

# BECOME A SWEET PARIS FRANCHISEE



*Join The Dream-Team!*

**NAME:** SWEET PARIS CRÊPERIE  
**DATE OF BIRTH:** 2012  
**PLACE OF BIRTH:** HOUSTON, TX  
**SPECIALTY:** SWEET & SAVORY CRÊPES  
**MISSION:** REVIVE THE ART OF EATING CRÊPES  
**CURRENT LOCATIONS:** ELEVEN  
**COMING SOON:** NINE (MIAMI, DALLAS & OKLAHOMA)

## WHO OUI ARE

SWEET PARIS CRÊPERIE & CAFÉ IS A SWEET AND SAVORY PARISIAN CAFÉ, FOUNDED IN HOUSTON IN 2012. THE FOUNDERS MADE IT THEIR MISSION TO REVIVE THE ART OF EATING CRÊPES AND BELIEVE THAT SUCCESS HAS COME FROM PROVIDING GUESTS WITH AN ASPIRATIONAL DINING EXPERIENCE CONSISTING OF A DISTINCTIVE MENU FILLED WITH TASTY, MADE-FROM-SCRATCH ITEMS SERVED IN A SOPHISTICATED & STYLISH ENVIRONMENT.

SINCE 2012, SWEET PARIS HAS DEVELOPED A DEVOTED FOLLOWING WITH ITS SINGULAR BLEND OF FUN, CHIC, AND TRÈS MAGNIFIQUE CUISINE AND ATMOSPHERE. BY PUTTING THE FOCUS ON A UNIQUE BUT VERSATILE PRODUCT. SWEET PARIS HAS CULTIVATED SOMETHING RARE AND VALUABLE, GROWING A SUCCESSFUL RESTAURANT INTO A FULL-ON LIFESTYLE BRAND.



# SO MUCH MORE THAN SWEET..

A CURATED MENU OF SWEET PARIS

VEGAN, GLUTEN &  
DAIRY FREE OPTIONS

WAFFLES, SALADS, PANINIS & SOUPS

CRÊPES COOKED ON AN  
AUTHENTIC FRENCH CRÊPE  
GRIDDLE THAT COOKS  
CRÊPES IN 1.5 MINUTES  
FROM START TO FINISH

ALL SAUCES, CRÊPE BATTERS,  
WAFFLE BATTER, VINAIGRETTE  
AND PESTO ARE HOMEMADE  
FROM SCRATCH

OUR MENU OF SWEET AND SAVORY DISHES WAS CURATED IN COLLABORATION  
WITH CULINARY EXPERTS OF A MAJOR HOSPITALITY BRAND.

CRÊPES CAN BE ENJOYED  
FOR BREAKFAST, BRUNCH,  
LUNCH, SNACK TIME,  
DINNER OR DESSERT

*Sweet and Savory Dishes*



# TO PAIR?

EVERYONE HAS THEIR OWN FAVORITES WHEN IT COMES TO COMPLIMENTING THEIR MEAL, WHETHER IT'S A BOLD GLASS OF RED, FROSTY GLASS OF FROZEN MIMOSA, REFRESHING GLASS OF A FRENCH RIVIERA COCKTAIL, ICE-COLD BEER, DECADENT MILKSHAKE, WARM NUTELLA® LATTE (ADD THE MARSHMALLOWS!), OR COFFEE AFICIONADO, AT SWEET PARIS, WE HAVE SOMETHING FOR EVERYONE!



# AT SWEET PARIS, LIFE IS FOR ENJOYING!

EVERY DAY - AND EVERY BITE - IS AN OPPORTUNITY TO SAVOR ALL THAT'S GOOD IN THE WORLD. AT SWEET PARIS WE TAKE EVERY MOMENT TO SPREAD OUR PHILOSOPHY BY MAKING BEAUTIFUL DISHES - EACH A STUNNING MASTERPIECE IN ITS OWN RIGHT - AND HAVE AS MUCH FUN CREATING THEM AS WE DO BROADCASTING THEM TO OUR FANS!





*Rice Village*

2012  
HOUSTON, TX



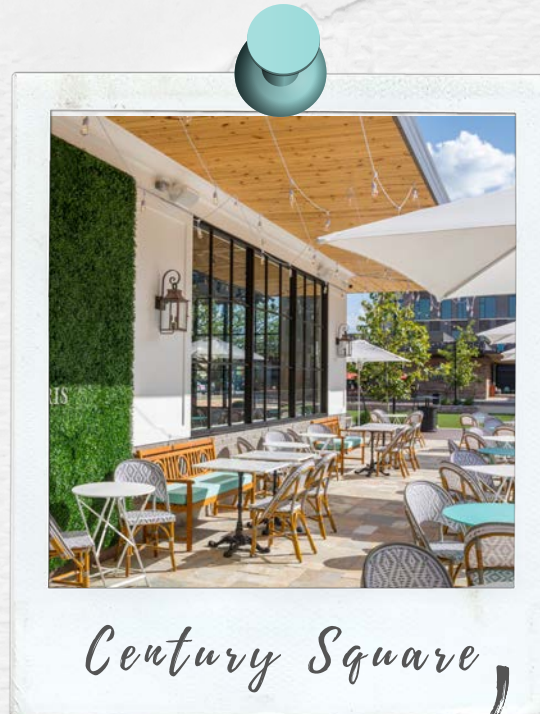
*Vidanta*

2013  
NUEVO VALLARTA, MEXICO



*CityCentre*

2015  
HOUSTON, TX



*Century Square*

2018  
COLLEGE STATION, TX



*Highland Village*

2018  
HOUSTON, TX



*La Centerra*

2018  
KATY, TX

# WE'RE GROWING FAST...



*The Shops at La Cantera*

2019  
SAN ANTONIO, TX



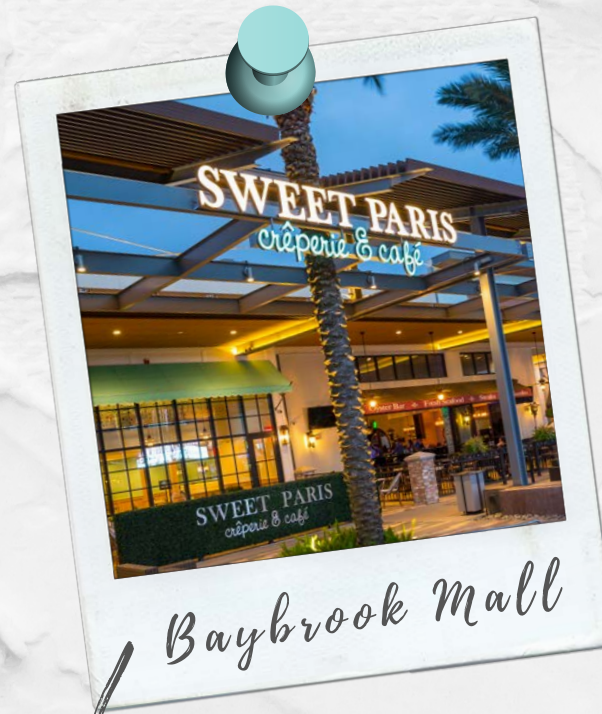
*Market Street*

2019  
THE WOODLANDS, TX



*The Domain*

2020  
AUSTIN, TX



*Baybrook Mall*

2020  
FRIENDSWOOD, TX



*Sugar Land Town Square*

2020  
SUGAR LAND, TX



*Miami + Dallas*

2022  
COMING SOON TO MIAMI & DALLAS

# Sweet News Features

**SWEET PARIS: A TEXAS-BASED CRÊPERIE, WITH 11 LOCATIONS, EXPANDING NATIONWIDE** - “ONLY IN AMERICA, COULD A GUY FROM MEXICO, IMMIGRATE TO THE UNITED STATES, STUDY AT THE UNIVERSITY OF PENNSYLVANIA’S WHARTON BUSINESS SCHOOL AND OPEN SWEET PARIS, A FRENCH CRÊPERIE IN TEXAS.” **FORBES, NOVEMBER 6, 2020.**

**HOUSTON-BASED SWEET PARIS CRÊPERIE & CAFÉ TO EXPAND TO DALLAS, MIAMI** - “SWEET PARIS WILL OPEN FOUR STORES IN MIAMI AND THREE STORES IN DALLAS, ADDING TO ITS 10 STORES IN TEXAS ALREADY.” **HOUSTON BUSINESS JOURNAL, SEP 8, 2021.**

**LOOK WHO’S FRANCHISING NOW** - “SWEET PARIS CRÊPERIE HAS A GOAL OF ENTERING MAJOR MARKETS ACROSS THE COUNTRY AND INTERNATIONALLY WITH THE HELP OF STRATEGIC PARTNERS FRANCHISING COMPANY.” **RESTAURANT HOSPITALITY, FEBRUARY 22, 2021.**



**SWEET PARIS THE FAMOUS TEXAN CRÊPERIE & CAFÉ EXPANDS TO DALLAS AND MIAMI** - “SWEET PARIS ALREADY HAS A STRONG FOOTPRINT IN TEXAS WITH 10 LOCATIONS... ‘WE ARE SO EXCITED TO TRANSPORT GUESTS IN DALLAS AND MIAMI TO OUR BEAUTIFUL AND DELICIOUS WORLD OF CRÊPES’ SAID ALLISON CHAVEZ.” **RESTAURANTNEWS.COM, SEP 7, 2021.**

**WITH NEW FRANCHISE DEALS, SWEET PARIS BRINGS CRÊPES TO DALLAS, MIAMI**- “A FAST-CASUAL, HIGH-END RESTAURANT THAT’S GROWN TO 10 LOCATIONS IN TEXAS WITH MORE ON THE WAY AS SWEET PARIS RECENTLY SIGNED AGREEMENTS IN DALLAS AND MIAMI FOR FIVE STORES.” **FRANCHISE TIMES, SEP 9, 2021.**

**FAST-CASUAL FRANCHISE BETS BIG ON CRÊPES** - “ALLISON AND IVAN CHAVEZ FOUNDED SWEET PARIS IN HOUSTON IN 2012 AND HAVE SINCE GROWN IT TO 11 LOCATIONS IN TEXAS AND MEXICO.” **QSR MAGAZINE, FEBRUARY 12, 2021.**

## SPILLING THE SWEET TEA...

# BRING A PIECE OF PARIS TO A CITY NEAR YOU

## *Site Selection Criteria*

### *SITE CRITERIA*

- HIGH-END, OPEN-AIR LIFESTYLE CENTERS
- 2,000-2,500 SQ. FT. INTERIOR WITH 300+ SQ. FT. PATIO
- ENDCAP PREFERABLE
- PATIO REQUIRED
- ZONING TO ALLOW FOR BEER AND WINE
- VERY VISIBLE STOREFRONT IN AN AREA WITH HIGH FOOT TRAFFIC
- LOCATED NEAR RETAILERS WITH A SIMILAR CUSTOMER BASE
- EXTERIOR FAÇADE TO ALLOW FOR CUSTOMIZATION WITH THE WHITE HARDY PLANK, BRICK VENEER FRENCH-STYLE WINDOWS, DOUBLE DOOR SYSTEM, AND LANTERN LIGHTING

### *TRADE AREA*

- 50,000+ HOUSEHOLDS WITHIN 3-MILE RADIUS
- 30% OF POPULATION WITHIN 3-MILE RADIUS
- 30% OF POPULATION HAS A BACHELOR'S DEGREE WITHIN 3-MILE RADIUS
- AVERAGE HOUSEHOLD INCOME OF \$115,000+ WITHIN 3-MILE RADIUS
- AVERAGE HOUSEHOLD INCOME OF \$150,000+ WITHIN 1-MILE RADIUS

### *IMMEDIATE TARGET MARKETS*

- LAS VEGAS
- SOUTHERN CALIFORNIA
- COLORADO

### *LEASE TERMS*

- 10 YEARS WITH (2) 5-YEAR OPTIONS



# WHY THE SWEET LIFE?

*Just Take a Look At Our Numbers*

OUR GROSS SALES AVERAGE FOR THE PERIOD OF JANUARY 1, 2021, TO AUGUST 31, 2021, IS \$1.164 MILLION. OUR AVERAGE NET PROFIT FOR THE SAME PERIOD IS \$292,783, WHICH IS A 25.2% AVERAGE NET PROFIT.\*

A UNIQUE MENU WITH ALL-DAY ALLURE AND AN ENGAGING BRAND HAS PRODUCED POSITIVE SAME-STORE PROFITS SINCE ITS INCEPTION IN 2012. WE HAVE NO DIRECT COMPETITORS WHILE OFFERING A DINING CONCEPT THAT'S COMPLEMENTARY TO A WIDE VARIETY OF OTHER RESTAURANTS AND RETAIL BUSINESSES.



\*THESE FIGURES REFLECT OUR FOUR AFFILIATE-OWNED SWEET PARIS CÊPERIES LOCATED IN THE GREATER HOUSTON, TEXAS, AND COLLEGE STATION, TEXAS AREAS. THE FIGURES ARE BASED ON THE GROSS SALES AND NET PROFIT OF EACH LOCATION FOR THE PERIOD OF JANUARY 1, 2021, TO AUGUST 31, 2021, AS PUBLISHED IN OUR 2021 FRANCHISE DISCLOSURE DOCUMENT (FDD), AS FOLLOWS: THE RICE VILLAGE LOCATION IN HOUSTON WITH \$1,016,710 IN GROSS SALES AND \$254,803 OR 25.06% IN NET PROFIT, THE CITY CENTRE LOCATION IN HOUSTON WITH \$1,648,723 IN GROSS SALES AND \$516,977 OR 31.36% IN NET PROFIT, THE HIGHLAND VILLAGE LOCATION IN HOUSTON WITH \$991,432 IN GROSS SALES AND \$146,081 OR 14.73% IN NET PROFIT, AND THE COLLEGE STATION LOCATION WITH \$999,204 IN GROSS SALES AND \$253,272 OR 25.35% IN NET PROFIT. TOGETHER THESE AFFILIATE-OWNED SWEET PARIS CRÊPERIES ACHIEVED THESE GROSS SALES AND NET PROFIT FIGURES. A NEW FRANCHISEE'S RESULTS MAY DIFFER FROM THE REPRESENTED PERFORMANCE. THERE IS NO ASSURANCE THAT YOU WILL DO AS WELL, AND YOU MUST ACCEPT THAT RISK. A FRANCHISE OFFERING IS MADE BY FDD ONLY.

# READY FOR THE SWEET LIFE?

*WE'RE LOOKING FOR PARTNERS WHO CAN BRING THE FOLLOWING TO THE CAFÉ TABLE:*

- FINANCIALLY QUALIFIED WITH A MINIMUM \$800,000 INVESTMENT CAPABILITY AND A MINIMUM OF \$300,000 LIQUID ASSETS PER LOCATION (MUST BE APPROVED FOR FINANCING IF APPLICABLE)
- CAN COMMIT TO AT LEAST 2 LOCATIONS IN NEW MARKETS, ONE LOCATION IN FILL-IN MARKETS
- MUST HAVE A “GUEST SERVICE” PERSONALITY AND MATCH THE SWEET PARIS APPROACH TO BUSINESS
- NO COMPETING BUSINESS INVESTMENTS WITH SALES OF WAFFLES OR CRÊPES
- MUST BE WILLING TO LOCATE WITHIN ONE OF OUR TARGET MARKETS
- MUST COMPLETE A BACKGROUND CHECK
- MINIMUM OF 5 YEARS OF MANAGEMENT EXPERIENCE WITH DEMONSTRATED ABILITY TO OPERATE A BUSINESS SUCCESSFULLY AND OVERSEE AN HOURLY WAGE TEAM
- MUST BE ABLE TO MAKE A DECISION WITHIN THE 60-90-DAY EVALUATION TIME FRAME
- MUST BE COMMITTED TO OPERATING UNDER A FRANCHISE AGREEMENT
- MUST BE A U.S. CITIZEN/GREEN CARD OR EB-5/EB-2 WITH A \$1 MILLION BOND OR LETTER OF CREDIT
- MUST SUCCESSFULLY COMPLETE THE SWEET PARIS TRAINING PROGRAM



# The Ultimate Parisian Experience...

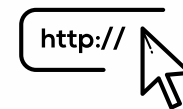
*CONTACT US OR VISIT OUR WEBSITE TO FILL OUT A FRANCHISE REQUEST FORM*



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**JOIN US IN MAKING THE WORLD A SWEETER PLACE!**