



Franchise Introduction

The Café Belge concept is proven in international markets and worthy of being continued for generations to come! This document will provide you an outline of what Café Belge is all about and what to expect when you enter a partnership with us.

Dear Partner,

Welcome to the **Café Belge** family!

Café Belge is a classy restaurant and bar with its architectural and gourmet roots in early 20th Century Brussels. It is a sanctuary for those who appreciate the art of living well, offering a sophisticated Belgian twist on refined dining. Impeccable service ensures each visit is seamless and memorable, whether guests are enjoying a leisurely lunch, a sumptuous dinner, or a stylish apéritif with friends and colleagues.

The interior exudes luxury, combining the elegance of Art Deco with the intricate charm of Art Nouveau, creating a warm yet grand environment where every meal becomes an occasion to relive “the roaring twenties”.

Guests savor signature Belgian dishes, from perfectly seasoned steak tartare and legendary oysters to indulgent waffles, each thoughtfully paired with exquisite Belgian beers, coveted wines, or refined cocktails. Café Belge is not just a restaurant, but a destination: a luxurious brasserie where Belgian culinary heritage meets contemporary sophistication.

Backed by Creneau Hospitality Group, our franchise partners benefit from decades of hospitality expertise, powerful branding, exceptional design, and proven operational support. From site selection to grand opening and beyond, we provide the guidance to ensure every Café Belge location embodies the same timeless elegance, culinary excellence, and luxurious atmosphere that define the brand.

This guide introduces you to the Café Belge concept, and the support we provide to help you create a successful, enduring business that combines style, soul, and Belgian flair.

Warm regards,

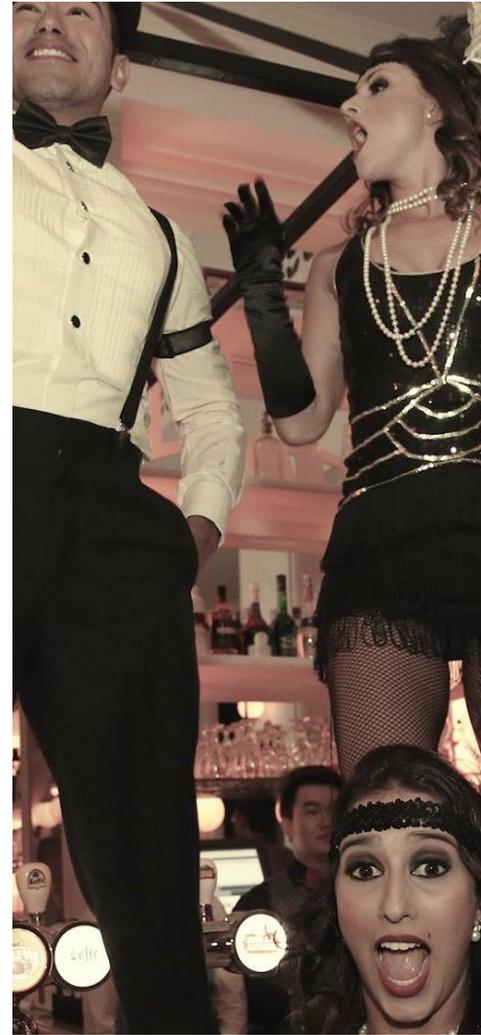




Classy restaurant & bar



Classic Bourgeois Cuisine



Roaring 20's atmosphere



Sophisticated service



The opportunity

Growing premium Dining Market

The global upscale restaurant industry was worth around US\$ 166.9 billion in 2024 and is growing at a 6.5% CAGR, reflecting strong demand for luxury dining experiences.

Meanwhile, the broader full-service restaurant market (which includes classy brasseries) is projected to grow to \$1.14 trillion by 2034, at a CAGR of ~2.37%.

Brasserie Segment as a Key Growth Sub-Segment

Within the full-service restaurant market, “bistro and brasserie” formats are explicitly identified as a distinct and growing sub-segment in major market research.

This means Café Belge is not just compelling in “full-service,” but a niche that is specifically known for lasting growth

Café belge

Rich in Belgian Heritage, Refined in Experience

Café Belge is a luxurious Belgian brasserie that celebrates Belgium's culinary and beer heritage with sophistication, elegance, and timeless style. Built for today's discerning diners, our concept combines:

Belgian Elegance with Global Flair

Classic Belgian favorites elevated with a modern twist, Sole Meuniere alongside refined mains, indulgent waffles with contemporary touches, and sumptuous seafood platters designed for style and taste.

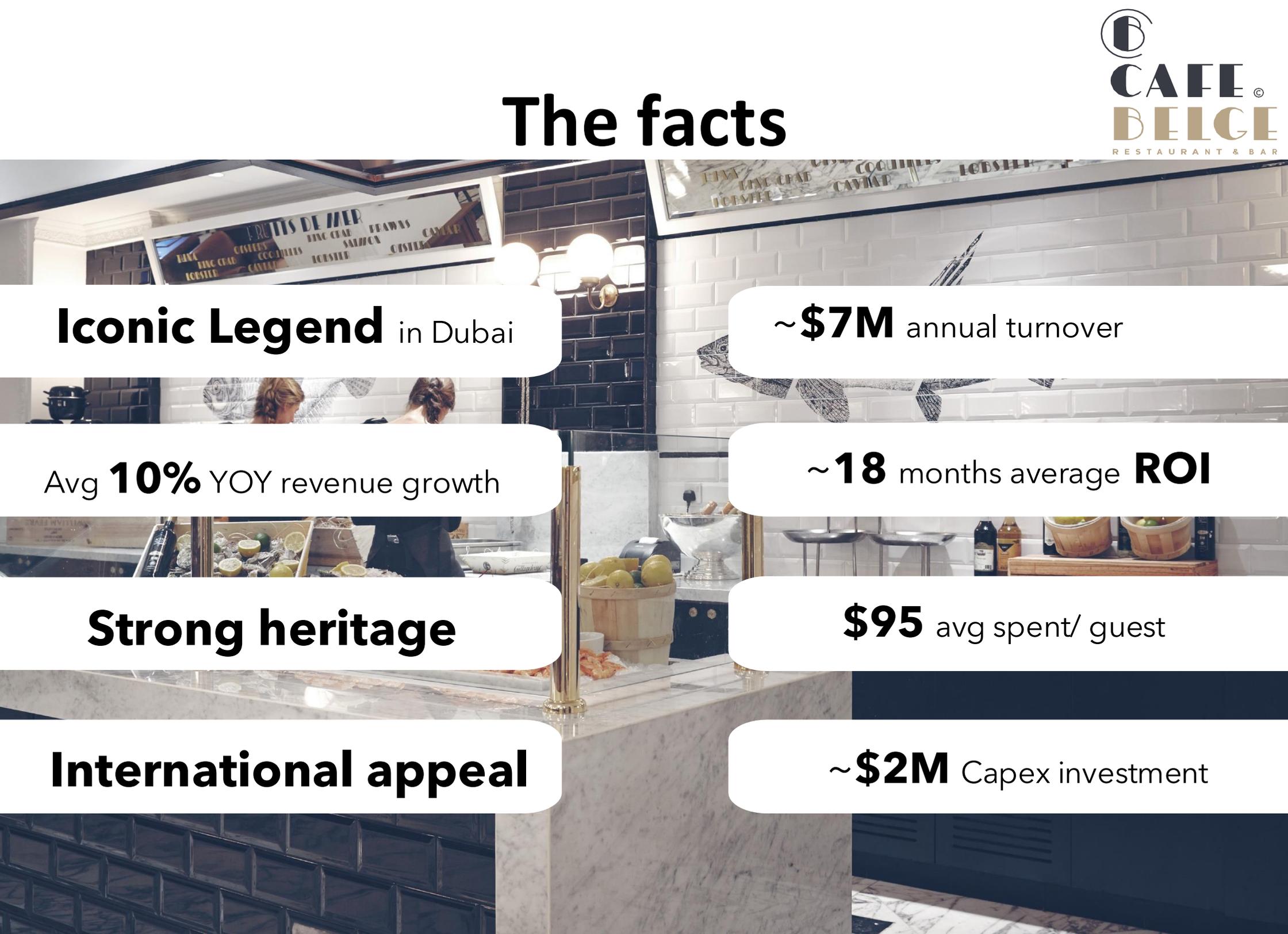
Exceptional Belgian Beverages

A curated selection of specialty Belgian beers, fine wines, and crafted cocktails, served with expertise and a deep appreciation for authenticity.

Sophisticated, Inviting Ambience

Luxurious Art Deco and Art Nouveau interiors, warm lighting, and a relaxed yet elegant atmosphere that flows seamlessly from lunch to dinner and evening gatherings.

The facts



Iconic Legend in Dubai

~**\$7M** annual turnover

Avg **10%** YOY revenue growth

~**18** months average **ROI**

Strong heritage

\$95 avg spent/ guest

International appeal

~**\$2M** Capex investment

The Numbers.

Category	Details
Investment Range	~ \$2M (depending on size/location)
Ideal Unit Size	400-600 square meters
Best Suited For	Business district, premium hotel, city center flagship
Average ROI Timeline	18 months
Staffing Needs	35-45 team members per unit
Design & Fit-Out	Turnkey layout, heritage interiors, Branded bar, preferred with Terrace
Financial Tools	Feasibility model available upon request

Why Café Belge?

Timeless design, strong identity

- Spaces that rarely need updating
- Recognizable aesthetic

Exclusive partnerships

- Access to a curated premium beer portfolio
- Branded pours, distribution, marketing and branding support

Versatile revenue streams

- Multiple footfall drivers (lunch, after work drinks, dinner)

End-to-End franchise support

- Layout + design
- F&B operational support
- Branding and marketing support
- Pre-opening training + post-launch growth reviews





Franchise model

Entrance Fee - \$80,000

We, as a franchisor, are dedicated to the success of our franchisee network. For this fee, we provide the location with all the FOH and BOH on-site training to operate as Cafe Belge, including all SOP's, recipes, supplier support, etc. to maintain the Cafe Belge brand.

Royalty Fee - 6%

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 lead/boost more traffic, and sales.



Launch Support



Description	Support
Project Management	A dedicated contact will support to build the site according to concept standards and specifications for design, decoration, layout, equipment, furniture and fixtures
Pre-Launch Marketing	Our marketing team will create communication strategies to promote the opening of your business
Training & full brand immersion FOH & BOH	Our team will conduct a two-week training program and guide you for the opening and implement training programs for Front-of-House & Back-of-House departments.
Franchise Package handover	Handover of all files to your shared Dropbox Graphics and identity guidelines Menu designs and proposed menu Global recipe & cocktail database Annual Marketing calendar with content Operational handbooks and training materials Branding images and videos

360 Support

Description	Support
Marketing & PR	Annual Marketing calendar with activations "Ready-to-post" content to use on your social media channels Monthly Marketing meeting to adapt the strategy Exclusive promotions with suppliers
Graphic design	Unlimited graphic design support
Social Media	Guidelines and responsive support
Brand immersion & support	Monthly support meeting with operations team to ensure high brand standards are maintained
Menu development & recipes	Ongoing support through menu updates and requests Full access to our global recipe database platform Operational reviews on request
Quality control	Quarterly Mystery shopping and report feedback meeting Quarterly audits
BOH & FOH training & development	Exclusively tailored training program Customized training support based on operational needs

Road To Success



Kick-Off Meeting

Design & Build

Create your Venue

Opening Soon!

On-site training

Feasibility study and Launch agreement

Designate contractor and start building

Hiring process, manuals, and fit out

Marketing launch towards opening

Full FOH & BOH Training

GRAND OPENING!

-6 months

-4 months

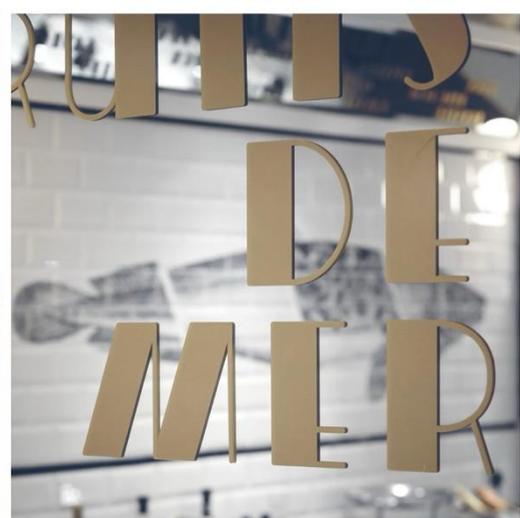
-2 months

-1 months

-2 weeks







We are looking forward to partner with you!

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