



Franchise

guide

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 restaurant; 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,





Inviting design



European cuisine



Genuine hospitality



Quality produce



The F&B landscape is changing

What guests want today:

- **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 shift.

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.



The Facts.

12 years of success

~\$2 M CAPEX investment

All-day Dining = All-day revenue

~\$7 M annual turnover

Built for Global growth

18 months to Cashflow positive

Strong culinary heritage

~8% YOY avg profit growth

The Numbers.

Category	Details
Investment Range	~ \$2M USD (based on location and size)
Ideal Unit Size	300–650 sqm
Best Suited For	Golf clubs, lifestyle zones, family hubs
ROI Timeline (cashflow positive)	18 months (Dubai flagship reached in 9)
Staffing Needs	~ 30 team members per unit
Design & Fit-Out	Bakery, pizza oven, open kitchen, café bar
Financial Tools	Feasibility model available upon request



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 Middle East & 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
- Strong operational support

Full Franchise Support

- Layout design, training, menu guidance, marketing

Our 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.
- **Local market knowledge**
Deep understanding of their regional dining culture, consumer habits, and real estate landscape.
- **Values - driven partner**
Shares Creneau Hospitality Group's commitment to creativity, collaboration, and lasting business relationships

Nice to have...

- **Brand - builder mindset**
Interested in developing the brand and potentially growing under a master franchise or area development agreement.
- **Passionate about people and service**
Committed to delivering warm hospitality and creating spaces where guests feel at home.
- **Operational excellence**
Strong focus on day-to-day performance, staff training, and upholding Maison Mathis standards.

FRANCHISE LAUNCH

Launch Fee – \$ 80,000

We are dedicated to the success of our franchise network. For this fee, we provide the location with all the Front-of-House and Back-of-House on-site training to operate, including all SOP's, recipes, Marketing, etc. to launch and maintain the Maison Mathis 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	We 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 FOH & BOH departments.
Franchise Package handover	Handover of all files to our shared platform Graphics and identity guidelines Menu designs and proposed menus and promotions Global recipe & cocktail database Annual Marketing calendar with content Operational handbooks and training materials Branding logos and images

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	<ul style="list-style-type: none">• Annual Marketing calendar with activations to drive traffic to your outlet• "Ready-to-post" content to use on social media channels• Marketing meetings to adapt strategy focused on driving business
Graphic design	Graphic design support for menus and events
Social Media	Guidelines and on-demand support
Brand immersion & support	<ul style="list-style-type: none">• Support meetings with operations team to ensure high brand standards are maintained• Annual Brand seminar for management teams
Menu development & recipes	<ul style="list-style-type: none">• Ongoing support through menu updates and operational reviews• Full access to our global recipe database platform• Exclusive promotions with suppliers
Quality control	<ul style="list-style-type: none">• Quarterly Mystery shopping and report feedback meeting• Regular audits
BOH & FOH training & development	<ul style="list-style-type: none">• Exclusively tailored training program• On demand training support based on operational needs

A high-angle, dimly lit photograph of a modern restaurant interior. The space features a central bar area with a staff member working, surrounded by various tables and chairs. Large potted plants are scattered throughout the room. The lighting is warm and ambient, with several spherical pendant lights hanging from the ceiling. The overall atmosphere is sophisticated and inviting.

The interior

an atmosphere that invite



**Indoor and outdoor seats.
150 - 300 covers**



MAISON ^M/_M MATHIS





















Food

from the heart of Europe



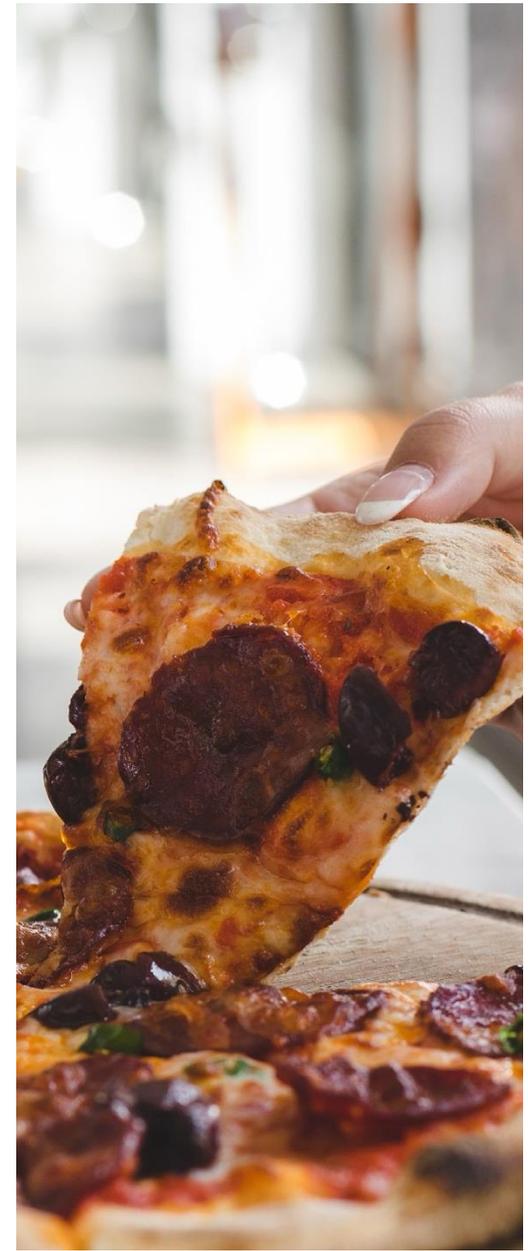
**Start the day
right**



**In bread
we trust**



**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, a small black ceramic pot of baked beans, several strips of cooked bacon, a fried potato, a slice of grilled tomato with herbs, and a portion of sautéed mushrooms. The plate is set on a white marble surface. Overlaid on the center of the image is the word "Breakfast" in a large, white, sans-serif font, with the phrase "start the day right" in a smaller, white, sans-serif font directly below it.

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, rocket



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

A rustic loaf of bread with a dark, cracked crust and a porous interior, resting on a wooden cutting board. Several slices of the same bread are arranged around it, showing the airy texture. The background features a blue and white checkered cloth and a light-colored surface.

The
bakery
in bread we trust.

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". Remember those little bakeries and grocers in town? The inviting aroma of fresh bread, the bright colours of fresh fruit and vegetables... Time went slowly, and life was easy... We re-create that feeling!



**For the love
of food**



LUNCH & DINNER

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, peppercorn
sauce, onion jam, camembert
cheese, roquette lettuce,
mushrooms, M/M Parmesan Bun



Tropical fruit mousse
Feuilletine, mango,
passionfruit, coconut

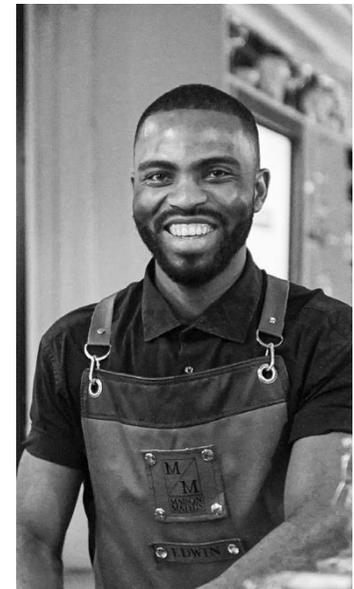
& MORE...



MAISON MATHIS SERVICE

The good food experience is not only about taste. It's also about taking care of our 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.



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!

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Concept designed and owned by

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