



The Maison Mathis concept is proven in international markets
and will be continued for generations to come!

WE LOVE FOOD. WE LOVE LIFE.

Dear Partner,

Welcome to the Maison Mathis family!

Maison Mathis isn't just a café; it's a neighborhood anchor. A place where people return time and again for coffee, brunch, business meetings, celebrations, or simply for comfort. A space that blends timeless European charm with modern-day hospitality, offering an experience that's warm, elegant, and truly memorable.

Maison Mathis first opened in Dubai in 2012. Its success quickly turned it into a beloved all-day concept and expanded as franchises to passionate partners worldwide. Blending bakery, restaurant, and bar elements, it brings European culinary traditions to life in a welcoming and modern setting.

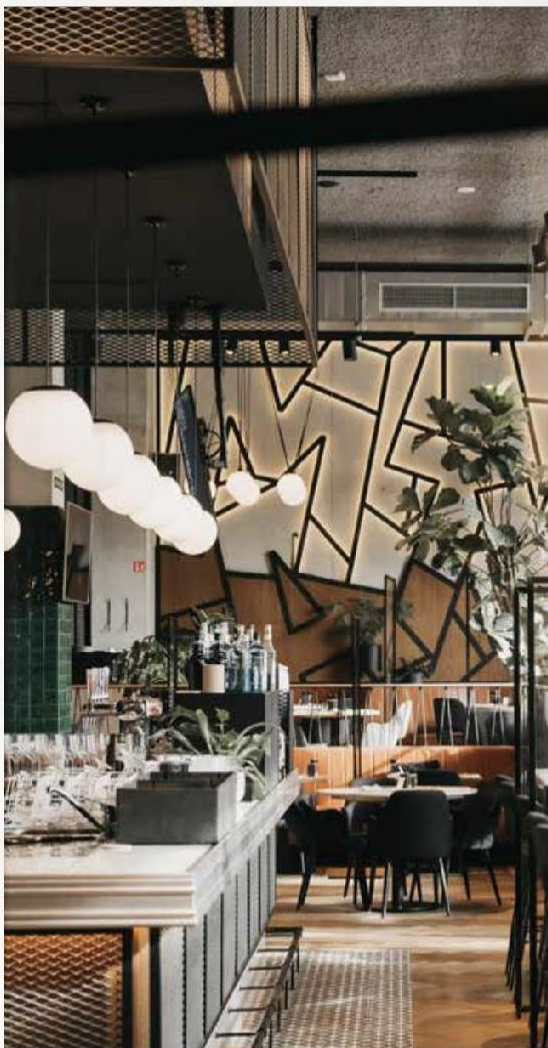
Our successful all-day model is simple to operate yet powerful in reach, designed to maximize multi-occasion revenues while fostering strong emotional connections with our community.

Backed by Creneau Hospitality Group, our franchisees benefit from decades of expertise in hospitality, branding, interior design, and turnkey operational support.

This franchise guide outlines why Maison Mathis is built for global growth. You'll learn about our concept's unique value, our international brand momentum, and the full support system we offer our franchise partners from training to design, marketing, and operational excellence.

Let's bring a European neighborhood favorite to your city!

Warm regards,



Warm & welcoming



European cuisine



Genuine hospitality



Quality produce



The F&B landscape is changing

What guests want in 2025:

Multi-use spaces with emotional connection

Honest food for a reasonable price. Hospitality Net notes cultural authenticity, like locally sourced materials or artisanal collaborations, enhances community connection and loyalty - sondercapital.co.uk

All-day cafés that blend lifestyle, comfort, and quality. Deloitte data shows 61% of customers prioritize sustainability and personalized experiences, both covered by cafés that offer versatile daytime environments

Design-forward concepts that feel like community favorites

Maison Mathis is built for this, a European style café that blends tradition with trend, and profit with purpose.



Introducing Maison Mathis

Maison Mathis is a lifestyle-driven, all-day eatery inspired by Belgium and Europe's best culinary traditions.

With warm interiors, open kitchen, and signature pastries, pizzas, and comfort dishes, it draws steady traffic from:

Families with kids

Remote workers and professionals

Couples and groups

Regulars seeking consistency

Each location features:

A live open kitchen

Signature coffee with house-baked sweets

Wood-fired pizza oven

Full-service onsite bakery

Kids' play area (recommended but optional)

All-day dining: breakfast – lunch - dinner - dessert

The Vibe: homey, stylish, welcoming.



Why Maison Mathis?

All-Day Revenue Model

4+ meal occasions daily

Bakery, barista station, bar, kitchen = multiple revenue zones

Operational Simplicity

Familiar menu

Streamlined kitchen flow

Easy localization of ingredients Proven

Format

Successful locations in Dubai & Belgium

Consistent traffic across weekday and weekend footfall Family &

Community Appeal

Perfect for mid/high-income suburbs or lifestyle hubs

Strong Food & Beverage Margins

Includes baked goods, coffee, and beverages Full

Franchise Support

Layout, design, training, menu guidance, marketing

FRANCHISE MODEL

We are dedicated to the success of our franchisee network. For this fee, we provide the location with all the Front-of-House and Back-of-House on-site training to operate as Belgian Beer Café, including all SOP's, recipes, Marketing, etc. to launch and maintain the Maison Mathis brand.



FRANCHISE MODEL

Each franchisee can expect consistent support from design, marketing and operations. Our Franchise team will continually share the best practices from other locations and provide all the necessary tools & creative coaching that leads and boosts more traffic and sales.



A high-angle, wide shot of a modern, multi-level restaurant interior. The space features a mix of materials, including wood, metal, and glass. In the foreground, there are several round and rectangular tables with dark chairs. A large potted plant is visible in the lower center. To the right, a bar area is visible with a bartender working behind the counter. The background shows more tables and a large window or glass partition. The overall atmosphere is contemporary and sophisticated.

design







CHOCOLATE
GINGERBREAD
MINT CHOCOLATE
CHOCOLATE
TUMBERLOTTI
BUTTERLOTTI
MATCHA TEA

Granola
34 cent
Tiramisu
20 cent
Butter
Cookies
20 cent

Bon appétit

M M
MAISON
MATHIS





food



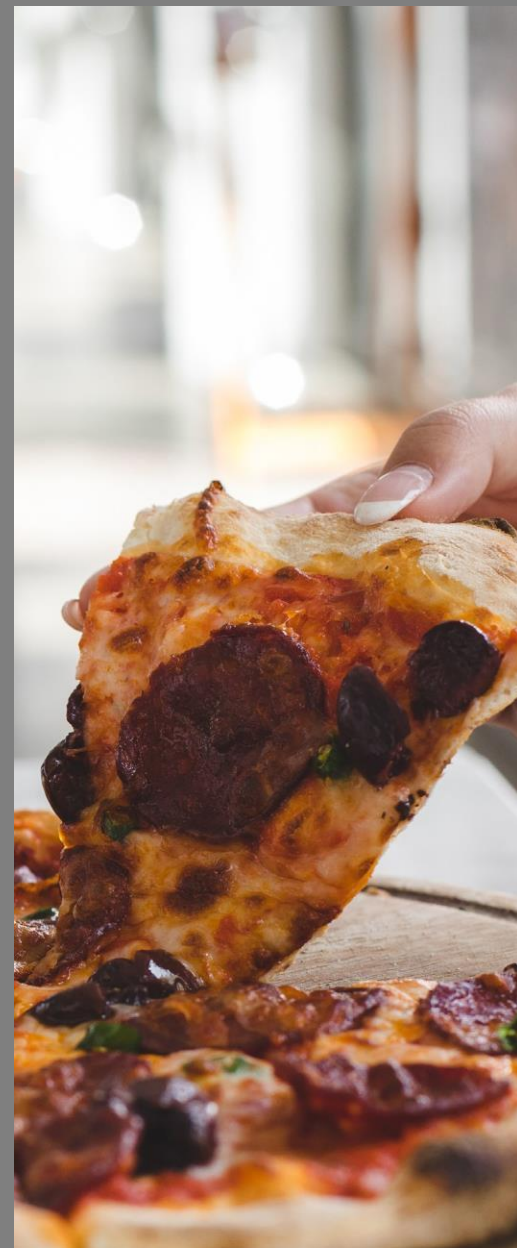
Breakfast, start
the day right



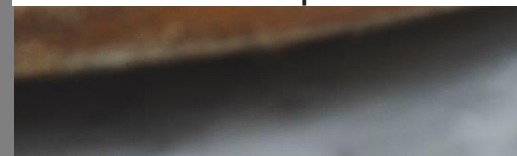
In bread we trust.



Premium, fresh,
simple & honest



Authentic stone
baked pizzas



A top-down view of a full English breakfast served on a white ceramic plate. The meal includes two sunny-side-up eggs with bright orange yolks, a pile of crispy, reddish-brown bacon strips, a small black ceramic pot filled with red kidney beans in tomato sauce, a golden-brown fried fish fillet, a halved tomato topped with melted cheese and herbs, several sautéed mushrooms, and two slices of toasted bread. The plate is set on a white marble surface with grey veining.

breakfast

start the day right

START THE DAY RIGHT

At Maison Mathis, we believe breakfast sets the tone for the day to come, and that's why we pour our heart and soul into every dish. From classic favourites to innovative creations, our breakfast menu is a reflection of our commitment to providing you with an exceptional breakfast experience.



Signature Granola
Greek yoghurt or Soy yoghurt, with
seasonal fruits



Sourdough Avocado
Avocado, tomato, cucumber,
pomegranate, coriander, spring onion,
sprouts, sourdough



Smoked Salmon Bagel
Whole grain bagel, smoked salmon,
cream cheese and herbs, red onion,
capers, cucumber, roquette



Mushroom & Truffle Omelette
3 free range eggs, Seasonal
mushrooms, truffle
oil, baby spinach, garlic, herbs



Bacon & Eggs Skillet
Slices of streaky bacon, 3 free range
eggs,
sourdough toast



Farmer's Omelette
3 free range eggs, bacon, tomato,
potato,
mushrooms, caramelized onion



bakery

At the center of our taste universe, there is bread.

Bread is undoubtedly at the center of Maison Mathis, as guests are immediately treated to the sights and smells of the in-house bakery. Each morning, a breakfast of Pain Perdu, Patisseries and Belgian waffles can be enjoyed in a home away from home, "à la maison". Just remember those little bakeries and grocers from the seventies? The inviting aroma of fresh bread, the bright colours of fresh fruit and vegetables... Time went slowly, and life was easy... Maison Mathis re-creates that feeling.



A close-up photograph of a wooden bowl filled with a colorful salad. The salad includes green leafy vegetables, shredded yellow cheese, sliced avocado, and small red radishes. A stream of white dressing is being poured from above onto the salad. The background is blurred, showing a person in a dark shirt.

**for the love
of food**

LUNCH & DINNER & MORE...

In today's fast-paced world, our perspective on life and food is evolving. We are increasingly drawn to simplicity and authenticity. Maison Mathis offers a delightful selection of European classics that blend cherished recipes with a modern touch. Our dishes are premium, fresh, simple & honest.



Spicy chicken focaccia
Spice marinated chicken, roasted peppers, rocket, Grana Padano, mayonnaise



Beetroot and goat cheese salad
Roasted beetroot, dressing, goat cheese, green apple, onion, lettuce, crushed candied walnuts



Classic mussels
Fisherman's style, mirepoix, white wine, parsley



Crispy skin on salmon
Eggplant caponata, olives, tomato, zucchini, roasted potatoes, chermoula



Signature burger
Angus beef patty, pepper corn sauce, onion jam, camembert cheese, roquette lettuce, mushrooms, M/M Pamesan Bun



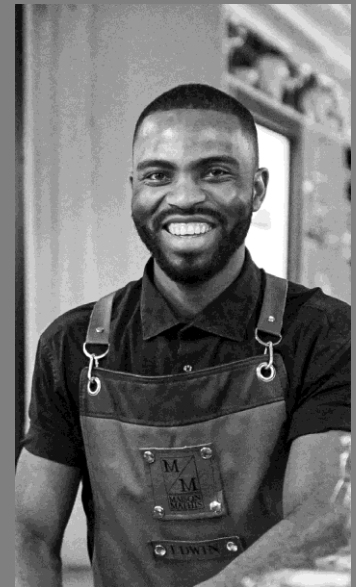
Tropical fruit mousse
Feuilletine, mango, passionfruit, coconut

MAISON MATHIS SERVICE

Discover the authentic flavors of Europe, from morning to night, from breakfast to dinner, and everything in between.

The good food experience is not only about taste. It's also about taking care of your guests. A welcoming smile, a warm greeting, a helpful hand at the table ... Complemented by stylish tableware, menus, flowers and decorative elements - all contributing to a memorable visit.

You cannot eat well, taste well, enjoy well, if you were not served well.



KEY M/M EXPERIENCES



Our signature blend coffee and expert baristas



In-house bakery for home baked goods



Family-friendly with kids play area



Cultural community activities



Special events and birthday parties



Home-baked pastries and cookies



We are looking forward to partner with you!

Contact:

Carlos De Leon

artisan@franchise-agency.com

Tel. 1 972 489 2753

Concept designed and owned by

CH | **Creneau**
HOSPITALITY

Creneauhospitality.com