

FRENCH BAKERY



*Welcome to
France in Dubai ...*



Bonjour!

Welcome to the warmth
of French Bakery.

Introduction About Us



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Our Company

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Mission

- To offer an exceptional quality products, standard of service, and hospitality.
- To be dedicated to the single goal of satisfying each of the customers and partners.

Vision

- Building professional relationships by producing and supplying high quality diversified products.
- Increase market share in this region and continue to expand in line with the growth of UAE & other GCC countries.
- Maintain high standard of culinary products.
- Expand the customer base by means of coherent marketing, sales infrastructures, and customer relationships.
- Introducing unique concepts to other prestigious locations through strategic site selection & franchise concept.

History

Redefining the concept of Boulangerie Patisserie, French Bakery was set up in 1997 as part of the renowned La Marquise Group. For the first time the city experienced the unique concept of a Bakery plus Café plus production facility! Inspired from the villages of France where one can enjoy fresh produce straight from the bakery - this new introduction in the city was an instant success. Baking delectable delicacies require an uncompromising attitude, unbelievable craftsmanship and unwavering passion for perfection. At French Bakery we believe and follow these principles in every aspect of our operation.



Here Is
What
You're
Looking
for!

French Bakery is
bakery quality
solution for
demanding
professionals!

Our Business Divisions

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COFFEE SHOPS

French Bakery has earned a reputation of offering the finest French delicacies, outstanding service and an inspirational café-setting



PRODUCTION

French Bakery made in France: exclusively French Bakery chooses to keep the tradition of the French-style bakery. Our recipes are perfected by French Master bakers using the best local and authentic raw materials from France.

Recipes are developed and perfected by professionals of the bakery-pastry and restaurant trade.



FRANCHISING

French Bakery has the infrastructure, expertise and a unique business model that will assist you at every level. Above all, you can cash-in on the sterling reputation of the brand that has achieved unprecedented growth..



French Bakery Coffee Shop

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"Welcome to France in Dubai"



"Welcome to France in Dubai" is the idea behind the French Bakery concept. It's the joy of eating freshly baked goodies, straight from the bakery, in a French inspired café setting.

Whether it is for dine-in or take-away or deliveries, the common Unique Selling Point is the production facility. Nothing comes close to the taste of freshly prepared delicacies. Each French Bakery outlet epitomizes the experience of the proverbial French Café Culture – which is to get pampered by a luscious array of crème de la crème offerings.

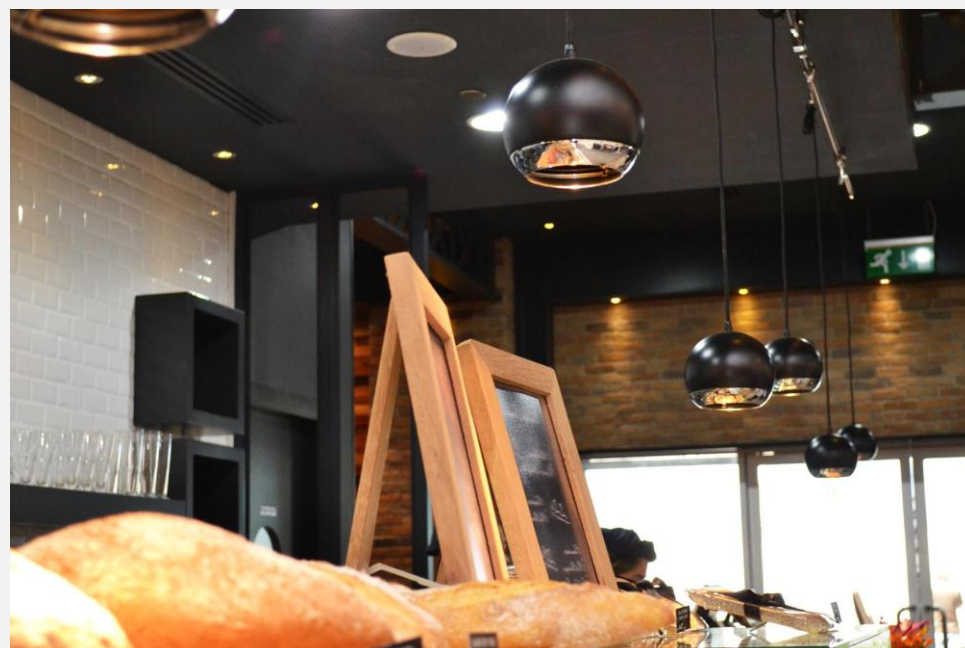


Our Concept

The new French Bakery Concept – wood, stone and lights – simple materials to set the stage of our amazing products. Merging comfort, product presentation and our golden heritage to inspire you to become part of this successful transformation.

Attention to detail ensures consistency of the concept and brings simplicity, comfort and class to our customers

Lifestyle elements and pictures underscore the French Bakery heritage : Natural brickwork, Real oak floorboards, Hand finished, high gloss lacquered furnishings, Black steel, High quality picture frames & Lounge furniture



Our Services

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French Bakery Coffee Shop Services



COFFEE SHOP

French Bakery has been serving UAE residents with its authentic baked products “Made in France” for over 16 years. Pioneering the unique concept of a Bakery plus Café plus Production facility it has redefine the concept of boulangerie patisserie.



CATERING

Natural progression for French Bakery to diversify into catering. Has existing loyal customer base, well-established brand and has a well-equipped kitchen. Catering adds valuable revenue streams to the coffee shop & production business.



ONLINE SHOP

French Bakery successfully launches it shop online in year 2016. Online is quickly becoming the norm for more shoppers in the UAE due to the high level of awareness amongst consumers about the convenience, speed and safety of their transactions.



HOME DELIVERY

Fast, Fresh & French is French Bakery's motto for home delivery. In today's fast paced, self-service world, the use of home delivery has become increasingly popular. Easy and convenient for customers.

French Bakery Production

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**"Specialized Traditional Bakery
with "Made in France" touch
bakery products"**

The FRENCH BAKERY Concept

A quality solution for demanding professionals, French Bakery is the brand that became established in the UAE with the philosophy: "merging the best of traditional handicraft with the latest technology". Adhering to this philosophy French Bakery has developed a quality process which begins with the rigorous selection of raw materials (quality & origin). Along with techniques of manufacturing, inspired by the French ancestral baking process, we have been able to offer a range of croissants and pastries incomparable flavors to customers throughout the years.



Our Production Facility

Located in the heart of the city, our state-of-the-art production facility is a culinary dream, spread across 1500 sq.m. Fully renovated and equipped with the latest technologies the facility boasts the highest quality and hygiene standards. And just recently, we opened our second production facility with an area of 2000 sq m. enhancing full production capacity & quality products, HACCP & ISO 22000:2005 certified.



State of the art production facility. HACCP & ISO 22000:2005 certified



**Freshly baked franchise
opportunities await you!**

The FRENCH BAKERY Concept

More possibilities, more success for you! Preserving product quality and uniformity is imperative in all our franchise. To address this need, franchisees will be supplied with finished and semi-finished bakery products which are prepared and produced in our Central Bakery Production Center.

We have flexible business options that would match a prospects desire for development. We're the right partner for you!

Franchising Business Options

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SINGLE FRANCHISE

Develop your first business unit with minimal cost. With and initial success you will be experienced, knowledgeable and in the best position to develop and acquire other points of sale to build a business portfolio.

French Bakery will support you by offering all its high quality range of products at preferential prices.

Our effective logistic and know-how will assist you in meeting your targets..

AREA FRANCHISE

In managing your area franchise of 4 stores you will become the French Bakery ambassador for your city. On the strength of your multiple points of sale you can develop a larger share of the bakery and coffee shop market.

Your professionalism in F&B management will make of your “French Bakery” a brand known for its quality.

AREA + CORPORATE PRODUCTION (UAE EXCLUDED)

Autonomy is the best scenario for ambitious investors. By controlling your production and points of sale, you will be able to master the market of bakery, pastry and catering from A to Z.

Your business field will cover both the direct consumers as well as customers such as 5-star hotels, restaurants and coffee shops.

MASTER FRANCHISE

Master franchise the entire country where you have the right to sub-franchise.

This business model requires a number of stores in the course of the franchise term.

It is a must that you have your own training facility designated for the franchisee.



Why choose French Bakery as partners?

Long standing
experience, Strong
supplier network,
Wide assortment of
delights, Quality
certification &
Professional
management
support

1997

THE START OF OUR DREAM

At French Bakery we love baking. We maintain the best of traditional techniques whilst embracing what modern technology and thinking has to offer.

As a company, we are focused, well trained and passionate about our products.

HISTORY

1997

2000

2001

2002

2006

2007

French Bakery opens its first bakery in Al Qusais and starts with 45 employees to produce the first traditional French breads and viennoiseries .

French Bakery opens its production center, enabling it to produce more of its premium .

Industrialization and development of the ready-to-bake range. A new blast freezer is built to keep up with the demand in this expanding market .

French Bakery signs an agreement with Costa to supply their UAE coffee shops .

French Bakery celebrates and obtains HACCP certification .

French Bakery finalizes its agreement with Caribou to become their main supplier of sandwiches and pastries. .

HISTORY

2012

2013

2014

2015

2016

2017

French Bakery launches its ranges of traditional German breads

Launched our new shop concept at Dubai Outlet Mall branch which has received great reviews from customers and shoppers

Franchise in Kuwait has been signed up.
Opened our first franchise branch in UAE at Al Ghurair Mall
Introduction and development of our Grab & Go bakery products in the outlets

Franchise development for Qatar market has been signed up
Remodeling of French Bakery outlets to new concept
Opening of more outlets in Dubai franchise and in Abu Dhabi

Inauguration of 2nd Central Production Center of French Bakery Dubai

French Bakery Al Quoz Production Center has been HACCP & ISO 22000:2005 certified.
Full renovation completion of the 1st Production Center in Sheikh Zayed Road
Development of frozen product range



French
Bakery's
amazing
products!



Our Products

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*A wide variety of French Pastries
and a whole lot more
can be found in our brochure*



*Visit our website
to download
full list*



*We offer the perfect
choice for your
bakery supply
solutions*



Our Products

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Breads, Viennoiseries, Salads
and Sandwiches and
a lot more products can be
found in our brochure



Visit our website
to download
full list



We offer the perfect
choice for your
bakery supply
solutions





PRODUCT SUPPLY

French Bakery has always been the quality solution for demanding professionals. Supplying coffee shops chains , restaurants, catering and fast food business with over extensive range of bakery products.



RESEARCH & DEVELOPMENT

Your business have a different need than those what we have on brochure? Change of product range whether seasonal or business essential, our research and development team can develop it for you which starts from rigorous selection of ingredient down to the finishing touch like packaging.



CUSTOMIZATION

Want a different product from our extensive list? Our Chefs can create customized product depending on your requirement and volume of order. The bakery products will be produced and distributed exclusively for you and your outlet



MANUFACTURING

Have a product but requires a bakery to produce it? Or perhaps your business requires an altered form of bakery products? Discuss it with our team, how can we help you.

Need to
talk to us?
We're
listening!
Contact us!

Corporate Sales:
sales@frenchbakery.ae

Franchising:
franchise@frenchbakery.ae

Other inquiries:
cs@frenchbakery.ae

Our complete Product Brochure
can be downloaded at our
website: www.frenchbakery.ae



المخبز الفرنسي