



Frida's

— AT YOURS

FRANCHISE INFORMATION PACK



ABOUT FRIDA'S

// FRIDA'S SIP N' PAINT

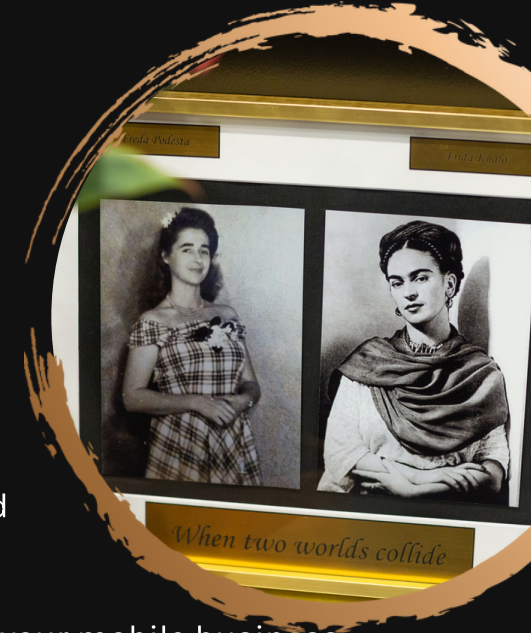
A name inspired by two very special Fridas; to encompass artist Frida Kahlo's renowned creative talent, and another Frida's love of fun and good wine: the grandmother of our founder Rebecca.

The ethos of these two influential women combined to create a memorable customer impression and a business model to get excited about. Our customers sip, paint, and mingle while our talented staff treat them as VIPs.

Frida's is about a premium product, luxe aesthetic, and sophisticated systems that make running your mobile business streamlined and cost-effective. With a nationally recognised brand and award-winning team, people know to expect a luxe and fun experience from every Frida's Sip n' Paint session.

You could create a business that buzzes, glitters, and brings people together — delivering unforgettable experiences wherever you go. Whether it's events in homes, parks, restaurants or private venues, Frida's gives you the tools to run a profitable, flexible, and hands-on business.

There's something for everyone with Frida's, and our supportive HQ team is here to help you establish and grow your mobile venture with confidence.



WHY INVEST IN A FRANCHISE?

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Buying into a franchise like Frida's is the simplest way to enter a new industry. We have spent years developing a polished, professional, and exciting business model.

Forget trial and error, we've already done that for you! Frida's HQ has:

- Sourced the best stock prices on the market for your mobile business
- Determined the most efficient ways to manage stock flow while on the go
- Navigated the platforms and systems you need to operate a successful mobile Sip n' Paint
- Access to an experienced Marketing Team who know the brand inside & out
- A nationally recognised, award-winning brand that customers trust
- An engaged audience of clients who love the Frida's mobile experience
- Beautiful, curated, and regularly updated painting designs perfect for events anywhere



And we treat every franchise as if it were our own business - here every step of the way to give franchisees confidence, share our best secrets, and ensure your business is successful.



THE INDUSTRY

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The mobile Sip n' Paint industry is growing rapidly, with customers more excited and informed about the experience than ever.

Guests love the freedom to choose their venue and the opportunity to create something unique in a social, fun environment. With clear, beginner-friendly guidance, participants are always delighted by what they can achieve!

Running a Frida's mobile Sip n' Paint business lets you bring the experience directly to your clients – from private events and corporate functions to kids' parties and social gatherings.

SIP — PAINT — CREATE

Experience-based entertainment is trending, with added benefits like low-waste practices, mental wellbeing, and educational elements that make your offering even more appealing.

Mobile Sip n' Paints offer a profitable, flexible business model with low overheads, and with Frida's support, you can deliver a premium, unforgettable experience anywhere your business goes. Contact franchising@fridas.com.au to find out more.



INCLUSIONS

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✓ TRAINING

- Dedicated Franchise Manager to train you on all Frida's processes and procedures in order for you to operate a successful Frida's business
- Staffing plan designed based on your desired operating model
- Admin and back-end training
- Best practices for running successful sip n paint events, workshops, and private bookings
- Guidance for leading classes, teaching techniques, and fostering a creative atmosphere.

✓ OPERATIONAL

- All policies, procedures and checklists to assist with the running of a successful and efficient business
- Full painting collection upfront with step-by-step guides for the artists
- Painting collection updated every 6 months
- Dedicated Franchise Manager to assist with day-to-day questions
- Scheduled follow-ups, new product training, and updates from HQ.



INCLUSIONS

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✓ MARKETING & WEB

- Creation of your businesses location landing page on the Frida's website.
- Set up your mobile location on individual social media accounts
- Receive all Frida's branded items, including promotional materials, and digital assets, to support consistent marketing and brand recognition.
- Studio email under Frida's domain & branded signature
- Marketing intake consultation meeting

✓ POST LAUNCH

- Ongoing support from Franchise Manager
- Quarterly Training Sessions
- HQ Business Development strategies shared throughout network
- Design and marketing innovations implemented across the brand



THE FRIDA'S TEAM

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You will be supported by a young, professional, and energetic team from Frida's HQ. These key players have a history of success within the Frida's brand as well as their previous businesses & professions.

Rebecca Bateman - Director | Founder

Rebecca's career over the last 20 years has seen her find success and innovation within many different professional spaces. From real estate sales and retail to the creation of an international wedding planning & production company, ownership of multiple fitness studios internationally and of course, the creation of the Frida's Sip n' Paint.

Her attention to detail, fearless attitude, and ability to connect with people from all walks of life has seen herself and her businesses win multiple awards, including the 2022 Telstra Best of Business Award for Outstanding Growth in Tasmania.

Rebecca brings strong creative vision, talent for design and an eye for detail to the development of these successful businesses. As a company director and acting in the capacity of Brand Manager, Rebecca continues to play the central role in the growth of the Frida's brand, overseeing and finding innovation within Frida's business operations to best structure our model and elevate the customer experience.



THE FRIDA'S TEAM

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Lauren Masci - Artist Training Coordinator

Previously the head of Frida's Paddington team and now running her own mobile Frida's Sip n' Paint, Lauren has inside-out knowledge of how to run a mobile Sip n' Paint business and guide artists on delivering exceptional experiences.

Lauren's passion lies in making each Frida's mobile experience truly unforgettable, leaving every guest feeling like a VIP. As one of our strongest artists and biggest advocates for the Frida's brand, she always goes above and beyond to ensure franchisees succeed.



KEY INFORMATION

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- ✓ Franchise Fee only *\$8K – all the tools, training, and guidance from HQ included to launch your business.
- ✓ Equipment for launch under \$5k
- ✓ Full Franchise Support - Guidance from HQ from day one, including training, launch support, and ongoing advice.
- ✓ Franchise royalty only 12% of revenue
- ✓ Hands-On Training - Practical, mobile-specific training to run sessions, manage clients, and lead artists.
- ✓ All Frida's branded materials, social media templates, and marketing guidance to promote your mobile business.
- ✓ Nationally recognised leader in the Sip n' Paint industry
- ✓ Access to beautifully curated and regularly updated artwork for classes
- ✓ Continuous mentorship, refresher training, and advice to grow and optimise your mobile business.
- ✓ Launch in 6 weeks

*Doesn't include legal fees



TESTIMONIAL

// FRIDA'S SIP N' PAINT

Lauren Masci: Owner | Frida's Brisbane



“ I absolutely love running my offsite sip and paints with Frida’s. As an artist, it’s a fantastic way to support myself while I pursue my own art practice. With minimal overhead costs, it’s so easy to run as a business.

I’ve been working with Frida’s for nearly 5 years, starting as a casual artist in one of their studios, now training all new Frida’s artists and designing each painting collection. I always found it so rewarding running sip and paint sessions and seeing people surprise themselves with what they can create. The team at Frida’s has been so supportive throughout my career as an artist, which is why I jumped on the chance of running an offsite branch with them. With their extensive resources and support, they made it so easy to start running mobile sip and paints.

If you have a passion for painting and creating memorable experiences, Frida’s is the perfect business for it! I feel so fulfilled in my job, I’m so glad I get to paint and make people happy. ”



NEXT STEPS

// FRIDA'S SIP N' PAINT

Frida's
LUXE SIP N' PAINT

ARE YOU READY TO PAINT YOUR OWN FUTURE?

If so, we would love to talk to you further.

Contact us via franchising@fridas.com.au and our friendly team will be in touch.

