

Floozie

Stuffed Cookies





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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 favourite 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 flavours. 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. "

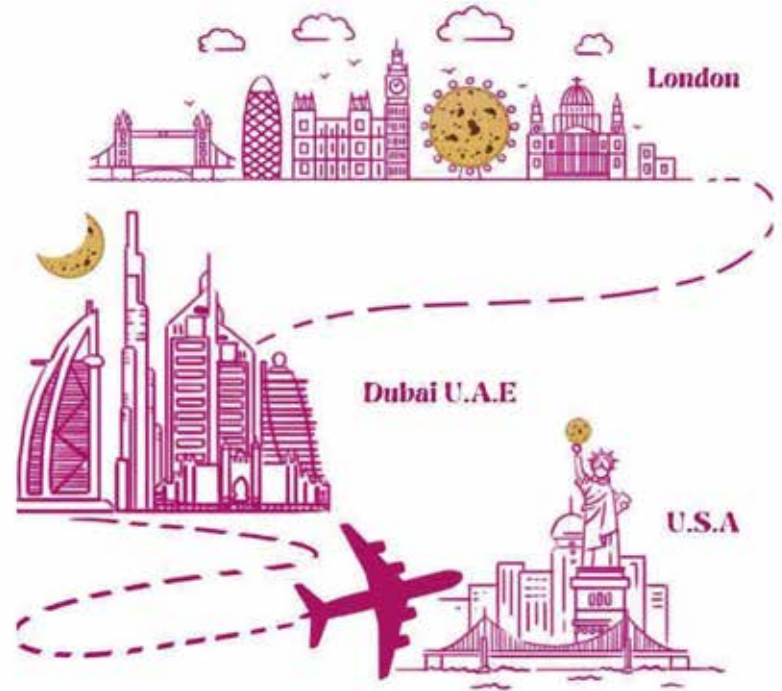
Kimberly Lin



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 flavours 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?

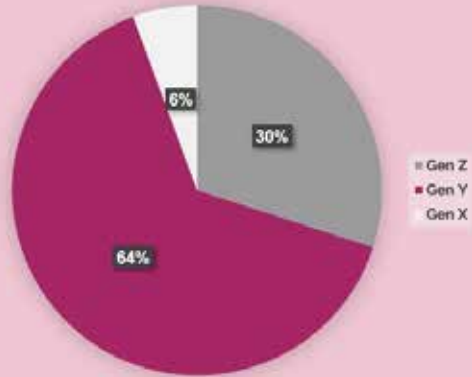


- The UK's only Stuffed Cookie brand
- All cookies baked fresh daily
- Handmade by Chef Kimberly Lin
- 100% vegan company
- Seasonal menus and monthly specials

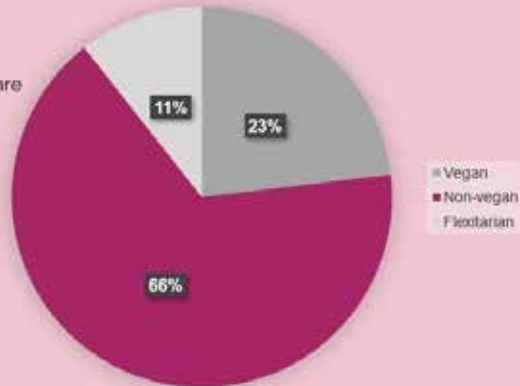


Our customers

- 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 flavours

EXCEPTIONAL • best in market and baked to perfection

INCLUSIVE • our cookies are baked for all to enjoy

PERSONAL • lovingly created by Chef Kimberly Lin



Why us?



Our brand stands for high quality, high flavour, 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 recognisable, 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 complimentary range of coffee, hot chocolates, ice cream sundaes and milkshakes that are a favourite 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 centre of everything we do. Having fun as we make our food is incredibly important and this comes across to our customers.

Summer menu



Winter menu



Our cookies



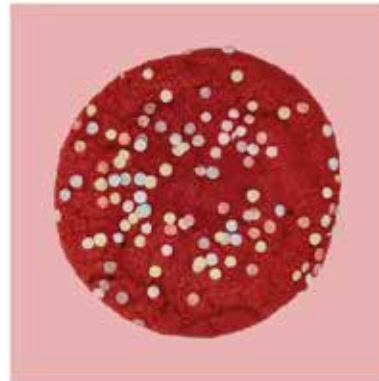
Cinnamon Crunch

£3.50



Chocolate Chunk

£3.50



Celebration Cookie

£3.50



Pecan Pie

£3.50



Peanut Butter & Jam

£3.50



Triple Chocolate

£3.50



Blockforest 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



Planday is a labour 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.



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

Funding your store

The Initial Franchise Fee is £20,000 with additional location 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 three ways:

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

We recommend having 50% of the total project available at the time of applying for loans and starting.



Funding example



If the total project cost was £100,000 the franchisee would need £30,000 of liquid funds.

The equipment needed would be leased for £40,000. The franchisee would then go to the bank and ask them to provide a loan excluding the lease amount up to 50% of the project so in turn lending £30,000.

The franchisee would then have £100,000 available to them for the project.

Lease Finance would be used to finance certain assets.

Equipment is classed as an asset so the total cost of the kitchen equipment can be financed via this method. This will reduce the upfront cost in return for a monthly lease payment

We also offer a HSBC partnership for potential franchisees



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

£35,000 - £75,000 for a kiosk

£150,000 - £175,000 for a flagship store

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.



Key business figures

All figures are illustrative only and must not be regarded as a representation by us of the future financial performance of your business.

Sales have been modelled based on the following assumptions:

The franchise has 3 different types of sales -

Online	Received through the company's website.	These sales are 5% of overall sales and will use the Franchise's own delivery drivers.
Direct	Received at the company's physical store.	These sales are 70% of overall sales and have no additional delivery cost.
Third party	Received from third party vendors (Deliveroo/ Just Eat etc).	These sales are 25% of overall sales and are subject to various commission rates.

Floozie flagship store

Average monthly revenues	£60,000 - £75,000
Food Vs Beverage split	78% food/22% Bev
Average F&B cost	14-16% incl. packaging
Staff cost	20% - 25%

Floozie kiosk

Average monthly revenues	£30,000 - £35,000
Food Vs Beverage split	70% food/30% Bev
Average F&B cost	14-16% incl. packaging
Staff cost	20%

When the shop reaches £20,000 of sales per week, the staffing structure would remain the same due to the simplicity of the product and service style, unless additional delivery orders are expected or in store capacity increases.



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 • Flavours are developed specifically for each region. Retail products will be available to all franchisees along with collateral to promote prior to launch.



@floozicookies



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@floozicookies

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-centred, gooey plant- based goodness. Vegan yet sickeningly sweet, they’re available in an array of unique flavours such as cinnamon crunch and peanut butter & jam. 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 flavours, they’re a really generous size and they taste amazing!” - [Yours](#)



Google reviews



“What delicious cookies! They are very fresh & tasty, with lots of filling!”

“Amazing cookies - loved how chunky they are and such uniqueness to them!”

“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!”

Where we see Floozie

Malls



City Centres



Tourist Locations



Floozie

Stuffed Cookies

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