



**FRANCHISE  
OPPORTUNITY**

#LoveThePantry f  





# CONTENTS



**P5 BUSINESS OVERVIEW**

**P7 BRAND & CONCEPT**

**P9 FRANCHISE MODEL**

**P18 FAQ & HOW TO GET STARTED TODAY**



# THE PANTRY





# OUR STORY

Family designed & built, The Pantry was established in 2016 with two key attributes in mind; delicious home-cooked food and quality service. We are extremely passionate about wholesome seasonal ingredients from local producers.

We began in Cork city and quickly proved ourselves as one the leading Café & Restaurant's delivering our aspirations of top-quality food and service. With our seasonal menu change, ensuring in season local produce is used in all our menu items we quickly got a reputation for serving consistent quality fresh food, topped with our own roasted bean smooth barista coffee, wide selection of iced drinks and hot specials, great service and of course our renowned "The Pantry Pancake Stacks".

Over the years The Pantry brand has evolved to include High Streets, Shopping Centres, Holiday Resort Towns, Containers on Quay Front Locations and Small Towns. We have now expanded across Counties; Clare, Cork, Dublin, Kilkenny, Meath, Roscommon, Waterford, Wicklow & Wexford.

As we continue to expand throughout Ireland we are actively seeking Master Franchisees for The United Kingdom.



# THE BREAKFAST STACK





# THE PANTRY CONCEPT

The Pantry serves fresh, flavour-some, seasonal, healthy hot & cold dishes from our stylish and intimate neighborhood restaurant premises. We specialise in made to order All Day Breakfast, our own roasted bean quality smooth barista coffee, healthy & wholesome lunchtime options, our renowned “The Pantry Pancake Stacks”, delicious iced drinks and homemade fresh baked treats. Whether you are dining with friends, family or work colleagues, The Pantry is the perfect choice for quality food in a great atmosphere, there’s something on the menu for everyone including our special Kid’s Menu for our little Pantry Pals.

**We have two options for any potential franchisee;**

1. **THE PANTRY** Café & Restaurant with our full dine-in menu – breakfast, lunch & in-store bakery.
2. **THE PANTRY** *Express* which is based around our in-store baking, sweet treats, hot drinks, iced coffees, frappés, milkshakes & daily specials.

As part of The Pantry Franchise Network, you will become part of a highly trained network of businesses with ongoing support from educated experts who have immeasurable experience in brand building, shopfitting, marketing, menu design, operations and franchising themselves within the hospitality industry.

With our unique brand identity & excellent franchisee support, The Pantry is well positioned for development across Ireland and the United Kingdom. We want you to discover the fantastic franchise opportunity and the potential rewards of owning and operating a franchise with The Pantry Ireland.





ICED CARAMEL LATTE

THE PANTRY

Some Like It Cold!

Some Like It Hot!

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# ONE RESTAURANT BRAND, SO MANY FORMATS



## “THE FULL PANTRY”

**Capital Required: €100,000 – €150,000 (Est.)**

Our flagship franchise serves local residential communities offering our full service kitchen - all day breakfast & lunch options with our in-store bakery, extensive drinks menu & sweet treats. This format tends to have relatively high occupancy costs (typically 1,500 – 3,500 square feet) with strong footfall figures.



## “RESTAURANT, CAFÉ & BAR CONVERSIONS”

**Capital Required: from €75,000 – €150,000 (Est.)**

The Pantry can help breathe new life into commercial kitchens that are in low or no current use. We can install Pantry units into existing restaurants, café's and bars.



## “THE PANTRY EXPRESS”

**Capital Required: from €50,000 – €75,000 (Est.)**

Our Pantry Express format is suitable for high footfall locations like transit stations (Motorway services, Airports, Train Stations) and Shopping Centres (footprint as little as 1,100 square feet). It focuses on our in-store bakery, extensive drinks menu, light bites (sandwiches, wraps), sweet treats, etc. & does not include our full service kitchen.



You can't **buy happiness** but you can **buy**  
**THE PANTRY coffee** and that's pretty close!





# THE PANTRY COFFEE

We are now proudly pouring our own medium roast with a smooth mixed blend of Brazilian, Columbian, Nicaraguan and Indonesian coffee beans.

**Roasted in Ireland**, this balanced taste features notes of caramel and sweet nectarines.

**100% Arabica Beans and Fairtrade.**



 **#LoveThePantryCoffee** f @



# RASPBERRY ICED COOLER





# SIGNATURE DRINKS

We pride ourselves on extensive research & experimentation in-house to create our Special Signature Drinks using our homemade sauces & flavours. Focus on high-gross margins. low wastage & minimal preparation. Easily replicable in UK & International Franchise Markets. Improves sales during all day parts.

## SOME LIKE IT HOT RANGE -

Includes our extensive Coffee and Tea Menu  
Seasonal Hot Drinks Specials  
Speciality Hot Chocolate with homemade sauces



## SOME LIKE IT COLD RANGE

Includes our extensive “Some Like it Iced” Flavoured Coffee & Iced Coolers

Frappés  
Smoothies  
Milkshakes



# PANCAKE DAY EVERYDAY!



 #LoveThePantry f@





# IN-STORE BAKERY & BUILD YOUR OWN

All our Fresh Bakes are produced exclusively for us in store on a daily basis. Our USP and firm favourite with our customers is our Build Your Own Waffles, Sundaes, Churros, Crêpes & Pancake Stacks - all created in store and cooked fresh to order with minimal wastage.









# SUPPORT & MARKETING

**We will provide excellent support to our franchisees before opening & ongoing continued support from our head office:**

- Friendly help and support is always available from the support team
- Full initial training in all aspects of our business
- Continued purchasing power with Irelands top suppliers
- Ongoing training for front of house staff and chefs
- Work alongside a well-established business
- Marketing and Branding expertise
- Social Media & Website Management
- Franchise operations manual
- Site acquisition assistance
- Shopfitting & store design expertise
- Staffing expertise
- Support with purchasing of equipment and stock
- Menu innovation with seasonal menu change and costings
- When you take on The Pantry Franchise your success is our success...

**We work together.**





# FREQUENTLY ASKED QUESTIONS

## **1. I've never worked in the hospitality industry before, will this be a major factor in the success of a Pantry store?**

While it would be an advantage to have experience working in the hospitality sector, it is not a requirement for success with our company. We take you along the whole process from start to finish training you on the restaurant business, health and safety training, HR training, recruitment, business costs, business percentages and give you our recipe for success in the restaurant business along with over 25 years of expertise in shopfitting, marketing and branding to ensure you are a success.

## **2. Will I have to work full time in the business and what sort of person do I need to be?**

We do prefer people who have no other business interests and are willing to devote their full time and best efforts to the day-to-day operation of the business as an on-premise owner for the first year at least. However, our franchisees come from many diverse backgrounds. We look for individuals who have;

- An interest in food
- An excellent personality
- High personal integrity with a strong desire to succeed.
- The ability to manage finances.
- A willingness to complete a training program and become proficient in all aspects of operating a Pantry Franchise.
- Financial resources
- Hard working with the ability to lead and create a great team.

### **3. Will I need to be involved in dealing with suppliers pricing and menu costings and seasonal changes on the menu?**

No, The Pantry Ireland handles all the above.

### **4. Will I require restaurant licenses?**

Yes, but we guide you through all the licenses you will need from the shopfitting aspect, haccp and more until you open your doors.

### **5. How much money can I make?**

This depends on your abilities to manage and control the business. Success depends upon several factors, including sales, location, and on how you, the franchisee, use the plan and the tools at your disposal.

### **6. How many employees do I need to employ and what are the standard business hours?**

This depends on the size and location of the shop and the volume of business; most stores to date employ 3 front of house full time and three part time person when required, along with 3 chefs full time and one part time. All our stores open 7 days per week from 8.00am to 5.30pm.

### **7. What do I do next?**

You will need to meet with us to allow both parties to get to know each other and discuss in detail any questions or queries you may have.





# CURRENT LOCATIONS

2020 saw us evolve and we are now proudly located across Nine Counties while continuously expanding across Ireland.

You will find us at the following locations;

## Clare

Unit A16, Sky Court Shopping Centre, Shannon

## Cork

Pearse House, Pearse Square, Fermoy

Merchant's Quay Shopping Centre

## Dublin

Liffey Valley Shopping Centre

Rathmines Shopping Centre

## Kilkenny

MacDonagh Shopping Centre

## Meath

High Street, Ashbourne

## Roscommon

Harrison Centre, The Square, Roscommon Town

## Waterford

City Square Shopping Centre

## Wicklow

Bridgewater Shopping Centre, Arklow

Whitethorn Centre, Kilcoole

## Wexford

Church Lane, Wexford Town

24 Rafter Street, Enniscorthy

The Container on The Quay, Wexford Town

**And the story continues....**





# HOW TO GET STARTED

## **STEP 1 THE APPLICATION PROCESS**

We will invite you to fill out The Pantry Ireland Franchise Application form detailing your previous work and business experience, funding and location requested. This will need to be returned to us for processing your suitability to join our network.

## **STEP 2 MEET AND GREET - THE PANTRY TOUR**

You will have the opportunity to meet some of The Pantry Ireland Team and have all your questions answered. We will give you a guided tour of one of The Pantry Ireland restaurants in detail and discuss your plan for a Pantry Franchise and our Franchise model.

## **STEP 3 FINANCE SUBMISSION**

We will require you to submit your financial capacity and ability to open The Pantry Ireland Franchise.

## **STEP 4 COMMITMENT**

Once we have reached an agreement between both parties, we can officially award you a Pantry Franchise. We will send you our Franchise Agreement inviting you to pay a Franchise deposit confirming the official engagement of both parties.



## **STEP 5 SITE AND FINANCING SECURED**

At this point you must ensure your financing is secured and that your Pantry location site has been approved.

## **STEP 6 FRANCHISE AGREEMENT**

Both parties sign the Franchise Agreement, making you an official The Pantry Ireland Franchisee. The balance of the initial Franchise fee is paid upon signing of the agreement.

## **STEP 7 INITIAL TRAINING AND PANTRY ORIENTATION**

We will provide a full training programme for you, your supervisors, and chefs. You will be required to carry out at least 4 weeks training in one of The Pantry Ireland Restaurants.

## **STEP 8 NEW STORE OPENING**

Our Franchise team will be with you every step of the way, from initial orientation to serving your first customer. We will train your staff and ensure they meet all Pantry requirements. Our Franchise support team will open the store with you and be with you for 7 days to ensure everything goes smoothly and you have all the support needed to have a great opening. After opening we provided you with continued support in terms of dealing with staff, suppliers, training, and seasonal menu changes.









# SAMPLE OF OUR MENU BOARDS

## Some like it hot!

COFFEE		TEA	
AMERICANO.....	£3.40	BREAKFAST TEA.....	£2.95
CAPPUCCINO.....	£3.95	SPECIALTY TEA.....	£2.95
FLAT WHITE.....	£3.70		
LATTE.....	£3.95		
MOCHA.....	£3.95		
CHAI LATTE.....	£3.95		
ESPRESSO.....	£2.85		
HOT CHOCOLATE.....	£4.65		
ICED COFFEE.....	£4.95		
FLAVOURED SHOT/SYRUP	£0.60		
<small>Vanilla or Raspberry or Caramel or Honeycomb or</small>			
CREAM.....	£0.60		
NON-DAIRY MILK.....	£0.60		
<small>Almond or Coconut or Soy or 4-Steps or</small>			

### ENJOY OUR SIGNATURE HOT CHOCOLATE

Hot Chocolate doesn't get much better than this!

Delicious Cadbury chocolate blended with our homemade sauce of your choice, topped with our dreamy whipped cream & creamy chocolate drizzle.

Choose your favourite from one of the following:

### Heat up with one of our Delicious Specials!

<p>MAPLE CRUNCH LATTE</p>	<p>CARAMEL CAPPUCCINO</p>	<p>WHITE HOT CHOCOLATE</p>	<p>CHOC COOKIE LATTE</p>
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## CHURROS

BRINGING A LITTLE BIT OF SPAIN TO HOME!

Our homemade Spanish delights are made fresh to order & coated in Cinnamon sugar. Served with choice of sauce & topped with Irish made vanilla ice-cream & our freshly whipped cream.

CHOOSE YOUR FAVOURITE TOPPINGS TO ADD TO YOUR FRESHLY MADE CRÊPE

Our homemade French Crêpe are made fresh to order. Served with choice of sauce and topped with Irish made vanilla ice-cream and freshly whipped cream.

### BUILD YOUR OWN WAFFLE!

CHOOSE YOUR 3 FAVOURITE TOPPINGS TO ADD YOUR FROSTED WAFFLE

CHOOSE YOUR SAUCEY

- Caramel Sauce
- Double Sauce
- Maple Sauce
- Fava Beans
- Nutella Drizzle
- Strawberry Sauce

TOPPED WITH IRISH MADE VANILLA ICE-CREAM & OUR FRESHLY WHIPPED CREAM.

## SUNDAES!

CHOOSE YOUR FAVOURITE...

OR BUILD YOUR OWN

Irish made vanilla ice-cream with your 3 favourite toppings & sauce of your choice!

THE PANTRY PRESENTS

## Some like it iced!

Now Infused with Popping Boba

<p>WHITE CHOC LATTE</p>	<p>FERRERO LATTE</p>	<p>mango passion</p>	<p>summer breeze</p>
<p>KINDER LATTE</p>	<p>CARAMEL LATTE</p>	<p>raspberry twist</p>	<p>peachy perfect</p>
<p>HAZELNUT LATTE</p>		<p>sparkling watermelon</p>	



# SAMPLE OF OUR SOCIAL MEDIA





# IRISH FRANCHISE AWARD WINNERS



**Best Emerging Franchise  
of the Year**

**WINNER 2023**



**Food & Beverage Franchise  
of the Year**

**RUNNER-UP 2023**





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