

The Pâtisserie

Avantage Foods Private Limited

Dough As You Like

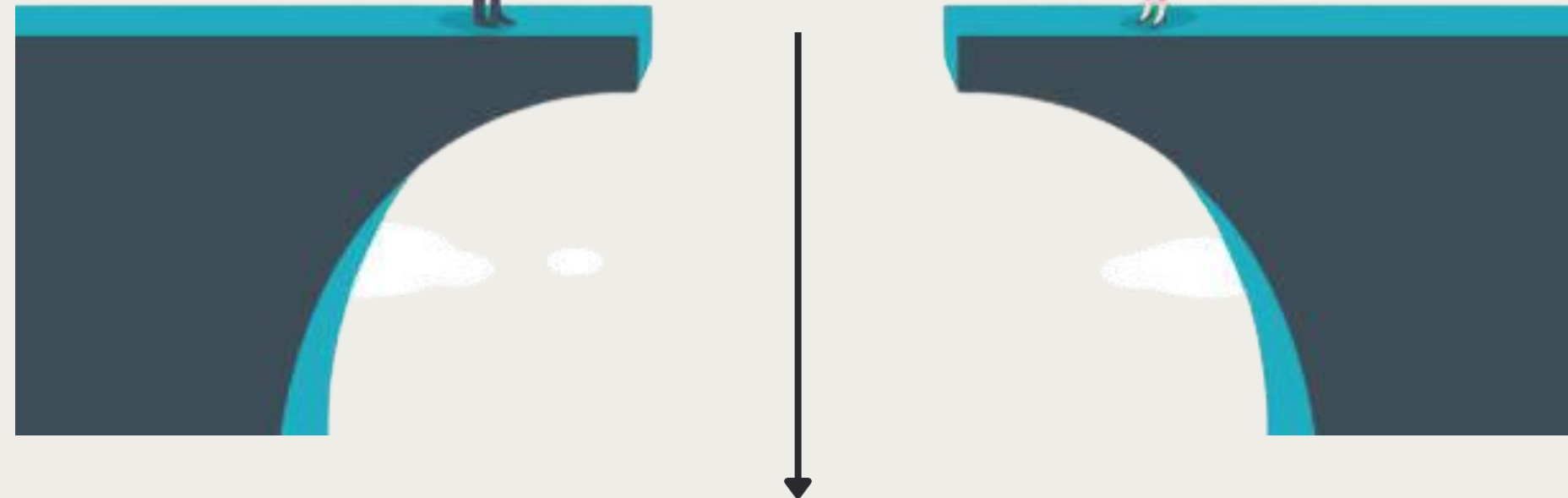
- The Pâtisserie

BAKING THE DIFFERENCE !

West Bengal's bakery scenario lacked a middle ground between

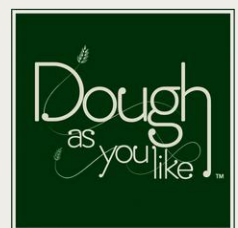
Average-Quality
Affordable Bakeries

High-Quality
Expensive Bakeries



This left a gap for customers who desired:

- Premium Quality Delights
- Affordable Pricing
- Modern & Vibrant Ambience



The Pâtisserie

OUR BRAND OFFERINGS

We are into making unique Bakery items:

- Celebration Cream Cakes
- Pastries
- Fruit Cakes
- Savouries
- Mousse
- Brownies
- Cookies
- Crisps

- ✨ Customised Cakes on Order

Crafted
just the way
you like!

Innovative



Our team of **highly qualified and experienced chefs** ensures that our **products are pioneers** in the market

Premium Quality, Priced Right



Where premium meets affordable
– that's our bakery promise

Service



We **intensively train and monitor our staff** to ensure every customer leaves with an **unmatched experience**

Ambience



Our **soothing minimalist interiors and European-style atmosphere** reflect our premium quality and innovation



The Pâtisserie

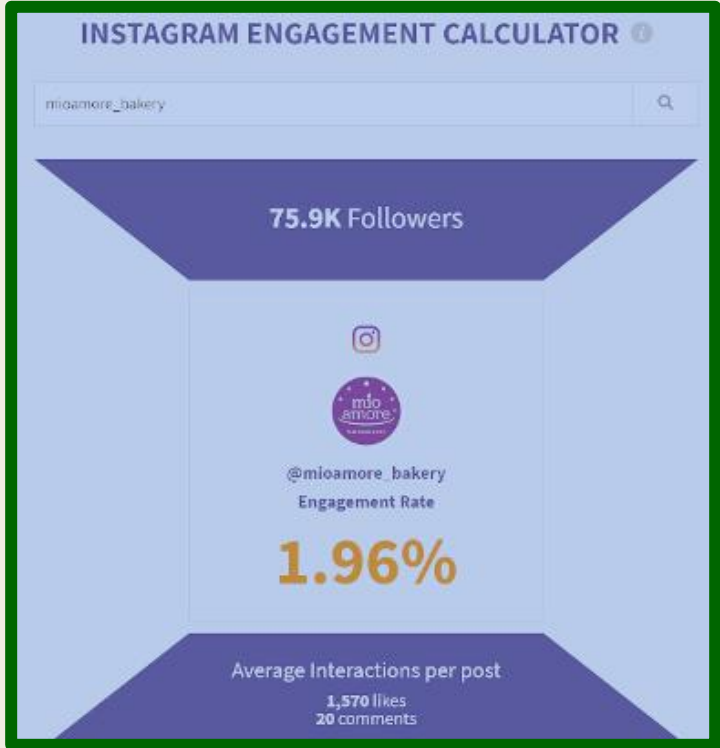
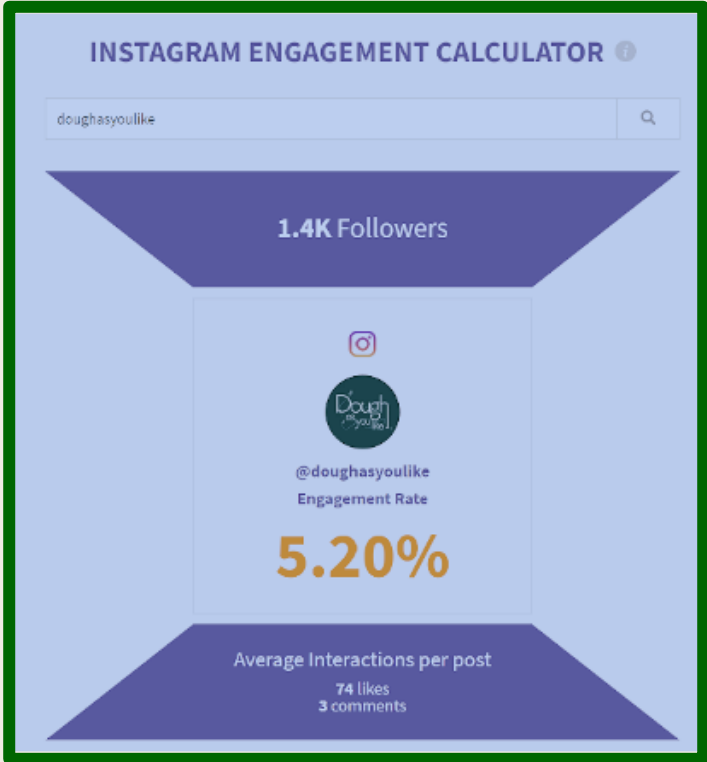
MARKET VALIDATION



Zomato Customer's Choice Award
- Most loved restaurant in town



Swiggy's Best Newcomer Award



Our Engagement Rate on Instagram is better than market leader Mio Amore



Approx 2500+ reviews with a **4.6** star rating on Google



The Pâtisserie



In our debut Christmas season on Zomato:
Ranked 4th in terms of order volume
Ranked 8th in terms of order value
"We haven't seen such a milestone being achieved in the very first year of operation, it's a rare feat!"

- Top Zomato Management



Competition including market leader imitating our products

OUR MENU



The Pâtisserie

Crafted just the way you like!

Celebration Cakes

- Choco Cherry..... ₹ 525
- Apple Sea Salt Caramel..... ₹ 375
- Butterscotch Praline Torte..... ₹ 325
- Choco Belgian Torte..... ₹ 625
- Black Forest..... ₹ 350
- Chocolate Fresh Cream..... ₹ 475
- Double Truffle Heart..... ₹ 450
- Strawberry Heart..... ₹ 350
- French Vanilla..... ₹ 300
- Choco Praline Torte..... ₹ 425
- Choco Fiesta..... ₹ 325
- Pineapple Fresh Cream..... ₹ 375
- Choco Espresso..... ₹ 395
- Bento..... ₹ 145

Savouries

Puff base

- Chicken Leek Quiche..... ₹ 85
- Vol-Au-Vent..... ₹ 40
- Jamaican Chicken Puff..... ₹ 40
- Chicken Patty..... ₹ 35
- Veg Patty..... ₹ 25

Bread base

- Focaccia Bread..... ₹ 25
- Achari Paneer Bomb..... ₹ 50
- Continental Chicken Sub..... ₹ 55
- Chicken Neapolitan Pizza..... ₹ 60
- Grilled Chicken Burger..... ₹ 70
- Roast Chicken Sandwich..... ₹ 55
- Mustard Fish Sub..... ₹ 70
- Chicken Shawarma Fold..... ₹ 65
- Veg Mexican Fold..... ₹ 35
- Cheese Corn Sandwich..... ₹ 40
- Veg Pizza Roll..... ₹ 45
- Cinnamon Raisin Swirl..... ₹ 25

Fried

- Chicken Spring Roll..... ₹ 55

Pastries

- Lemon Tart..... ₹ 50
- Choco Belgian..... ₹ 69
- Apple Sea Salt Caramel..... ₹ 40
- Chocolate Fresh Cream..... ₹ 40
- Blueberry Cheesecake..... ₹ 100
- Oreo Cheesecake..... ₹ 100
- Choco Royale..... ₹ 50
- Pineapple Fresh Cream..... ₹ 35
- Choco Espresso..... ₹ 40

Mousse, Muffins & Cakes

- Almond Fudge Brownie..... ₹ 65
- Choco Mousse..... ₹ 40
- Tres Leches..... ₹ 60
- Black Forest Mousse..... ₹ 50
- Choco Chips Muffin..... ₹ 35
- Butter Muffin..... ₹ 35
- Plain Slice Cake..... ₹ 24
- Fruit Slice Cake..... ₹ 26
- Plain Bar Cake..... ₹ 200
- Fruit Bar Cake..... ₹ 225

Cookies

- Cranberry Marble..... ₹ 25
- Almond Marble..... ₹ 25
- Vanilla Marble..... ₹ 20
- Orange Marble..... ₹ 20

nom noms

- Cheese Eat..... ₹ 80
- Cheese Onion Snaps..... ₹ 70
- Choco Tips..... ₹ 80

Find us on **zomato** | **SWIGGY** | Follow us

OUR TEAM-THE FLAVOR ARCHITECTS



Anirban Ghosh

Ex-CEO - India Operations,
Mio Amore & Winkies, Switz Group
30+ years of experience in the bakery sector



Pradeep Sharma

Ex VP - HSBC
25+ years of experience in the
finance sector



Sudeeip Sharma

Ex-Sales Head - Mio Amore, Switz Group
10+ years of experience in the bakery sector
10+ years of experience in finance
sector (Aviva)



Chef Krishnendu Hazra

Ex-Executive Pastry Chef
40+ years of experience in the bakery sector
(Taj, Renaissance, Hyatt, Kookie Jar)
Has worked for 18+ years in Middle-East



Aveek Banerjee

Ex-Finance Head - Winkies, Switz Group
30+ years of experience in the bakery
sector



Palas Sarkar

Ex-RnD Head - Winkies, Switz Group
30+ years of experience in the
bakery sector

OUR TEAM-THE FLAVOR ARCHITECTS



Ankit Rai

Ex-Marketing Head - Mio Amore
Ex-Senior Marketing Manager - Too Yumm!,
RPSG Group
7+ years of experience in bakery & FMCG
sector



Mriganka Ghosh

Ex-Sales Support Manager - Mio Amore
14+ years of experience in the bakery &
finance sector



Sukanya Dey

Graduate from Lavonne Academy
of Baking Science and Pastry Arts
2+ years of experience in the
bakery sector



Arnab Sengupta

Ex Area Sales Officer - Mio Amore
16+ years of experience in bakery &
finance sector



Nidhi Dubey

Ex Store Controller - Mio Amore
Ex AVP - Aviva
20+ years of experience in
bakery & finance sector



Sourav Bhattacharya

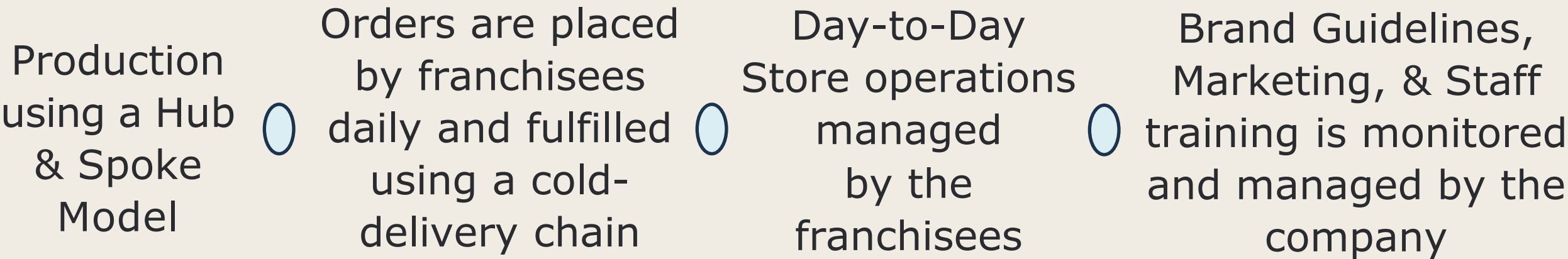
Ex Area Sales Officer - Mio Amore
12+ years of experience in
bakery & retail sector



Soumya Kanti Jha

Ex Area Sales Officer - Mio Amore
3+ years of experience in
bakery sector

BUSINESS MODEL



45 Outlets
Currently



FRANCHISEE DETAILS

Outlet Specifications:

Minimum Outlet Space Required: 250 sq. ft.

Minimum Outlet Frontage Required: 10 ft.

Total Investment:

₹ 16 - 18 lakhs

Investment Break-Up:

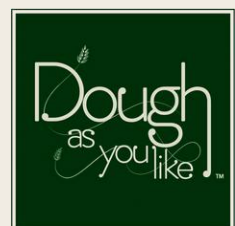
- Franchisee Fees: ₹ 3 lakhs(non-refundable)
- Security Deposit: ₹ 2 lakhs(100% refundable)
- Investment in Assets: 8 lakhs
 - Food Counters: 3 units
 - Main Glow Signage Board, Stopper Board and Standee
- Interiors Cost: ₹ 4-5 lakhs*

*depending on the outlet size and existing condition

Security Deposit is **100% refundable** in case of dissociation

Franchisee gets commission of **20% on sale**

100% Goods Return Policy: Products which have expired their shelf-lives are taken back completely without any additional charge





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doughasyoulike@afplgroup.com

THANK YOU

