

FRANCHISE INFORMATION GUIDE

Bakers Delight



WELCOME TO BAKERS DELIGHT

Since 1980, Bakers Delight has grown from a single bakery in Hawthorn to over 700 bakeries across four countries.

With more than 700 bakeries located across Australia, North America and New Zealand, Bakers Delight is a proven profitable business model that has stood the test of time.

Established with a promise to deliver fresh baked products and delightful service every day, Bakers Delight is still family owned and operated and is poised for some significant growth between now and 2030.

Boasting one of the country's most recognisable brands with the support of a loyal customer base to draw on, there's never been a better time to get on board and see for yourself why Bakers Delight is still Australia's most successful bakery franchise.



WHY BAKERS DELIGHT?

100%

AUSTRALIAN OWNED
AND OPERATED

More than
500

BAKERIES ACROSS
AUSTRALIA...AND
GROWING

20-25

NEW BAKERIES
EVERY YEAR

150

NEW bakeries by

2030

200

BAKERIES
IN CANADA, USA & NZ

Over
40%

OF FRANCHISEE PARTNERS ARE
MULTI-SITE OWNERS

100%

OF OUR PRODUCTS ARE
BAKED FRESH
EVERY DAY

COMMITMENT TO
REDUCE
OUR GREENHOUSE
GAS EMISSIONS
BY 30%
BY 2030

OUR AUSTRALIAN FOOTPRINT

WA
50

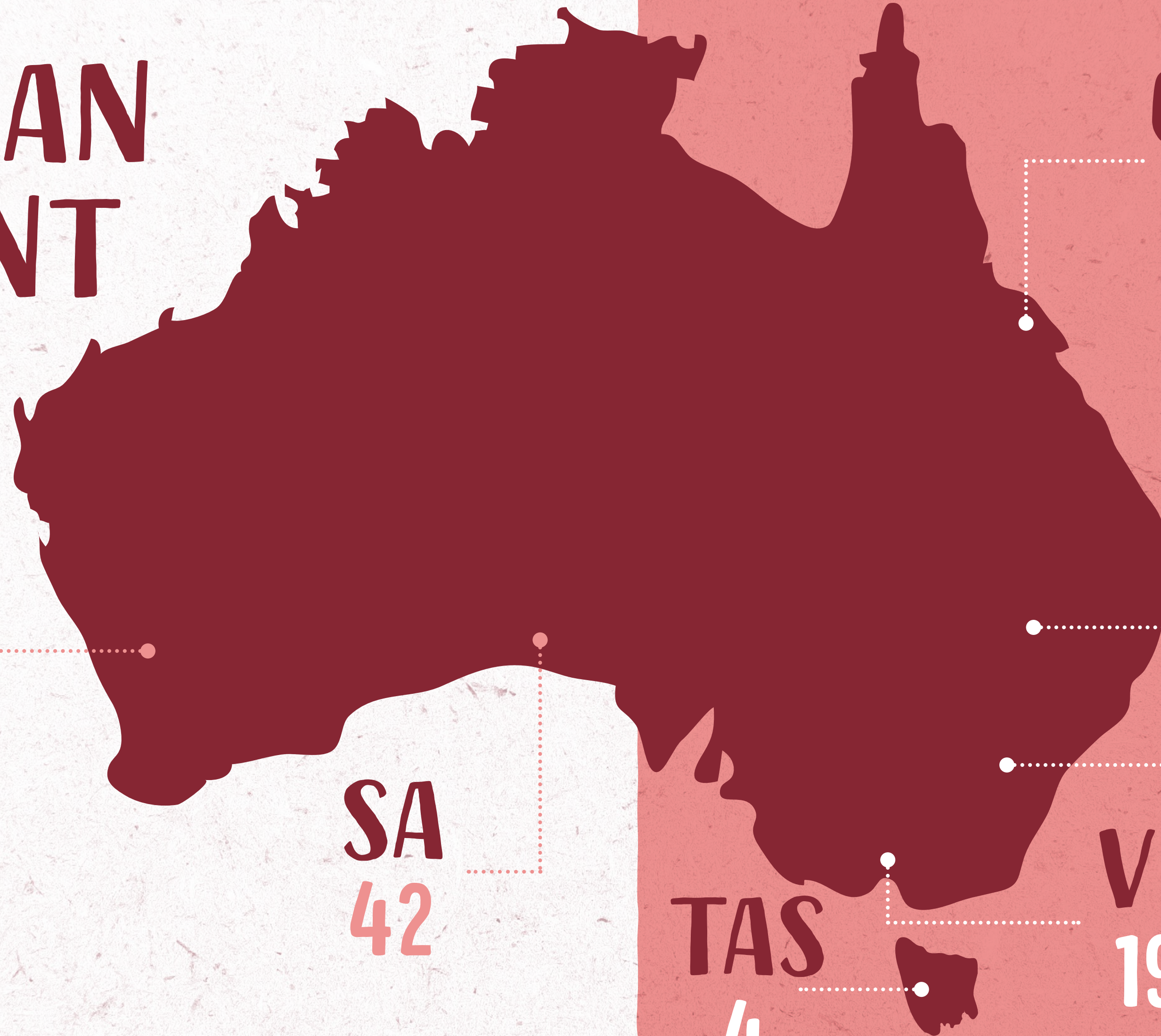
SA
42

TAS
4

VIC
194

QLD
53

NSW/ACT
178



OUR NUMBERS STACK UP

Our franchising system has been a proven success model for over 40 years. Here's why we are still the world's most successful bakery franchise.

\$1,326,000
AVERAGE SALES

\$240,000
AVERAGE OPERATING
PROFIT

**OUR TOP 10% OF BAKERIES WITH ANNUAL
SALES OVER \$2,090,000 AND AN AVERAGE
OPERATING PROFIT OF OVER \$473,000**

figures are based on averages inclusive of FY24



COST OF ENTRY

Want to be a part of our growth plans? Here's what you will need to get on board.

PURCHASE A NEW BAKERY

New sites include:

- Head lease negotiated by Bakers Delight
- New equipment at negotiated cost
- Full turnkey design and construction of the bakery managed by Bakers Delight
- Operational and marketing support for bakery opening

KEY PAYMENTS

| | |
|------------------|------------------------------|
| New Bakery Cost | \$600,000 - \$700,000* + GST |
| Deposit | \$50,000 + GST |
| Training Fee | \$10,000 + GST |
| Royalty Payments | 7% of weekly net sales + GST |
| Marketing Fee | 2% of weekly net sales + GST |

* Figure includes bakery design and build, equipment, project management, lease negotiation and franchise fee

FINANCING

Bakers Delight does not provide financing, however we have a bank preferred model and we can connect you with contacts within these banks to discuss your financial position and capacity. Banks will provide funding depending on a number of factors including the individual circumstances of the applicant(s).



OUR SUPPORT TEAMS



TECHNOLOGY

We know the importance of systems running smoothly and being able to troubleshoot and resolve issues quickly. That's why we offer 24-hour technical support.



LEASING

We'll work with you to find the perfect retail site and manage the lease negotiations to ensure the best outcome for you and your business.



SUPPLY CHAIN

By selecting the best-qualified ingredients, negotiating the best value and monitoring the execution of contracts, we ensure long-term supply chain stability for our bakeries.



HUMAN RESOURCES

Offering advice, education and assistance with industrial and employee relations legislation, so you can be sure you're employing, paying and managing your team appropriately.



TRAINING

A well-run bakery needs well-trained staff. We'll support you through your initial training and offer ongoing webinars, workshops and modules to keep your team in top form.



OPERATIONS

Your Area Manager is your primary contact with the Support Office and can advise you on your bakery's development, growth and profitability to help drive sales and boost profitability.



DESIGN & BUILD

Supporting with refurbishments, relocations and fit-outs, while ensuring compliance with company standards, landlord requirements, local authorities and building regulations.



MARKETING

Providing strategic national and local marketing planning, campaign development and activation support to keep customers coming through your door.



OUR TRAINING

No experience? No problem! Our success depends on your success, so we'll ensure you are well prepared to hit the ground running when it's time to take the reins of your own bakery. Along the way, we'll pair you up with a host-trainer to guide you through a thorough training program in a live bakery environment. Through a blend of tailored conceptual, digital, classroom and hands-on components, you will find out exactly what makes a successful bakery tick before you strike out on your own.

We'll also put you in touch with our expert support teams who will assist you with your transition and ensure you are fully supported once you start trading and beyond. From technical bakers and human resources specialists, through to commercial/financial experts and operations professionals, we've got your back every step of the way.

ONGOING TRAINING & E-LEARNING

Franchise partners have access to ongoing training workshops throughout the year in areas such as financial management, production scheduling, and staff development. These workshops are held at Bakers Delight regional offices across the country.

Bakers Delight's e-learning platform, Breaducate, assists franchise partners in training both current and new staff. This invaluable resource allows franchisees to track staff completion of training modules in key areas such as OH&S, marketing campaigns and food handling, among others.



OUR MARKETING

At Bakers Delight, our brand is known for its fun and distinctive campaigns. We ensure our franchise partners receive top-notch marketing support to thrive. From the moment you join us, you're not just a franchisee; you're part of a story that unfolds with every loaf baked and every customer served.

Our marketing support covers all bases, from planning national campaigns that elevate the Bakers Delight brand to supporting local initiatives that drive sales and build loyalty. The stories we tell aren't just about bread; they're about the people who bake it and the communities that enjoy it. No flashy stunts, just genuine connections and real results.

At the heart of our customer loyalty success is the Dough Getters loyalty program. With thousands of enthusiastic customers using the app every day, it has become a game-changer in our marketing strategy, creating strong bonds and driving repeat business like never before.



AWARD-WINNING EXCELLENCE

In 2024, we were recognised for our first-rate marketing strategies by winning multiple industry awards, including:

- The Franchise Council of Australia's Marketing Excellence Award, presented for our 2023 Pink Bun campaign for Breast Cancer Network Australia, where we raised \$2.3m
- The Australian Loyalty Association's Best Loyalty Program Relaunch Award, for our Dough Getters program

OUR OPERATIONS TEAM

As a franchise partner, you'll work with an experienced Area Manager who will serve as your business mentor and primary contact with the Support Office. Your Area Manager will guide your bakery's development, growth, and profitability, providing ongoing coaching to achieve operational excellence. They will regularly visit your bakery, ensuring adherence to business guidelines, developing strategies to drive sales and managing expenses to boost profitability.



OUR TECHNOLOGY

At Bakers Delight, we've fully embraced data, technology and innovative platforms to supercharge our business. Our commitment to world-class technology ensures that franchise partners have instant access to cutting-edge data and insights about their bakery's performance. We've launched a leading loyalty platform and developed seamless third-party delivery integration. Supported by a 24/7 technical support team and a 24-hour Service Desk helpline, we ensure our bakeries run smoothly and efficiently, setting new standards in the industry.



OUR IMPACT

We believe all businesses have a role to play in helping our environment, which is why we have set ourselves a goal to reduce our greenhouse gas emissions by 30% by 2030. To achieve this, we're focussing on reducing waste going to landfill, energy efficiencies, and reducing our scope 3 emissions (supply chain logistics) by working closely with our suppliers.

Bakers Delight complies with all state and federal mandates on plastic use and have recently phased out plastic bread tags nationally in line with a South Australian ban in September 2024. We are also trialling plastic bags made from some recycled materials and reuseable bread bags to help reduce our plastic consumption.

Our franchisees love their locals too and regularly donate bread to local sports clubs and schools, or give away end of day stock to the many charities or food rescue agencies offering support to families in need.

We are proud to partner with Australia's most trusted preventative health education provider, Life Ed Australia through our 'Healthy Solutions Range', to help children make healthier choices.

Life Ed Australia have been educating Aussie kids for as long as we have been feeding them (over 40 years!), through early learning centres, childcare centres, kindergartens and primary schools. Together (with the help of Healthy Harold the giraffe), we educate children on where food comes from, the importance of whole grains in a healthy diet, and the key nutrients they provide for growing bodies and minds.



OUR COMMUNITY SUPPORT

Every day and in so many ways, our network of franchisees are supporting local communities around the country. From local schools and sporting clubs, to community groups and charities, we always take a little extra time each day to support and engage with those around us.

BREAST CANCER NETWORK AUSTRALIA

Bakers Delight has been 'breast friends' with Breast Cancer Network Australia (BCNA) since 2000 and during that time, we've formed an unbreakable bond of love and mutual support for people experiencing breast cancer.

Each year during our annual Pink Bun campaign, over 500 bakeries across Australia 'pink up' to raise awareness and much needed funds for BCNA, with 100% of all Fun Bun sales going to the cause. In 2024, our generous network of franchisees raised over \$2.3 million through this campaign, adding to the more than \$25 million raised since our special friendship began all those years ago.



OUR COMMITMENT TO YOU

THE FRANCHISOR COMMITMENT

- ✓ Provide all necessary support to ensure the successful launch of a new franchise
- ✓ Provide ongoing training through the competency-based training program
- ✓ Conduct marketing campaigns including advertising and other promotional activities
- ✓ Provide local marketing resources, materials and advice
- ✓ Provide network operations manuals
- ✓ Provide management, sales and administration advice
- ✓ Offer technical advice and information
- ✓ Provide access to recipes
- ✓ Promote a source of ingredients and other products in a 'one-stop shop' arrangement
- ✓ Facilitate communication between franchisees via group meetings, formal functions, online and via newsletters
- ✓ Locate suitable sites and negotiate leases
- ✓ Plan and coordinate design and bakery set-up, providing a turnkey operation



OUR FRANCHISE PATHWAY



1. SUBMIT AN ENQUIRY

You will be contacted by our Franchising Team within 48 hours



2. COMPLETE AN APPLICATION FORM



3. INTRODUCTORY MEETING

Meet with our Franchising Team



4. MEET WITH HEAD OF OPERATIONS



8. MEET OUR CEO'S OR EXECUTIVE TEAM



7. CONNECT WITH OUR NETWORK



6. BAKERY EXPERIENCE DAYS



5. MEET WITH OUR COMMERCIAL MANAGER



9. REFERENCE & POLICE CHECKS



10. LEGAL DOCUMENTS

Sign a Franchise Agreement and pay a deposit



11. START YOUR TRAINING

Approx 4-6 months before opening

12. BAKERY OPENS

THE QUALITIES OF A BAKERS DELIGHT FRANCHISEE

- Passionate about the brand
- Focussed and committed
- Entrepreneurial and ambitious
- Strong communicators
- Financially capable
- Energetic, organised and efficient
- Driven to succeed
- Adaptable and resilient
- Great leaders, but also team players
- Community focused
- Willing to follow the Bakers Delight system



ARE YOU READY
TO START YOUR
JOURNEY?

CONTACT OUR TEAM TODAY

FRANCHISE DEVELOPMENT

franchise.development@bakersdelight.com.au

AUS 1300 309 759

Bakers Delight Holdings

