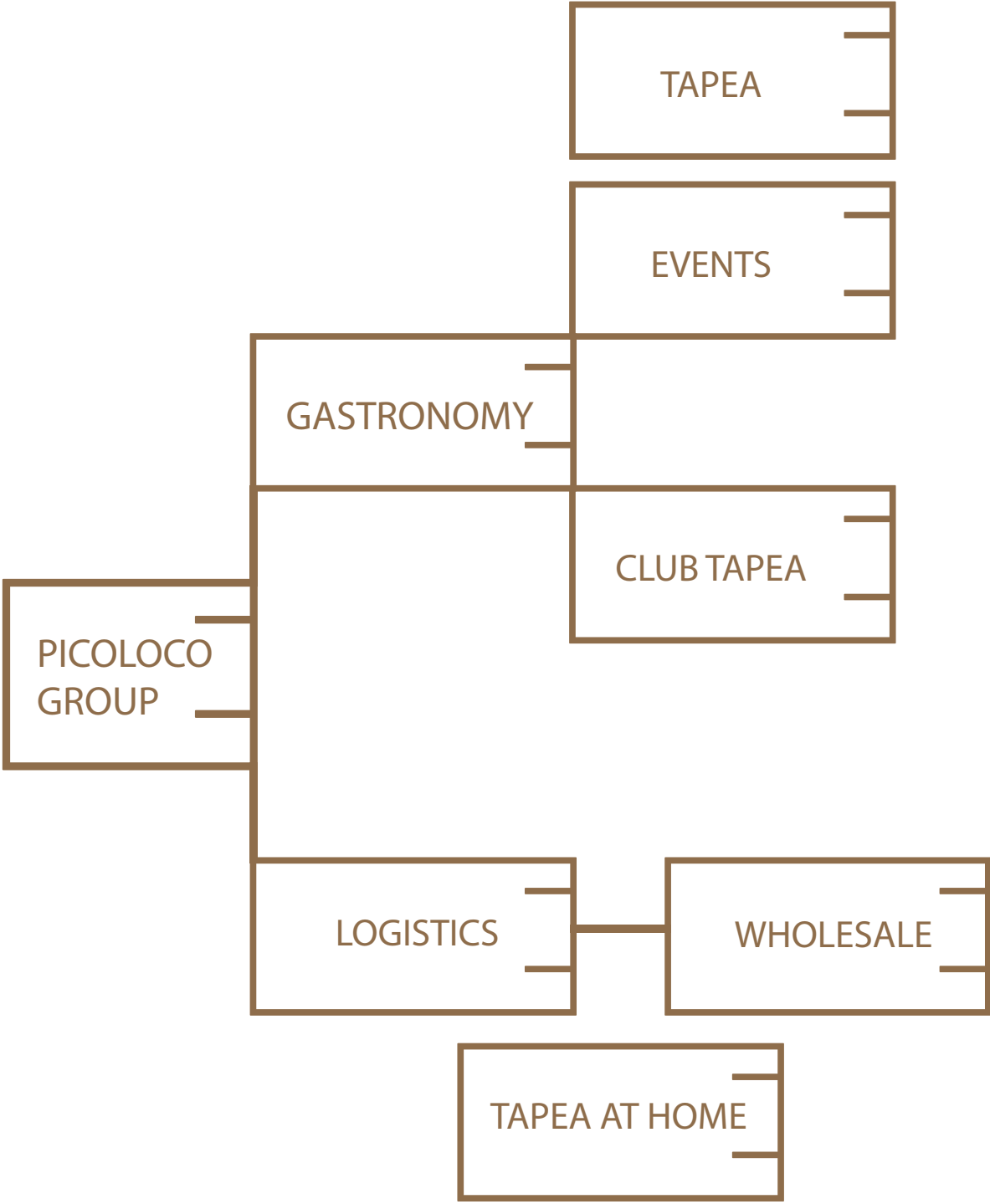
Our restaurants will always convey these messages all over the world, and reset the original standards, quality and understanding of the basic Spanish gastronomy infused with fresh and innovative ideas.





THE COMPANY

TAPEA is an integral part of Picoloco Group, a large company where gastronomy/restaurants and export/wholesale plays the vital part. These pillars complement and help each other in order to create a business stability and possibility to grow and expand.





TAPAS

• PATATAS BRAVAS FRITTE POTATOES WITH OUR BRAVA SAUCE AND ALI OLI SAUCE	4,50	W
• CROQUETAS DE IBERICO (4 UNIDADES) IBERIAN CROQUETTES (4 UNITS)	6,90	W
• CROQUETAS DE QUESO Y ESPINACA (4 UNIDADES) IBERIAN CROQUETTES (4 UNITS)	6,90	W
• HUEVOS ROTOS CON JAMÓN BROKEN EGGS WITH IBERIAN HAM	10,5	W
• HUEVOS ROTOS CON CHORIZO BROKEN EGGS WITH CHORIZO	10,5	W
• HUEVOS ROTOS CON CHORIZO BROKEN EGGS WITH CHORIZO	9,90	W
• ALBÓNDIGAS MEATBALLS WITH TOMATO SAUCE AND CORN	6,90	W
• TORTILLA ESPAÑOLA SPANISH OMELETTE (POTATO, EGG, ONION AND OLIVE OIL)	7,90	W
• TRIO DE EMPANADILLAS (CARNIE, ATÓN AND VEGETALES) SHRIMPS WITH EGG AND GREEN HERBS	10,9	W
• CECINA DE LEÓN CON QUESO MANÓN CURED BEEF WITH GREEN LEMON, MANON CHEESE AND OLIVE OIL	11,9	W
• PAELLA DE CARNE MEAT PAELLA	14,9	W
• SURTIDO DE IBERICOS IBERIAN CUT	5,90	W
• TOSTA CON VEGETALES Y PORTOBELLO TOAST BREAD WITH VEGETABLES AND PORTOBELLO MUSHROOM	17,9	W
• PLATO DE PATA NEGRA PATA NEGRA S PLATTER	10,9	W
• FILETE ENPAMADO VEAL FILET		



MASTERFUL
CULINARY
MEMORIES

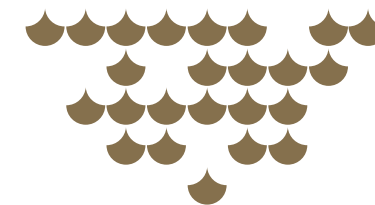


EXTRA GASTRONOMIC SELECTION	6,90	W
• LA ESPAÑOLA Ballet de jamón y atún in Omelette stuffed with tuna	7,90	W
• DEL DIA CON PAN of the day with bread	4,50	W
• IDILLA ROSA salad with egg, tuna mayonaisse		

OUR BRAVA SAUCE AND (4 UNIDADES)	4,50	W
ESPINACA (4 UNITS)	6,90	W
ROQUETTES (4 UNITS)	6,90	W
ON SPAN HAM	10,5	W
RLZO RLZO	10,5	W
D SAUCE AND CORN	9,90	W
PATO, EGG, ONION (CARBUE, ATÓN GREEN HERBS		

MONOMIC SELECTIONS OF THE SEA:

• TORTILLA ESPAÑOLA Ballet de jamón • SPANISH OMELETTE Stuffed with		
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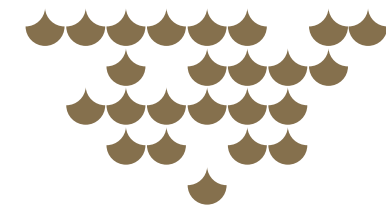
THE RESTAURANT

TAPEA is a casual, ‘easy to enjoy’ style restaurant. The menu consists of all variety and type of plates from full, hot meals to “grab-and-go” boxes and tapas format. All restaurants offer an extremely wide selection of flavors without falling into the typical stereotypes. This creates a strong feeling of authenticity and uniqueness where our guests can always expect, every time the same quality a flavor profile.

TAPEA outlets can be opened basically in any location, where sufficient walking traffic is available. The size of the outlet and the size of operation can be adjusted and tailored according to local specifications.

A truly unique concept is the ‘TAPEA at HOME’ order/delivery system, where our clients can browse through and order from a well designed and constantly updated web-shop. The shop not only offers raw materials and Spanish products, but a pioneering concept of ‘DIY’ food boxes, where anyone can create with several easy steps a truly authentic Spanish meal at home. All the orders can be picked up by any existing TAPEA outlet where a well designed ‘TAPEA at HOME ZONE’ is dedicated to this operation.

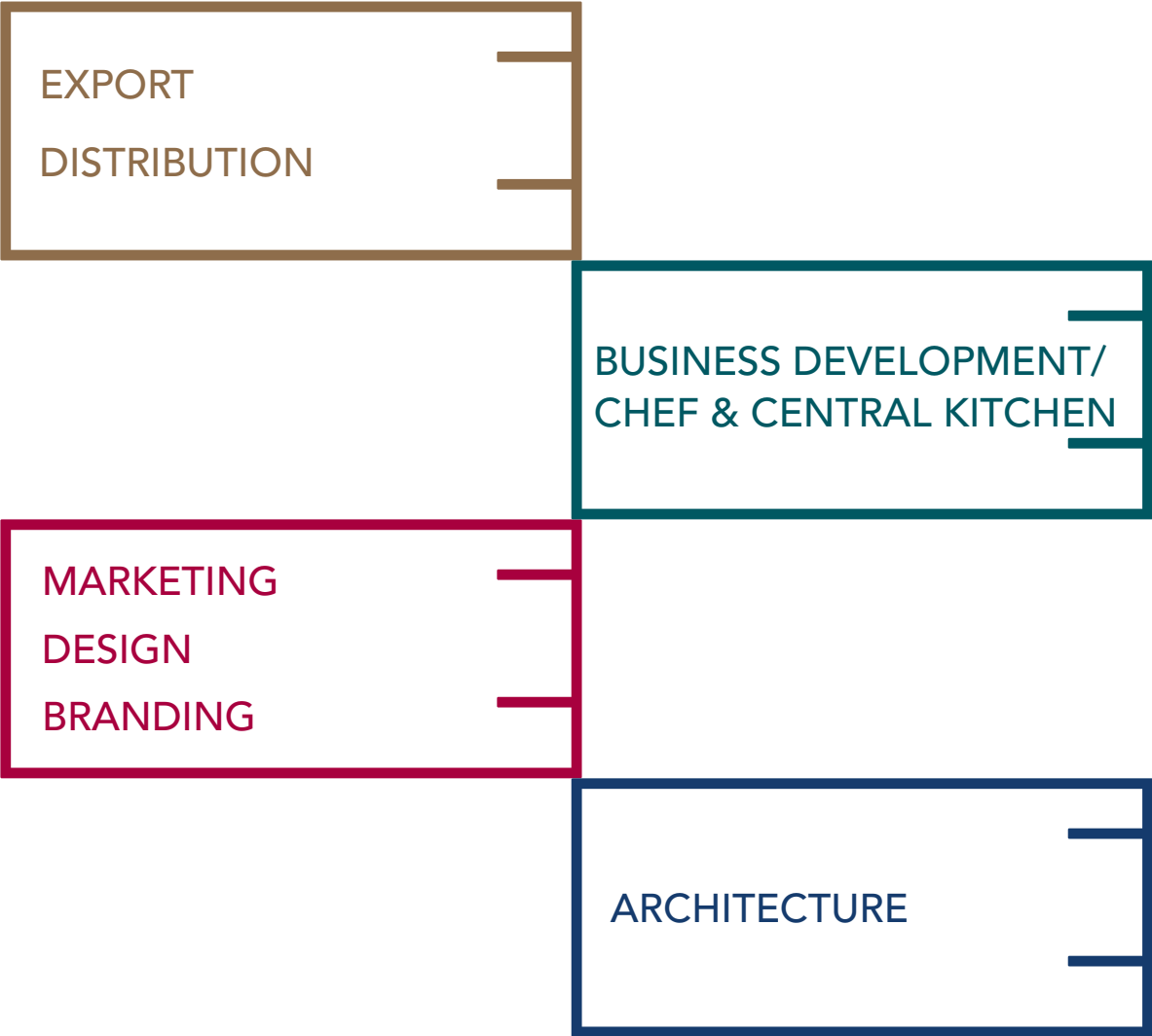
The target clientele covers all age group and social class.

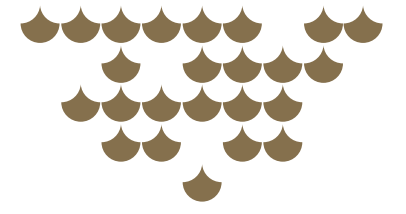


THE TEAM

what exactly do we wanna show here

Export/Distribution – Business Development/Chef & Central Kitchen – Architecture – Marketing/Design/Branding





MARKET

MALTA (Our Company Base Location/HQ)

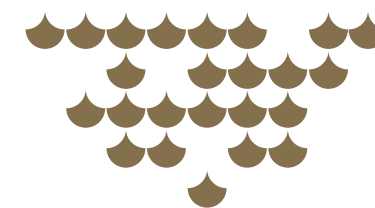
- ◆ Fastest growing market within the EU
- ◆ Multicultural environment and high tourist influx from all over the EU
- ◆ Easy to operate distribution / logistic center
- ◆ The segmentation of the market is clear
 - easily identifiable and distinguishable market areas
- ◆ More than ten years of local knowledge of the country

EUROPE (Our Franchising Territory)

- ◆ Well known territory for Spanish cuisine
- ◆ Easy and fast logistics
- ◆ Extensive business experience within the EU







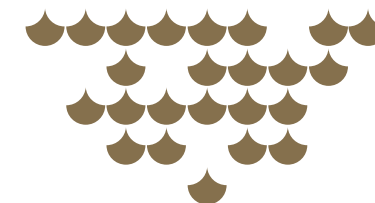
WHY INVEST IN TAPEA

BUSINESS MODEL

The unique combination of retail and operating restaurants, combined with our extensive network of trustworthy and successful partners offers business stability. The centralized preparation and distribution system together with 'easy-to-run' operation allows the franchisee to grow at a very fast rate and recover the initial investment.

MILESTONES IN THE PAST + FUTURE

- December -2017: pre-opening of TAPEA Market Malta
- March -2019: International debut of the brand at IFE London.
- June -2019: Opening TAPEA St Julians, Malta



INNOVATION

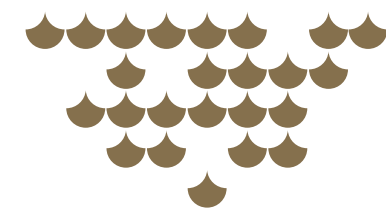
At all TAPEA tradition meets with modernity and fresh ideas. Our very well known Executive Chef constantly searching for ways of this combination of respect and understanding of the real Spanish kitchen and the fresh, trendy ingredients. These novelties are all shared with our franchisees in order to always create expectation and interest in all of TAPEA outlets.

BUSINESS ADVANTAGES

The operation of TAPEA is basically auto-sufficient, where the central kitchen provides the majority of ingredients and raw material; pre-packed, freeze and delivered to the outlets, therefore the quality will be monitored constantly. The operation does not require a highly paid Head Chef and other specialty chefs = minimum labor cost. Using our existing system of control, the franchisee will be able to understand the flow of business, to identify occurring problems in the operation without having previous catering business experience. Our support system will guide the franchisee through the opening procedures and will offer a constant support afterwards, moreover will execute regular audits and inspections in order to maintain the established quality and also to help growing in business.

★ Meet our world famous chef, Urrechhu!





SERVICES FOR FRANCHISEES

TAPEA takes great care of itsinvestors and future franchisees. Our goal is to grow and achieve business success TOGETHER !!.

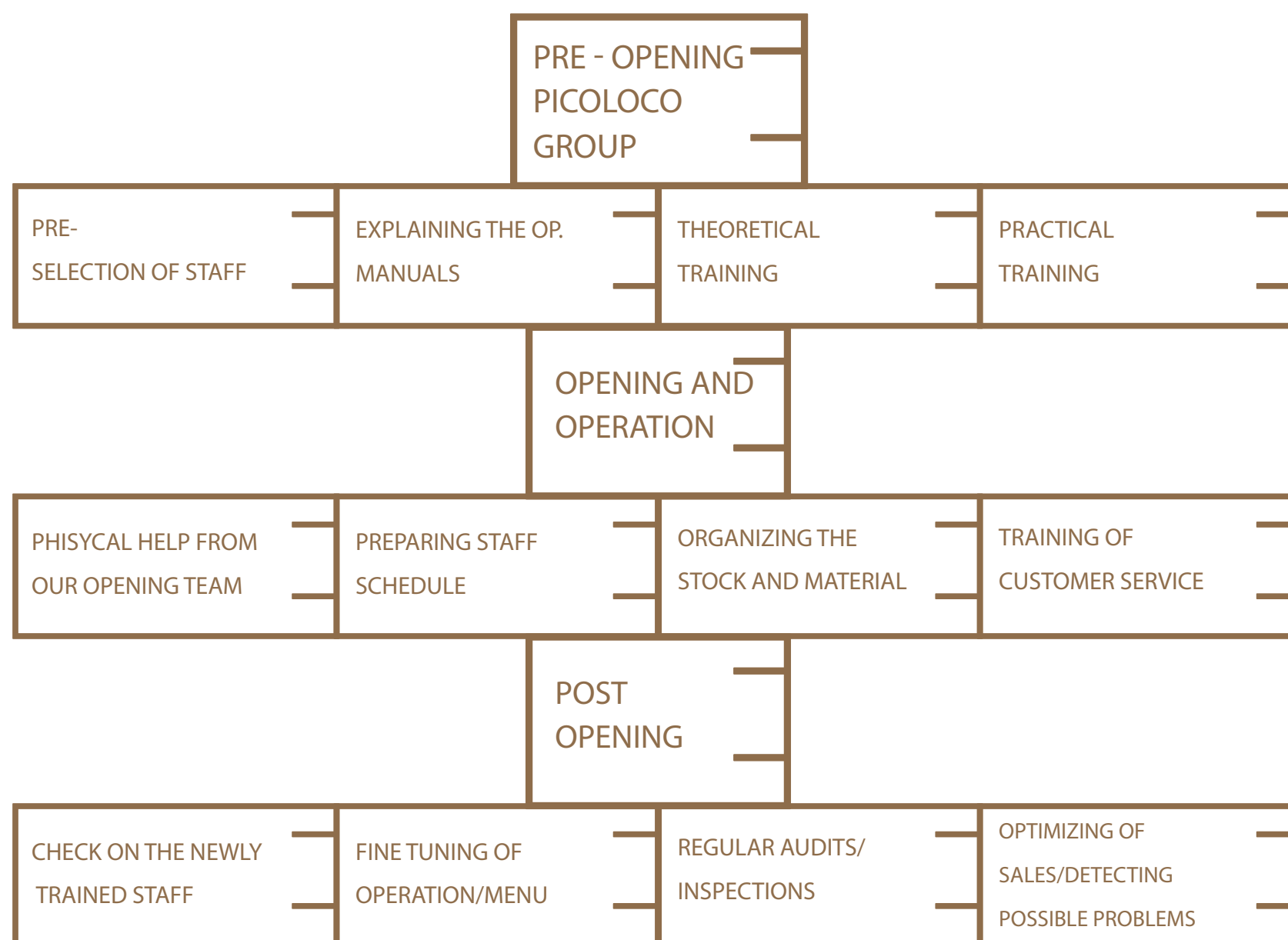
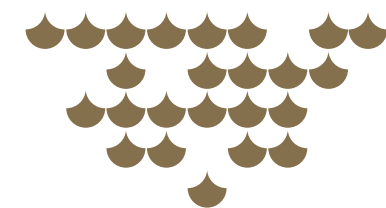
Selection of location, design and construction:list of basic equipment, plans for interior design, providing all list of necessary materials, architectural service, business projection based on local specifications, competition and footfall + dining habits

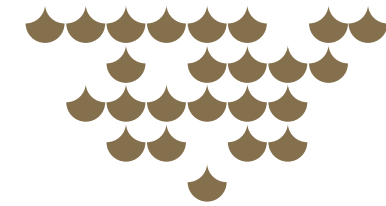
Business management, initial training of staff, including education on Spanish gastronomy and culture + operation manuals+ financial advise

Tapea offers to all franchisee a flat rate of max 25% for almost all the F&B purchases and deliveries from our extensive list of products to export.

Constant monitoring of sales and operation/audits/inspection s –to safeguard your healthy business and to maintain the brand name

Marketing consultation –TAPEA has a considerable marketing background and a well developed team, which can offer services to franchisees





BASIC CONDITIONS

Our company selects possible investors with great care. We do not want that you enter into an enterprise you cannot maintain. TAPEA in its core represents successful business. We carefully study each applicant and we are able to personalize some of the conditions, however we have some basics our investors must meet.



Size: 30-250sqm



Minimum Available capital:
85,000 (EUR)



Royalty fee: 7%



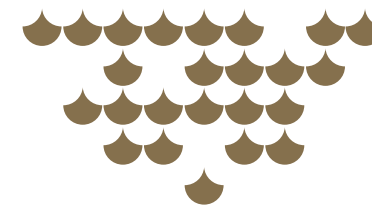
Location: Europa



Marketing fee: 2%



Flat Merchandise rate: 25%



¿WHAT'S NEXT?

If you are interested and you share the same vision and passion towards gastronomy in general, or the Spanish cuisine in particular; if you are looking for a unique, interesting and successful investment, do not hesitate to step to the next level!.

Personal interview

TAPEA wish to know the person behind the business, therefore we wish to meet with you several times, talk in general and in detail in order to fully understand each other and what we are expecting from this relationship

Preparation of business plan/selecting possible locations

Before you can be a respected member of the TAPEA family we must make it sure that you are choosing the right place and start your journey on a right business path

Pre-contract

Before we start our –hopefully-long journey we need a security deposit in our account (as part of the initial franchise fee) and all arrangement of the arrival of our selecting/opening team

Investment plan and franchise contract

Once all the above steps are in order and the mutually beneficial business plan is agreed we can finalize the contract details and sign the franchise contract. Once the other part of the initial franchise fee is received you will be welcomed into the TAPEA family !

PASSION - INNOVATION - RESPECT





The best
T A P E A
Spanish food

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SPANISH GASTRONOMIC TRADITION

