

# Floozie

Stuffed Cookies





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## Contents

P3 - Welcome

P4 - The story so far

P6 - What makes us unique?

P7 - Our customers

P8 - Our brand

P9 - Why us?

P11 - Our cookies

P12 - Floozie support

P13 - How we make it great

P14 - Funding

P15 - Store fit out & equipment

P16 - Marketing strategy

P17 - In the press

P18 - Testimonials

P19 - Where we see Floozie

P20 - The 5 year plan



# Welcome!

Welcome to the Floozie franchise family - we are rapidly expanding and would love for you to be a part of it!

The global cookie market size has an estimated value of USD 44 billion by 2025 and is growing at a rate of 5.3% per annum. Global demand for cookies is on the rise, and consumers are always looking to try unique concepts. As the UK's first and only vegan stuffed cookie brand, we believe our cookies can be enjoyed by anyone.

Over the last 10 years, the number of vegans in the UK has catapulted by 350%, with more and more people opting for plant based versions of their favorite foods. With a growing awareness around planetary sustainability, personal health benefits and the ethical treatment of animals, this figure isn't set to slow down any time soon.

At Floozie, our mission is to bake the most delicious homemade vegan stuffed cookies to be enjoyed by everyone in a fun, playful and light-hearted way, providing moments of joy with every bite.



# The story so far...

## Our Founder & Creator

Chef Kimberly Lin studied culinary arts, baking, pastry, and French boulangerie, working across the UK and her hometown of Canada in institutions such as Claridge's and Dominique Ansel Bakery. As group development pastry chef for TGP International, she created Floozie Cookies during the pandemic.

*"I've always loved the simplicity of a cookie, and how it can bring such joy! I remember seeing my first cookie shop years ago and thinking what a wonderful idea it was, but never dreamt I'd have my own. For me it's all about the creating the tastiest flavors. We make everything from scratch and combine the freshest ingredients to create the most delicious tasting cookies, and we have a lot of fun doing it. "*

*Kimberly Lin*



## The Concept

Floozie Cookies is a delicious stuffed cookie concept by pastry chef Kimberly Lin. All of the cookies are handmade & 100% vegan, with popular flavors such as Pecan Pie, Cinnamon Crunch and PB&J - a gluten free peanut butter cookie that contains homemade raspberry jam. Each month Chef Kimberly also creates a limited edition seasonal special.

We opened our first store in Covent Garden during the pandemic and have since expanded to Dubai & more recently had a pop up at Harrods, London. Despite only opening in December 2020, we've been overwhelmed by the response, and have seen tremendous growth with shops planned across the rest of the GCC and the USA, and nationwide delivery now available in the UK. We've also expanded our range to 7 cookies plus an exciting monthly special, along with a range of ice cream sundaes.



## What makes us unique?

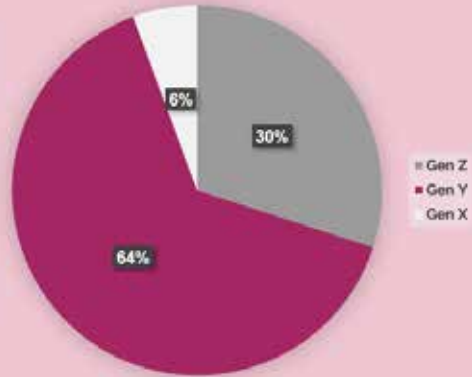


- The UK's only stuffed cookie brand
- All cookies baked fresh daily
- Handmade by Chef Kimberly Lin
- 100% vegan company
- Seasonal menus and monthly specials

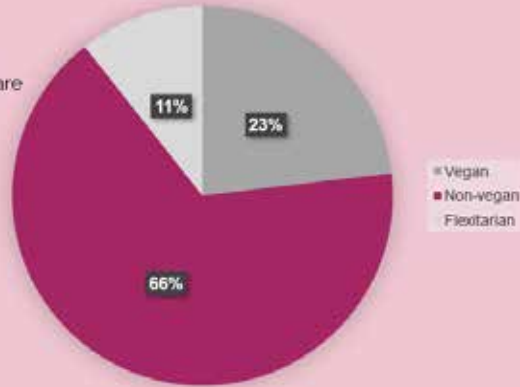


# Our customers

- 64% of Floozie's customers are Generation Y, who were born between 1981 and 1996 (from 25 to 40 years old)
- 30% are Generation Z, who were born between 1997-2012 (from 9 to 24 years old)
- Only 6% are Generation X, who were born from 1965 to 1980 (from 41 to 56 years old)



- Most of Floozie's customers are non-vegan, accounting for 66%
- 23% are vegan
- 11% are flexitarian



- **59.20%** of customers are animal lovers and have a pet
- **56%** of customers love to travel and experience new space
- **32%** of customers are gym bunnies and have a healthy diet



# Our brand

**Our Mission:** *To bake the most delicious homemade vegan stuffed cookies to be enjoyed by everyone in a fun, playful and light-hearted way, providing moments of joy with every bite*

## Our Values:

**FEEL-GOOD** - our cookies are made for moments of joy

**PLAYFUL** – we like to play around with exciting new flavors

**EXCEPTIONAL** – best in market and baked to perfection

**INCLUSIVE** – our cookies are baked for all to enjoy

**PERSONAL** – hand baked by Chef Kimberly





## Why us?



Our brand stands for high quality, high flavor, instagrammable vegan stuffed cookies that are freshly prepared by highly trained chefs in a central kitchen on a daily basis and shipped out to our locations to be freshly baked direct for the customer, ensuring we provide our customers with the freshest cookies possible.

Our brand design is easily recognizable, attractive, and modern.

**GREAT FOOD DELIVERED** • Our focus is on delivering great cookies at the best prices either direct to the customer or the comfort of your own home.

**MAKE IT FRESH** • We believe our freshly made vegan stuffed cookies are the best you can get, and this is what differentiates us from our competitors.

**CONSTANTLY INNOVATE** • We are creative with our marketing and NPD that we bring to the business, meaning we generate more loyal customers

**MENU CHOICE** • Our menu has been carefully developed. Alongside our fresh cookies we also have a complimentary range of coffee, hot chocolates, ice cream sundaes and milkshakes that are a favorite for our customers.

**SIMPLICITY IS KEY** • We strive to make it as simple as we can for our customers and our store teams.

**OUR CULTURE** • Our teams are the center of everything we do. Having fun as we make our food is incredibly important and this comes across to our customers.



# Our summer menu



# Our winter menu



# Our cookies



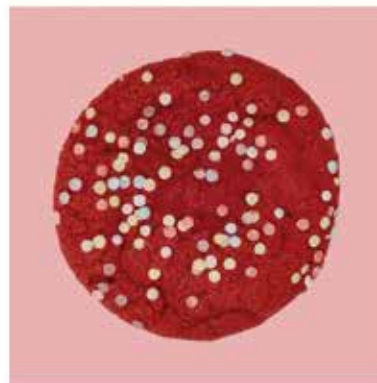
Cinnamon Crunch

\$3.50



Chocolate Chunk

\$3.50



Celebration Cookie

\$3.50



Pecan Pie

\$3.50



Peanut Butter & Jam

\$3.50



Triple Chocolate

\$3.50



Blackforest Cookie

\$3.50



Chocolate Peppermint Cookie

\$3.50

# Floozie launch support

## Initial Setup

We will help manage the process of opening. We can assist in site selection through a partner agent, and our investment company Gamechangers Investments, and sister company TGP International has an experienced team that can help to:

- Identify suitable premises.
- Assist in negotiating a lease.
- Plan the fit out and preparation of the premises.
- Fit out the premises.
- Organise and coordinate initial marketing.
- Undertake training of you and your staff.
- Ordering of stock.

# Ongoing support

Once you have been introduced to the concept of Floozie Stuffed Cookies, you will be onboarded with a training manager. They will ensure that you and the team are trained and up to speed on all software.

We will also provide training for the front of house staff, giving them the required skills they need to do their job to the best of their ability. This training will cover customer service, health and safety, and how to ensure all our menu items are consistently made to the highest standard.



# How we make it great



Our menu has been carefully developed with our customers at the heart of its development. Alongside our fresh cookies, we also have a complimentary range of coffee and shakes that are a favorite for our customers.



Planday is a labor management tool that enables you to schedule, keep track of cost and communicate with your team in one place.



Tenzo allows you to easily control and track orders.



MarketMan allows you to control inventory suppliers and back office operations.



LightSpeed is an all-in-one cloud ePOS system.



Shopify is a cloud-based commerce platform where you can manage products, inventory, payments, and shipping.

# Funding your store

The Initial Franchise Fee is \$35,000 with additional locations negotiable.

Like any new business, there will be set up costs that you are expected to cover in addition to the Franchise Fee. These costs include costs to setup the premises from where you will operate and the purchase of initial stock etc. You will need to cover your own set-up costs and ensure that you have the sufficient working capital and funds to cover your costs in the first weeks of you starting as a Floozie Cookies franchisee. We help you with all the necessary start-up equipment, training, and materials you need.

When any new prospective franchisee considers starting a new business, they will need to think how they are going to finance the project. As part of your consideration, we want to highlight that there are 3 ways:

1. Personal Investment
2. Bank Funding
3. Lease Finance



# Store launch: fit out & equipment

The level of investment for the initial launch including the store fit out and equipment and pre-opex roughly falls between

**\$195,000 - \$464,000 for a single unit**

**\$330,000 - \$899,000 for multi-unit development**

This is variable depending on the size and location of your premises and the level of refurbishment required.

Our franchise model is based on minimizing overhead expenses, including property costs.

We've partnered with CBRE to work closely with you to find the right store location.



# Marketing strategy

**Launch Campaign** - All new openings will be supported with a launch campaign, including the creation of new social media pages, featuring on the Floozie website, in-store activations and influencer campaigns.

**PR** - To support the opening of each store, a press release will be issued to local press to ensure maximum coverage and exposure.

**Online** - We believe in growing the Floozie Family and bringing a sense of community to the brand via our social platforms. We post daily to Instagram and TikTok, and all campaigns are designed to reach our target demographic.

**Menu** - We have 7 permanent cookies on our menu, alongside a changing monthly special created by founder Kimberly Lin. We serve a range of speciality vegan hot and cold drinks and we will also be launching annual limited edition hero products.

**New Product Development** - Flavors are developed specifically for each region. Retail products will be available to all franchisees along with collateral to promote prior to launch.



@flooziecookies



flooziecookies.com



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## In the press

SHEERLUXE

Business  
**Leader**  
INSPIRE • INFORM • CONNECT

**GQ**

THE  
**Capturist**

**VOGUE**

**Yours**

*Red*

“As cookie connoisseurs, we know a thing or two when it comes to the crunch. The brainchild of renowned pastry chef Kimberly Lin, Floozie’s delicious stuffed cookies hit the spot, with their soft-centered, gooey plant-based goodness. Vegan yet sickeningly sweet, they’re available in an array of unique flavors such as cinnamon crunch and peanut butter & jelly. Alas, you’re guaranteed to get caught raiding this cookie jar.” - *GQ Magazine*

“We don’t know anyone that wouldn’t be thrilled to have a box of Floozie Cookies delivered straight to their door.” - *Red*

“Having had a few cookie deliveries previously and not being particularly impressed, I absolutely loved Floozie Cookies. There’s a great range of flavors, they’re a really generous size and they taste amazing!” - *Yours*



## Google reviews ★★★★★

*"Delicious! Not just 'great for a vegan cookie', but the best cookie I've purchased anywhere."*

*"I recommend this place unreservedly. I didn't expect vegan cookies to be so tasty. I couldn't tell any differences between these & classic cookies at all."*

*"Tasted these in Covent Garden. No way can you tell they are vegan. Got home and ordered some more they were that good!"*

*"What delicious cookies! They are very fresh & tasty, with lots of filling!"*

*"Amazing cookies - loved how chunky they are and such uniqueness to them!"*

# Where we see Floozie

Malls

City Centers

Tourist Locations



# 5 Year Forecast





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Minnesota File Number : 10055

# Floozie

**Stuffed Cookies**

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