ODETTE

PARIS

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OUR PHILOSOPHY

When he was little, Frederic Berthy's grandmother, named Odette, made unique cream puffs ("Choux à la Crème") in her tiny kitchen for afternoon tea and her social gathering with family members every Wednesday. Her grandson never forgot this exquisite taste of those cream puffs, which gave him the drive & passion to open his first shop in Paris in 2012.

AN ARTISANAL AND TRADITIONAL FRENCH PASTRY

Coated with a tasty crakers, our light puff pastry is delicately filled with a pastry cream.

A simple recipe, full of delicacy and generosity.

It is a perfect balance of crispness and smoothness.

Our pastries are prepared on a daily-basis by our chefs in our laboratory located in the heart of Paris.

A real mix of vintage tastes and perfumes from elsewhere. Their size makes them ideal for all small hunger, coffee, snack or to finish your dinner smoothly.

First available in 9 basics flavour, it has rapidly developped to around 20 flavours recipes... and it has no other limit than your imagination!

THE SHOPS

Odette's adventure started in 2012, located in a 17th century building of the typical 5th disctrict of Paris, also know as Latin Quarter, and facing Notre Dame.district.

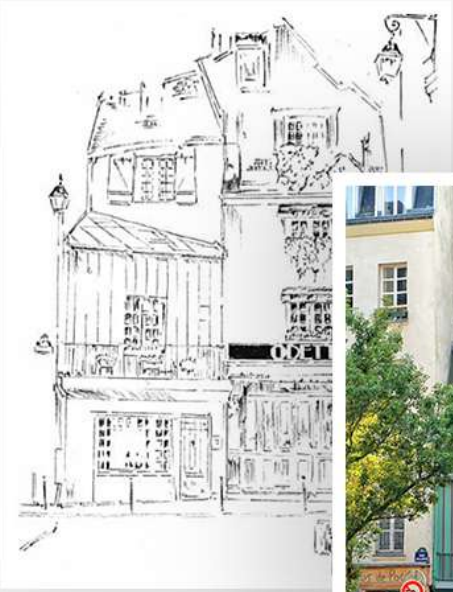
Now seen as an iconic shop, it is the subject of hundreds of photographs every day.

The choice of this first boutique was obvious: unique in its authenticity and elegance.

To make the place even more special, the decoration and atmosphere are inspired by the Roaring Twenties, the music and retro colours take us back in time!

The great success led Odette to open a second boutique in 2015 in another historic district of Paris: Montorgueil.

The very special atmosphere you can feel when seating in our shops is a typical piece of Paris , traditional, you will never forget the experience.



77 Rue Galande, 75005 PARIS

18 Rue Montorgueil, 75001 Paris

OUR CHOUX

Our speciality? Our Choux of course!

Choux ("puff creams") is a traditional pastry and forgotten by the majority of people, which came back to the front of the scene during the recent years. Odette Paris has revisited the tradition to create the new reference on the market.

From the very basic flavours Vanilla and Chocolate, we have build around a large offer of flavors, leaving our creaivity without any limit...

Today more than 20 flavors are available and we are not done yet !

Odette's choux is a chic and shock gift: fun, more original than a flower bouquet, cheaper than a spa, and that can impress your beloved ones !

OUR PRODUCTS

The success of The Choux by Odette, our speciality, led Odette's chefs to revisit other traditions. Today, in addition to the many flavors proposed we have added to our menu other traditional french pastries like Paris-Brest, Millefeuille, French "King's Cake" and many more.

And because we know that people like to come to Odette not only for sweets, we recently introduce a menu with snacks, salads and sandwiches from traditional items to vegan friendly options to please everyone.

OUR BOXES

Every occasion is a good opportunity to treat your beloved ones or even to treat yourself!

Because we know that at different moment comes different needs, we are proposing a wide range of boxes to match every occasion...

Choose from 6, 9, 12 or 18 or even 72 Choux, you can surely please every one !

For a more sophisticated occasion, we proposed also luxury boxes containing **72 cream puffs**.

Luxury tray **70 cream puffs**.

EVENTS & CATERING

Custom made Odette's famous "pyramids" or"cubes" are the perfect element to complete table setting for your event/party.

We will work closely with you to design and create the perfect event. We pride ourselves on design and creativity to offer the best to our customers.

A true symbol of conviviality we are proposing Pyramids starting from 80 mini-choux to (almost) unlimited size !

We can also propose tailored-made buffet, keeping the speacial atmosphere of Odette and provide catering to our customers for private events

It is also important for us to propose to our clients a customization service.

For this purpose, Odette offers personalized and tailor-made creations. We can add your logo, a letter or a number on the cream puff, create a new color and even flavour.

TEMPORARY COLLECTIONS AND SEASONAL OFFERS

Season is just as important for Odette, who declines its flavours to the tones of each period of the year: fall and its beautiful pastel colours, the arrival of the winter cold with its Christmas lights, the liveliness of spring colors when nature awakens and finally the energy of summer vibes.

Odette's uniqueness is to assemble a blend of vintage aromas and flavors from everywhere.

We also give importance to the introduction of other French Choux specialities to our customers, such as the Saint Honoré and Paris-Brest which are cream-based pastries prepared also on a daily basis by our chefs.

RECENT DEVELOPMENT

Based on the location and area available, Odette's offer can easily be enriched with additional products. This may be decided on case by case.

We have developed a wide range of french traditional pastries, bakeries, snacks and sandwiches respecting Odette' standard and values.

Local creativity is encouraged and will always be welcomed to serve better the local market specifities.

In addtion to our offers for food we have also recently broaden our offer for beverages. From cold to hot, from coffee our tea, we are covering the majority of guests desires; a must try the hot chocolate by Odette!

LOCAL & INTERNATIONAL DEVELOPMENT STRATEGY

So far, implemented in 2 location, Jedddah in Saudi Arabia (2017) and Doha in Qatar (2018), many more are already in the pipe.

Odette's developement strategy is simple and pragmatic. Because our business model allows it, we are opening franchise opportunities now in France and Internationally.

Odette's will keep his growth by opening new point of sales on his own in Paris, to keep building the strong market share already earned over the years and in same time we will review carefully each request raised to us.

We are engaged in the project's feasibility and success. We require a solid business plan and an strong commitment from our partners the same way we are committed ourselves.

Ar Rawdah, Jeddah 23423, Saudi Arabia

Shopping Center Tawar Mall, Doha Qatar

MAIN INVESTMENT INFORMATION

Key product of the French traditional pastry

Average overall investment: 150 K (€)

- Prestigious locations of the shops
- High positioning of the brand
- Recognizable graphic charter and logo
- Great attractiveness thanks to our additional and seasonal products offer
- Large possibility of creating new flavours and pastries
- A simple recipe to reproduce requiring a few raw materials
- Possibility to collaborate with delivery service application (Deliveroo, UberEats...)
- Very low logistics costs
- Strong social network accounts

Franchise model: **to be identified together**

Contract term: **7 years period**

Minimum shop surface area: **15m²**

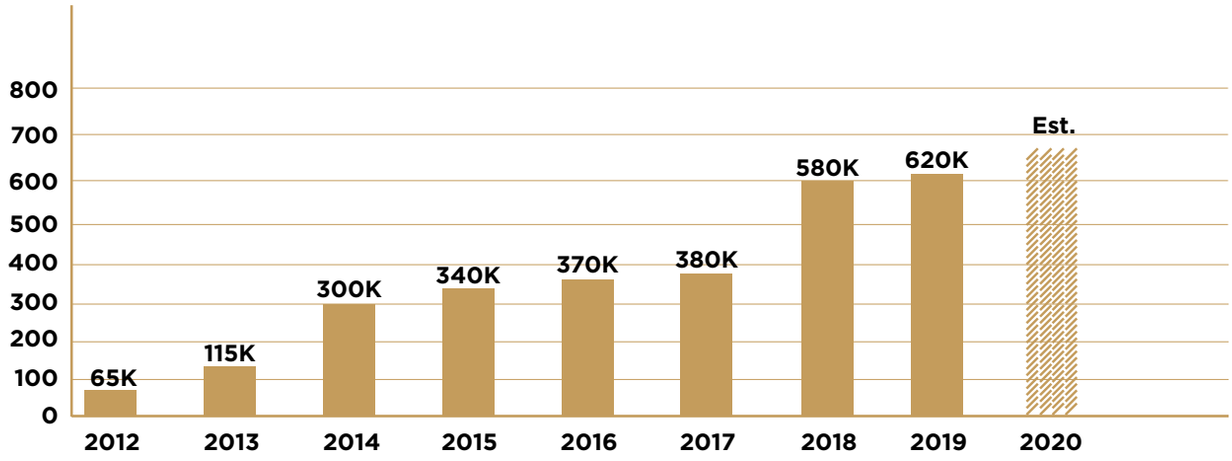
Minimum laboratory surface area: **25m²**

Possible implementation area: **City Center, Pedestrian road, Airport, Mall**

Training period: **1 full week minimum with our chefs for the recipes and our team in the shops to aprehend the Odette's art of hospitality.**

KEY FIGURES

Turnover growth (K€) of Odette from 2012 to 2020 (estimated) :



THEY ARE TRUSTING US...

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Galeries Lafayette

Chopard

LANVIN PARIS

NINA RICCI PARIS

LABORATOIRES KLORANE L'ÂME BOTANIQUE

OUR ENGAGEMENT TOWARDS OUR FRANCHISEE

Because we know that starting your own business is a big step. Because we know that you come to Odette with passion we are putting a lot of effort to study your application and will support your project until it became a reality.

Our vision to make Odette an international brand is deeply linked with the vision that entrepeneurship is our moto. Within a frame of a franchise agreement, we are providing a complete Operating Manual to accompany you in your daily life even after the training is done. You will have access to a secure intranat space dedicated and of course we are very responsive to find the best solution with you to annswer your challenges.
Because the success of a franchise network depends on the success of each of its members, Odette pays particular attention to their daily support and development by providing them with development assistance tools.

CONTACT

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Odette Paris