

SWENSEN'S®

International
Franchising
with
Swensen's



*2,000+ outlets and 32K+ employees, 20+ countries
#1 Western casual dining in Thailand*



*US\$640+ million of sales and US\$107+ million in EBITDA
15% Revenue and 9% NPAT 5 year growth rate*

Minor Food at a glance

- As an innovator in the food industry, we are passionate in delivering good food and good service to our customers, and developing our brands into market leaders.
- Today we proudly operate major food retail brands globally. We are continuously driven to grow our business and have never looked back.

The SWENSEN'S story

America's Favorite Ice Cream Since 1948

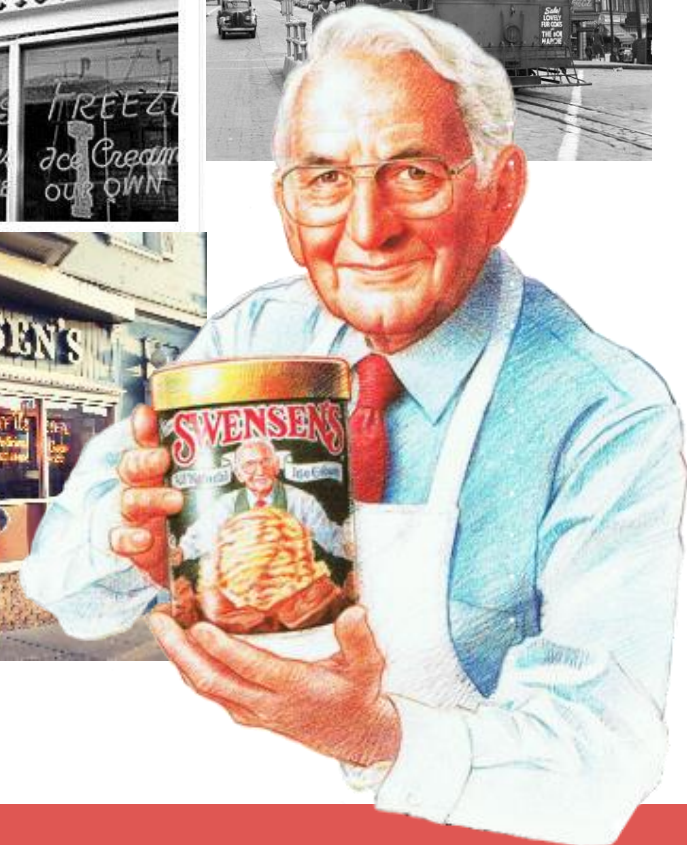
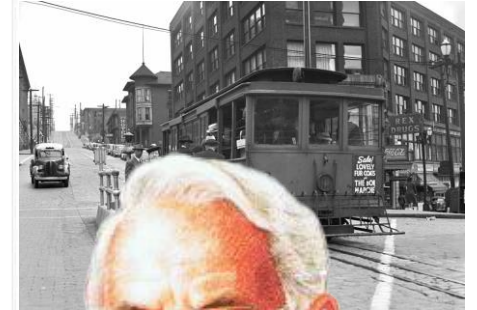
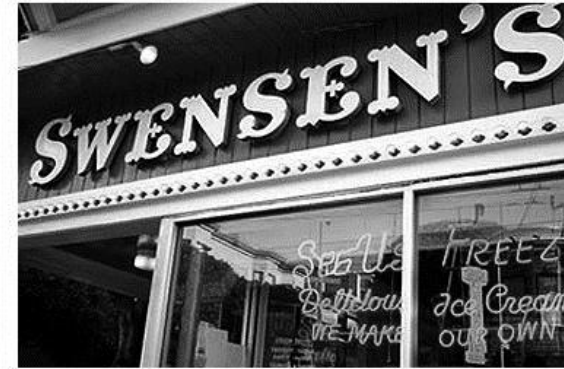
The first Swensen's Ice Cream Store opened at the corner of Union & Hyde in San Francisco in 1948, and a new American Icon was born.

Founder Earle Swensen knew he could succeed if he gave his customers three things... quality, quantity, and value for their money. His recipes called for using only the finest ingredients and exacting ice cream making techniques.

By good old fashioned trial and error, Earle Swensen developed a perfect blend to ensure that Swensen's customers would get the maximum taste from each and every flavor.

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Swensen's Around The World

In 1986, Minor Food took on the franchise for Swensen's, and developed it into Thailand's largest premium ice cream brand.

Under Minor Food's direction, the Swensen's brand has evolved from simple scoops to a variety of sundaes, and today it provides consumers all over Asia with an ice cream experience no other brand can provide.

Minor Food acquired the master franchise rights to 32 countries across the Middle East and Asia, with the first launch of the international franchise in 2004.



Why Swensen's ?

- The Minor Food Group has been responsible for the development and success of Swensen's in Thailand for the past 30 years.
- Today, Swensen's has more than 300 ice cream shops in Thailand and more than 75% share of the premium ice cream market in Thailand.
- Under our direction, the Swensen's brand has evolved over time from simple scoops to sundaes and more. Today it provides consumers all over Asia and the middle east with an experience no other ice cream brand can provide.



MINOR FOOD'S Footprint

Restaurant Outlets in **27** Countries

- Thailand
- Australia
- Bahrain
- Cambodia
- Canada
- China
- Indonesia
- Jordan
- Kuwait
- Laos
- Lebanon
- Malaysia
- Maldives
- Myanmar
- New Zealand
- Oman
- Pakistan
- Poland
- Qatar
- Romania
- Saudi
- Seychelles
- Singapore
- Slovakia
- UAE
- UK
- Vietnam



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A Dine-In Experience: While most ice cream brands are primarily focused on serving scoops in a take-away format, Swensen's provides a unique, fun, dine –in experience where customers enjoy ice cream sundaes while sitting in the unique Swensen's store environment.

Specializing in Sundaes: Any international ice cream brand can sell scoops but few can sell ice cream sundaes like Swensen's. While scoops are available, Swensen's customers prefer our sundaes. Over the years, we have developed sundaes that are know worldwide by providing our customers with the most satisfaction via our unique signature, "The Ultimate Sundae Experience"



4 Designs

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Store Design Classifications



Iconic



Tourist



Classic



Basic

Swensen's store design offers a range of identity and ambience - Iconic, Tourist, Classic and Basic – to suit locations and client profile. The Iconic design is for more up-market locations. The Tourist design for more international markets. The Classic design targets leading malls or commercial district sites. The Basic design is suitable for smaller malls and suburban locations.

Supporting Our Franchisees

Having owned, operated and franchised hundreds of quick service and fast casual restaurant brands for more than 35 years, we have developed easy-to-use franchise operating systems that support the growth and development of the Swensen's brand and ultimately the success of our franchisees.

We know what it takes to help new franchisees quickly achieve their goals. Our own Swensen's proprietary technologies and training programs are applied worldwide to support the quality, consistency and success of the restaurants.

From business planning and site selection to equipment sourcing and training to marketing and operating, the Swensen's international franchise team provide the support and assistance franchisees need to quickly start and manage a restaurant business to world class standards.

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Innovation

빙ซู ช็อคโก บานาน่า Choco Banana



- The key to lasting success is keeping up with the times.
- Over the years Swensen's has recognized that the world is changing, but we felt that shouldn't have to mean sacrificing the fun of eating Swensen's Ice Cream.
- So we developed a whole line of innovative products that still give our customers all the delicious taste they've come to expect at Swensen's.



Innovation



dtac reward **รับส่วนลด 50%**
สำหรับบิวตี้ฟูลชินเด เมนูที่ร่วมรายการ



Operation Excellence & Training Support

- One of the most important aspects of the hospitality industry is the recruitment and training of staff. Employees are your most valuable asset. Those with the right personality and attitude contribute to a positive dining experience for the customer and create brand awareness through word of mouth. For these reasons, we place tremendous emphasis on the training and motivation of your staff.
- Our Training Team will train you and your staff in food preparation, equipment operation, and store administration. HR management training includes people management, recruitment, conflict resolution, consumer relations, team building and time management.
- Our team is available prior to and after your restaurant opening, making sure processes are implemented and adhered to. Ongoing training and support is given throughout your time as a franchisee, with our International Franchise team consistently checking in for progress and helping to resolve any issues you may have.





Being a Franchisee

Minor Food is the recipient of various international franchise awards, with The Pizza Company awarded the *International Franchisor of the Year Award* by the Franchising Licensing Association of Singapore.

Our proven international franchise system not only provides franchisees with the initial set-up and on-going support, but is also designed to ensure the business is a profitable one.

As a franchisee of Swensen's you will have access to the expertise of our International Franchise team in all aspects of your business, such as; management, operations, training, marketing, supply chain, R&D, and QA.

For more information on partnering with Minor Food, please contact the Minor Food International Franchise department:



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