



A STORY ABOUT BELGIAN AUTHENTICITY



SIP. SHARE. SAVOR.

*the place to be
for Belgian food & drinks*



THE A UNIQUE NICHE IN THE US & CANADIAN RESTAURANT LANDSCAPE! *BELGIUM,* CONCEPT. *GREAT TO BE SMALL*

The Belgian Beer Café fills the need for consumers who enjoy tasting a range of great Belgian beers; properly served by knowledgeable staff and accompanied by a great meal in a pleasant, authentic atmosphere. Each of these elements, uniquely occurring in the Belgian Beer Café, provides a unique niche in today's' restaurant offerings. The Belgian Beer Café is a great place to relax and socialize with friends and family. Not a beer pub, it is an upper end restaurant concept resting squarely in the "Polished Casual" segment, enjoying growth and attention in response to a popular surge in hand crafted and quality brewed beer.

Belgium has all the best that Europe has to offer:

Well-situated between France and Holland, the kingdom of Belgium has many renowned offerings. Also referred to as the Essence of Europe, Belgium is both multicultural and multilingual.

Belgium is mostly known for its beers, chocolates and diamonds, and is a genuine paradise for those who love gourmet food. Belgian cuisine is as good as French cuisine, and as generous as German cuisine. The country has over 100 breweries and roughly 11 million inhabitants. There is no other place than Belgium where so many different brewing styles can be found. There are approximately 500 different beers, each with their own composition and character and each served in its own distinct glass.



To summarize Belgium is ...

- A young nation (1830) overrun in the past by the Spanish, the French, the Austrians, the Dutch and the Germans
- A melting pot of cultures straddling the border between the Germanic and Latin worlds
- Six million Flemings, 3.5 million Walloons, and 1 million inhabitants of Brussels
- Point zero two per cent (0.02%) of the earth's surface and 0.16% of the world population
- More than thirty thousand square kilometers (30,528km²) in surface area
- Bordered by France, the Netherlands, the Grand Duchy of Luxembourg and Germany
- Flat, with the Signal de Botrange (694m), in the High Fens, as its highest point

"The Belgian Beer Café®

—An atmospheric haven in the heart of the city where everyone can enjoy the good taste of Belgian beer and cuisine."



THE NO OTHER COUNTRY HAS DEVELOPED AS MANY BEER. DIFFERENT BEER TYPES AS BELGIUM *BEER LOVERS' PARADISE*

The story of beer began in the Middle Ages at the time when monasteries and abbeys had a monopoly on brewing beer. The first written record of brewing technology was the work of Father Ekkehard, friar of the Sankt Gallen monastery in Switzerland. Not only was beer safer to drink than water, but the rich abbey beer was also a form of highly nutritious 'liquid bread.'

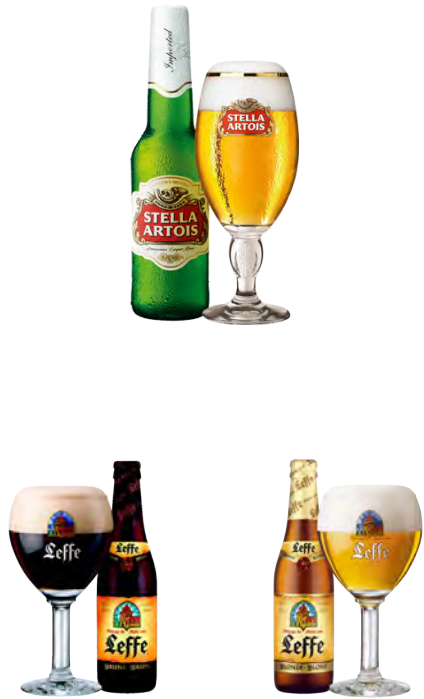
Despite the revolutions over many years, the monasteries continued their traditional role as food repositories. Wine, beer and cheese therefore have sacred origins. One of the best known Belgian abbey beers is Leffe, which is brewed according to the traditional recipes of the monks of the Abbey of Leffe. The symbol of Leffe is the picturesque tower of the Abbey of Notre-Dame de Leffe in Dinant, Belgium, where the beers found their origins dating back as far as 1240.

In parallel, brewing activities outside the monastery walls developed from the twelfth century on. No country developed as many different beer types as Belgium during this time period.

Stella Artois, for example, has roots that go back to 1336 (the year which can be seen in the logo), and to the Den Hoorn brewery in Leuven. It was originally launched as a Christmas beer under the name 'Stella' (Latin for 'star').



THE LINE-UP
BELGIAN BEER CAFÉ
ASSORTMENT EXAMPLE





THE ENJOY A SELECTION OF FOOD. BELGIAN GOURMET FOOD *THE ART OF COMPROMISE*

“Belgian cuisine is unfussy and even unpretentious and yet ... nowhere else in the world is so much importance attached to good taste in all its aspects”

As soon as you enter a Belgian Beer Café it is immediately clear that it offers many more experiences besides the sampling of Belgian beers. In particular, the interior should advertise that the inner being can be strengthened with hearty Belgian dishes. Belgian cuisine is unfussy and even unpretentious and yet ... Nowhere else in the world is so much importance attached to good taste in all its aspects. As a Belgian Beer Café franchisee you and your team will receive training from Belgian chefs in all aspects of preparing and presenting the beer and authentic food items to serve your customers. As a guideline, in addition to our detailed Operations Manuals you will receive the Beer & Food Manual to which we regularly add new ideas.



Belgian Beer Cafés offer a wide selection of Belgian dishes, such as mussels, as well as ‘Belgian-inspired’ dishes, including ‘steak frites’. Menu flexibility allows the chef to serve dishes that are consistent with the Belgian-inspired theme to meet local trends.

Great Service

The Belgian Beer Café distinguishes itself from other restaurants by the expertise of its wait staff who are knowledgeable about specialty beers, their origin and pouring rituals including glassware specifically designed for your beer selection. Trained in food pairing, servers will advise the right beer to accompany the right dish.



THE GREAT AMBIANCE *BACK TO THE 'DAYS OF OLD'* SETTING.



Evoking an authentic European café, the Belgian Beer Café interior offers a warm and inviting setting. Creneau International, designer and builder of interior spaces, will plan and develop the interior design for your location. They will then build out your café in concert with your local contractor. Creneau has designed and built over 60 Belgian Beer Café interiors worldwide.

The Belgian Beer Café creates a safe refuge after a hectic working day, or provides the finishing touches to the end of a pleasant day. It is a welcoming, friendly environment, with an authentic interior for anyone who loves life and enjoys relaxing with a great beer and a delicious meal. Here, hospitality is vital, and you are always welcome as a familiar guest in our Belgian home.



Concept features:

- Inspired by Belgium's rich history of café tradition, creating a popular authentic Belgian café
- The place where people gather: pigeon fanciers, cycling & music lovers ...
- The grocery counter serves as a main feature in this interior (flat counter with marble top, in the old days used to keep the ham and cheese fresh)
- The place where people came together to tell their stories and to hear the latest news in town
- The back counter, being a big cupboard where a range of products is displayed, into little drawers and cabinets ...
- The interior walls are covered with panelling in different heights, according to the style of the 30's
- An atmosphere of warm brown wood colors, reminiscent to the village café, which you can still find near a church, in Belgium's small towns
- An interior that tells the story of a joyful heritage ...



DUVEL, HOEGAARDEN GRAND-CRU, TIMMERMANS
LA BIÈRE KRIEK DEUS BRUT DES FLANDRES
MAREDSOUS BLONDE RODENBACH

MUSSEL PREPARATIONS:
GRILLED MUSSELS MORINAY
MUSSEL POTS:
MARINIÈRE PROVINCIALE THAI STYLE

SPARTA
SPECIAL BEER

THE BENEFITS OF OPENING A BELGIAN BEER CAFÉ® *GIVE DRINK TO THE* OPPORTUNITY. *THIRSTY*



The concept of the Belgian Beer Café has been growing in more than a dozen countries around the world, and is now being introduced to U.S. and Canadian consumers who also appreciate Belgian beer and the cuisine that compliments an array of brewing styles. The Belgian Beer Café fills a unique niche in the U.S. and Canadian restaurant landscape, offering the following:

- An international brand
- Authentic and inviting venues
- A unique niche in the US & Canadian restaurant landscape
- An appealing concept

A license agreement will provide you with:

- The use of the Belgian Beer Café branding for a 10 year term with 10 year renewals
- Two weeks training on every aspect of operating a Belgian Beer Café
- Design plans, custom interiors and detailed guidance on the build out of your Belgian Beer Café
- A collection of recipes for classic appetizers, salads, soups entrees and desserts
- A demonstration of beer techniques by an experienced Beer Sommelier
- There are over 60 Belgian Beer Cafés operating worldwide, and they all differ from other restaurants and gastro pubs, because of their unique offerings and an atmosphere that has been meticulously designed.

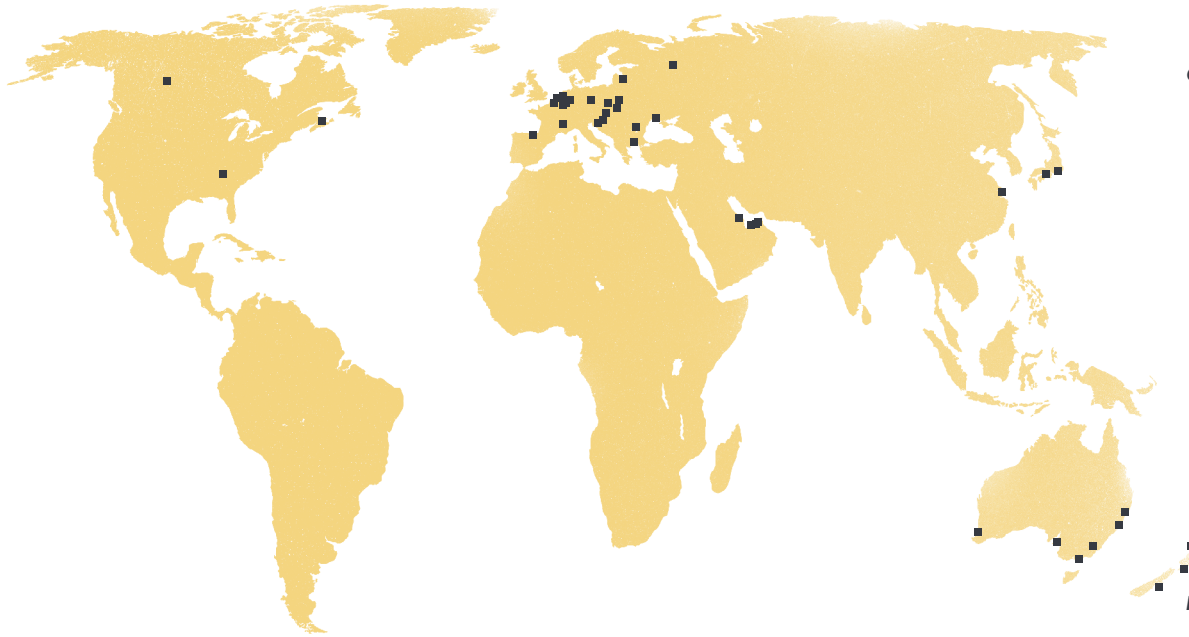


The benefits of opening a Belgian Beer Café

The type and size of the location you present will determine the cost of furniture, fixtures and equipment, as well as the initial construction. Creneau International provides the design and build package for the restaurant, working with your architect and contractors. You provide the layout and equipment for the back of the house that aligns with the menu and size of the location. Space can vary from 1,500 square feet to 4,000 square feet for the front of the house and an additional 500-1,000 square feet for the back of the house. The investment range is typically \$940,000 to \$2,275,000 depending on factors which influence your location and includes the \$35,000 initial franchise fee.



BELGIAN BEER CAFÉS® AROUND THE WORLD



FACTS & FIGURES

- Locations:** Currently over 60 across the globe
- Countries include:** France, Holland, Czech Republic, Hungary, Australia, New Zealand, Ukraine, Switzerland, Dubai, Qatar, Abu Dhabi, Japan, Canada, USA, Belgium, China, ...
- Location types:** High density, urban or metro settings, airports, hotels, stadiums; for both traditional and non-traditional venues that attract professionals, students, shoppers, travelers, families, and beer aficionados typically ages 21 - 70+
- Location size:** 1,500 - 4,000 sq. feet for the front of the house and an additional 500 - 1,000 square feet for the back of the house
- Food offering:** Classic Belgian favorites including soups, salads, entrees and desserts along with quality local cuisine that compliments the café theme
- Beverages:** Typically 40 - 60 Belgian beer varieties, both bottled and draught representing a full range of flavors, along with consumer-driven locally and regionally crafted beers (For Transit locations the number of beers can be lower)
- Investment range:** Typically \$940,000 to \$2,275,000 depending on factors which influence your location

For more information:

www.belgianbeercafe.us

www.belgianbeercafefranchise.us

www.creneau.com



CONTACT US

WE INVITE YOU TO CONTACT US TO LEARN
MORE ABOUT HOW YOU CAN MAKE THIS
OPPORTUNITY A REALITY.

We are seeking restaurant entrepreneurs in the upper segment of the market that have a proven history of operating one or more high-quality venues. You should have expertise in both beer and wine and the ability to motivate a team dedicated to excellent quality and service standards.

Start the process to learn about our licensing opportunities and how to open your own Belgian Beer Café!

Contact:

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*Since 1989, **Creneau International** has established a strong reputation as visionary and trendsetting designers. Their ideas of the anti-ordinary make brands flourish, products grow and businesses boom. Their added value is to provide full service: from all-round consultancy to concept development, from logo and packaging design to interior design, from implementation to franchise follow-up. Whether you are a challenger brand around the block or an iconic brand spanning the globe: they help you reach your audience. In shops, shops-in-shops, hotels, restaurants, bars or nightclubs as well as offices, showrooms, exhibition stands and events. It is this creative vision that Creneau International brings to each Belgian Beer Café design.*

www.creneau.com



**Creneau
International**
ideas of the anti-ordinary