



Franchise Guide

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

Dear Partner,

Welcome to the Belgian Beer Café family!

Belgian Beer Café is more than a place to enjoy a drink, it's a celebration of Belgium's rich brewing heritage, legendary hospitality, and warm community spirit. It's where people gather for a perfectly poured beer, a hearty meal, a business lunch, or a lively evening with friends.

Since its inception, Belgian Beer Café has grown into an internationally recognized concept that introduces Belgium to cities around the world. Inspired by the iconic beer culture and traditions, our venues blend authenticity with modern comfort, serving Belgian classics alongside globally loved beers such as Stella Artois, Leffe, and Hoegaarden.

Our proven model is designed for all-day appeal and high operational efficiency, combining the best of bar, brasserie, and beer hall elements - creating an inviting space that captures the character of a true Belgian gathering spot.

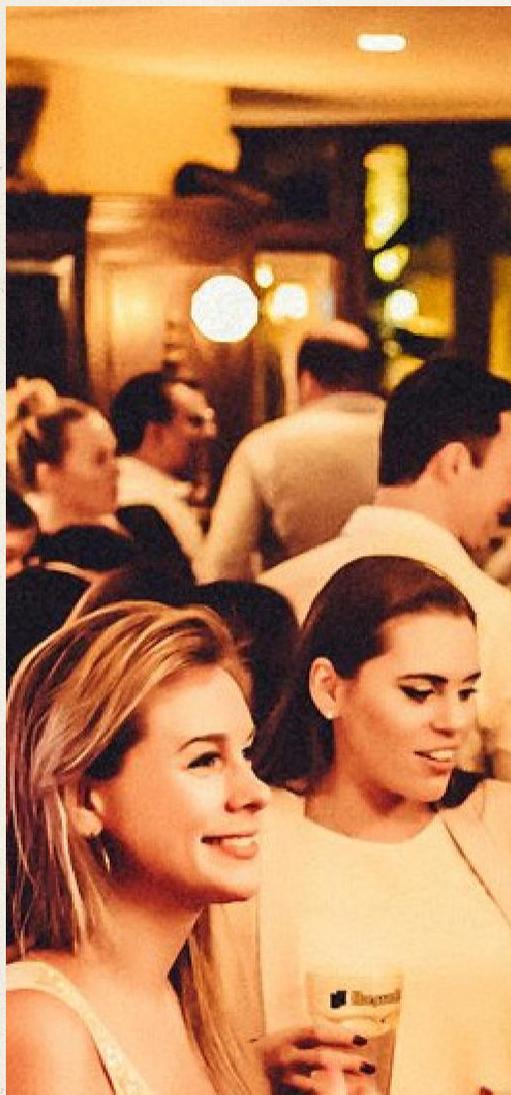
Backed by CHG, our franchisees benefit from decades of expertise in hospitality, design, branding, and operational execution. Whether it's interior fit-out, staff training, or marketing activation, our team is by your side every step of the way.

This franchise guide outlines the Belgian Beer Café concept, its global potential, and the comprehensive support we offer our partners. Your gateway to building a business rooted in tradition, hospitality, and enduring guest loyalty.

Let's raise a glass to bringing a taste of Belgium to your city!

Warm regards,

CH | Creneau
HOSPITALITY



**Back to the
“Good old days”**



**Belgian
gourmet food**



**Beer Lover's
pouring rituals**



**Authentic Belgian
service**

The opportunity today



The global F&B industry is undergoing a shift:

- **Consumers crave story-driven, authentic dining** over trend-chasing fast casual

73% of Gen Z describe themselves as “foodies,” but authenticity outranks taste—only 50% return to a restaurant just for the food

- **Beer-led concepts with heritage branding** outperform in recession cycles

72% of Gen Z favor brands with social purpose—authentic, heritage-led venues can maintain loyalty in downturns

- **Full-service formats** with timeless design maintain relevance across markets

Belgian Beer Café

Uniquely positioned to benefit from all three.

The Belgian Beer Café



Belgian Beer Café is a **European-inspired, full-service restaurant and bar** built on Belgian culture, cuisine, and of course — Belgian Beer.

Developed with AB Inbev, the world's largest brewer, we have built a 40-year legacy offering:

- A **nostalgic brasserie** experience
- Signature dishes like mussels, frites, and waffles
- **All-day footfall** through breakfast, lunch, drinks, and dinner

Each location features warm, historic interiors: wood paneling, zinc bars, vintage posters, and stained glass.

This isn't a trend — it's a **Category-defining classic.**

The facts



40 years of global success

~**\$4M** annual turnover

25+ Locations around the world

18 months average **ROI**

Culinary heritage

Historical concept

Recession resilient

~**\$1M** Capex investment



Around the globe

FACTS & FIGURES

Locations: *Currently over 25 across the globe*

Countries include: *United Arab Emirates, Qatar, Holland, Hungary, Australia, New Zealand, Ukraine, Latvia, 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: *150 - 450 sqm for the FOH and an additional 50 - 100 sqm for BOH*

Food: *Classic Belgian favorites including soups, salads, entrees and desserts along with quality local cuisine that compliments the café theme*

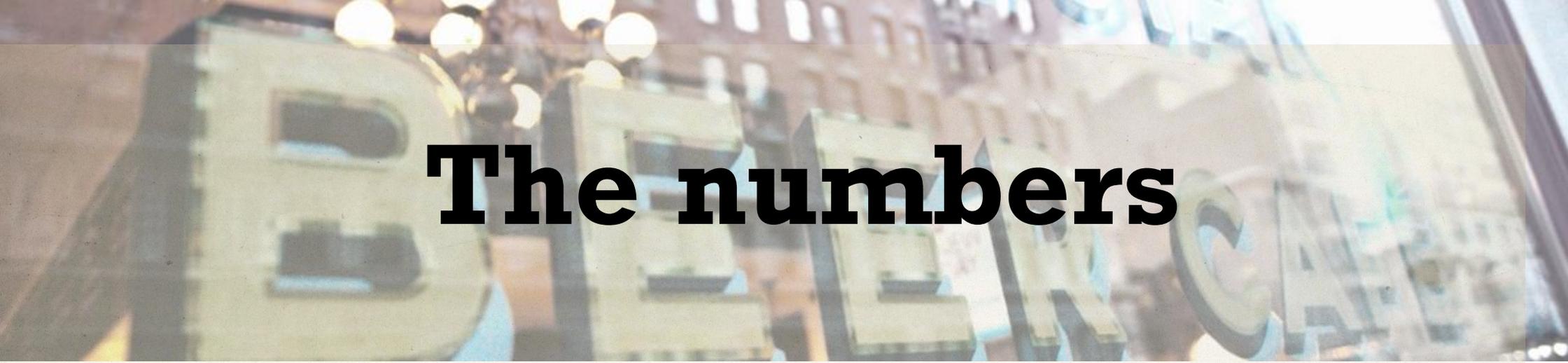
Beverages: *Typically, 40 - 60 Belgian beer varieties, both bottled and draught representing a full range of flavors, along with consumer-driven locally and regionally crafted beers (For Transit locations the number of beers can be lower)*

Investment range: *Typically, \$940,000 to \$2,275,000 depending on factors which influence the location*

For more information:

www.creneau.com





The numbers

| Category | Details |
|-----------------------------|---|
| Investment Range | ~ \$1M (depending on size/location) |
| Ideal Unit Size | 250–500 square meters |
| Best Suited For | Urban lifestyle zones, Business districts, Hotels, airports, |
| Average ROI Timeline | ~18 months (as fast as 9 months in GCC*) |
| Staffing Needs | 25–35 team members per unit |
| Design & Fit-Out | Turnkey layout, heritage interiors, Branded bar, preferred with Terrace |
| Financial Tools | Feasibility model available upon request |

*Iconic location with high footfall – refer to next slide



Belgian Beer Cafe

Dubai – Standalone location

Average YOY growth

Revenue – 9%

Profit – 11%

Total guests – 8%

Average annual net revenue - \$5 Million

Average annual net profit - \$1 Million

12 years of continuous success in a market where the average lifespan of a bar is 2.5 years

Awards

2012 WhatsOn Best Pub Grub

2013 TimeOut Nightlife Awards – Highly Commended Best Pub

2015 TimeOut awards – Highly Commended Best Pub

2017 TimeOut awards – Best Pub Food

2021 TimeOut awards – Best Pub Food

2022 FACT Dining awards – Best Outdoor bar

Why Franchise BBC?

Timeless design, strong identity

- Spaces that rarely need updating
- Recognizable aesthetic with global appeal

Exclusive brewery partnerships

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

All-day revenue streams

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

End-to-End franchise support

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



Our Perfect Franchisee Partner.

Must have...

Financial strength

Access to \$3M capital and resources to invest in and scale a premium F&B concept with a long-term vision.

Brand & cultural fit

Passion for Belgian cuisine, beer culture, and storytelling and committed to preserving brand DNA with local relevance.

Values-driven partner

Shares Creneau Hospitality Group's commitment to creativity, collaboration, and lasting business relationships

Great to have...

Growth & brand-builder mindset

Interest in developing the brand and potentially growing within a territory under an area development agreement.

Strategic market access

Strong local network and site acquisition capabilities with understanding of local licensing (especially alcohol)

Operational excellence

Strong team for daily management and commitment to service and brand standards



Franchise Launch

Launch Fee – \$ 80,000

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 brand.

Design Package – \$ 50,000

Once we agree and decided to launch the project, our design team will scan and map the premises to create a full design package with detailed CAD files and technical drawings.



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 |

Franchise Model

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 leads and boosts more traffic and sales.



Franchise 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 Annual Brand seminar for management teams |
| 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



INTERIOR

Rural concept

Back to the 'Good old days'. Our interiors celebrate Belgium's historic brasserie charm, from wood paneling to vintage posters







ANNO 1336
**STELLA
ARTOIS**

EON



Stella Artois
Hoegaarden
Geuze Belle Vue

De Koninck
Duvel
Hennequin

Leffe
Geuze B.
Faro Be

Triambeuse Beem
Deche Timmermans
Timmermans

Alredseur-Tijple
Rank's Pale Ale
Carmegang

Pilsener
Pilsener
Timmermans' Wit

Chimney Blue
Chimney Range
Chimney King Cents

is er het
de duinen
tegen en
door de
en voor
lange
vesten
en

INTERIOR

Cosmopolitan concept

The “Belle Époque” is revived in this style. This typical city café takes you back to the 1900s with a playful reference to the curves of Art Nouveau.









belgian gourmet food





**Our national pride,
Belgian fries!**



**Sharing hoppetizers
and bar bites**



**Gourmet, mussels
& more!**



**Famous Belgian
desserts**

and
pizzas

The Menu

With an authentic Belgian touch, we offer a delightful combination of gourmet food. From traditional Belgian dishes like moules-frites (mussels and fries) to delectable waffles and more. Whether customers are seeking a cozy spot for a casual lunch or a vibrant atmosphere for a memorable dinner, Belgian Beer Café's gourmet food offerings will transport each guest to the heart of Belgium's culinary delights.



BELGIAN BEEF STEW



NORTH-SEA SHRIMP CROQUETTES



MOULES MARINIÈRES



OCTOPUS CARPACCIO



TRADITIONAL BELGIAN WAFFLE



STEAK TARTARE

beer lover's paradise



Beer Pairing

All our delicious dishes are perfectly paired with our wide range of beers. With each dish, you can learn some of the history and background of each beer, as well as why it is paired with its particular dish.



Beer Of The Month

Every month, we have a speciality beer in the spotlight along with a complimentary selected authentic Belgian cheese pairing.



We are looking forward to partner with you!

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Concept designed and owned by

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