



Franchise Introduction

The Le Petit Belge concept is a proven in international markets, and worthy of being continued for generations to come.

This document will provide you an outline of what Le Petite Belge is all about, and what to expect when you enter into a partnership with us.

*Love the
& moment
Share it*

Dear Partner,

Welcome to the **Le Petit Belge** family!

Le Petit Belge is not just a bar or bistro – it’s a vibrant expression of Belgium’s joyful lifestyle, culinary passion, and love for good company. It’s a place where people come together to enjoy great food, iconic Belgian beers, and an atmosphere that’s as playful as it is warm and welcoming.

Rooted in authenticity yet full of modern flair, Le Petit Belge brings a fresh twist to Belgian dining culture. From crispy croquettes and fluffy waffles to legendary mussels and our signature fries, our menu celebrates the best of Belgium with a cheeky, urban attitude. And of course, it’s all paired with a curated selection of Belgian beers that locals and expats alike love.

Designed for lively afternoons, casual business meetups, happy hours, and energetic weekend brunches, Le Petit Belge fits effortlessly into vibrant neighborhoods around the world. It’s a concept that delivers strong operational performance and all-day appeal – a true modern-day Belgian social hub.

Backed by the Creneau Group, our franchise partners benefit from deep hospitality expertise, powerful branding, smart design support, and proven operational systems. From site selection to grand opening and beyond, we’re with you every step of the way.

This guide introduces you to the Le Petit Belge concept, our vision for global growth, and the full support we offer to help you build a successful business with soul, character, and enduring guest appeal.

Let’s toast to good times, great taste, and spreading Belgian vibes far and wide!

Warm regards,



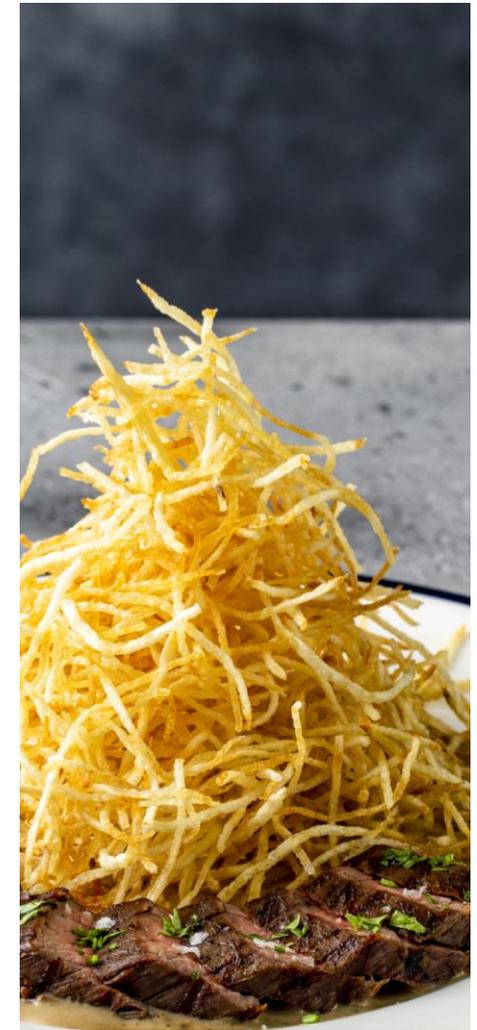
Wide range of beers



Modern pub atmosphere



Sports integration



Belgian food with a twist



The opportunity today

Premium Casual is the New Sweet Spot

Le Petit Belge balances quality and accessibility—ideal for consumers seeking elevated, informal dining.

- ◆ *60% of diners globally prefer premium casual over fine dining or fast food.*
- (Source: Technomic Global Dining Trends, 2024)

Social-First Venues Drive Repeat Traffic

It's more than dining—Le Petit Belge is a lifestyle hangout for after-work drinks, brunches, and social moments.

- ◆ *71% of Gen Z & Millennials choose restaurants for social atmosphere, not just food.*
- (Source: YPulse F&B Trends Report, 2023)

Comfort with Character Wins

Our Belgian twist on crowd-pleasers hits the sweet spot: familiar, yet different.

- ◆ *Global comfort food demand is up 23% year-on-year, but 67% prefer an international spin.*
- (Source: Datassential Global Flavors Report, 2024)

Le Petit Belge

Big on Belgian Spirit, Small in Pretence

Le Petit Belge is a **modern Belgian gastropub** that celebrates the nation's rich beer culture, quirky charm, and social dining traditions in a bold, approachable way. Built for today's global urbanites, our concept brings together:

- **Belgian Soul with a Global Vibe**

Classic Belgian favorites reimaged with international flair; Vol-au-vent next to burgers, waffles with a twist, and hearty sharing platters

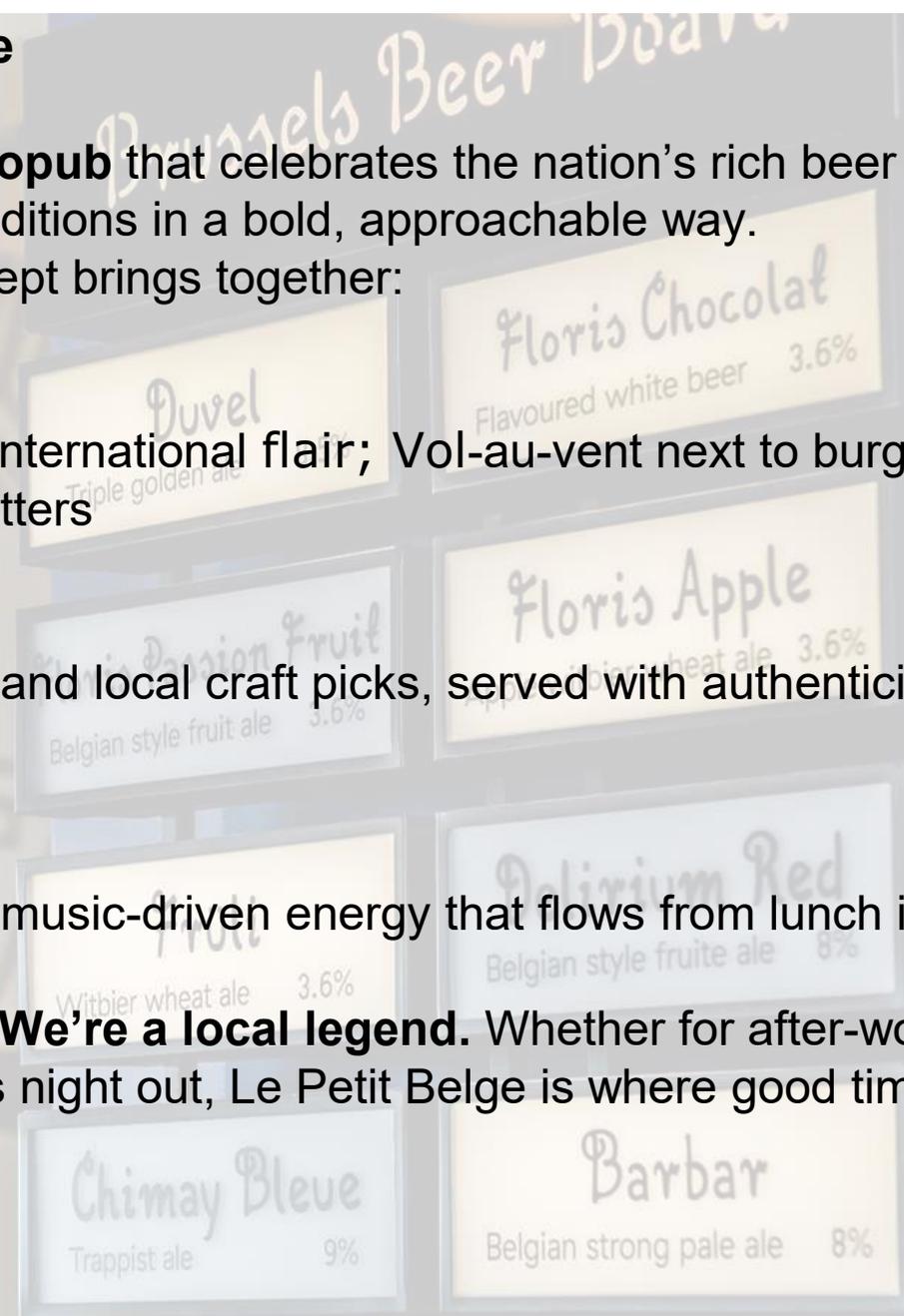
- **Beer-First Experience**

A curated beer list featuring Belgian icons and local craft picks, served with authenticity and knowledge

- **Sociable, Stylish Atmosphere**

Urban-casual interiors, warm lighting, and music-driven energy that flows from lunch into late-night.

We're not just a bar, nor just a restaurant. **We're a local legend.** Whether for after-work drinks, weekend brunch, or a spontaneous night out, Le Petit Belge is where good times and great taste come together.



The facts

Local Legend in Dubai

~**\$2M** annual turnover

Avg **19%** YOY revenue growth

18 months average **ROI**

Belgian heritage

\$75 avg spent/ guest

Recession resilient

~**\$1M** Capex investment

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	12–18 months
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

Why Franchise Le Petit Belge?

Timeless design, strong identity

- Spaces that rarely need updating
- Recognizable aesthetic

Exclusive brewery partnerships

- Access to a curated premium beer portfolio
- Branded pours, 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 model

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 a Le Petit Belge, including all SOP's, recipes, Marketing, etc. to launch and maintain the Belgian Beer Café brand.



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
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



The interior

of Le Petit Belge blends vintage Belgian charm with modern urban energy, featuring warm woods, playful details, and a lively, social pub atmosphere



Brussels

Florio Passion Fruit

Florio Apple

Florio

Chimay Bleue

Florio Chocolat

Florio

Delirium Red

Barbar

Flavoured white beer

Apple witbier wheat ale

Witbier wheat ale

Belgian style fruited ale

3.6%

3.6%

3.6%

8%

9%

3.6%

3.6%

8%

Mercator







Love the
& moment
Share it

We are looking forward to partner with you!

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LE PETIT
BE
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