



## HIDEAWAY LICENSING & FRANCHISE ENQUIRIES

Please find below FAQs which we hope will answer a few of the broader questions.

If, after you have read the below & you would like to explore a potential collaboration please contact Paul at [Paul@hedonism.group](mailto:Paul@hedonism.group)



# FAQ

## IS HIDEAWAY A LICENSING OR FRANCHISE OPPORTUNITY?

Good question, it is actually both.

In technical terms we would be looking to enter into a *License Agreement* to cover a specific territory with the potential for opening several units.

Alternatively, we can look at individual *Franchise Agreements* covering stand-alone units whether in a shopping mall, hotel or private airport terminal etc.

Both are similar in nature but there are subtle differences between the two models.

## DO I NEED PREVIOUS EXPERIENCE OF RUNNING AN F&B BUSINESS?

Yes & no.

We would consider previous F&B experience to be essential when taking on a *Hideaway* License for a territory.

Our Licensees are typically experienced operators with good knowledge of their local markets, or they are investors who have sourced a local operator to run the business on their behalf.

However, experience is preferable but not essential to open a stand-alone *Hideaway* Franchise.

Potential franchise partners with limited or no experience would be asked to sign up for a two week intensive, immersive training course for key members of staff in London to be hosted at our Head Offices in Mayfair & across our F&B operations.



# FAQ

## DO I NEED TO FIND A SITE?

Yes, Licensees/Franchisees need to find the best locations, prime sites where they think that *Hideaway(s)* would thrive.

## CAN I OPEN MORE THAN ONE SITE?

Yes, if you have a License Agreement, it will cover a geographical area, either a city, region or country.

Within that territory we would agree, in realistic terms, how many *Hideaway* cafés would work.



# FAQ

## ARE THERE DIFFERENT SIZES OF HIDEAWAY I CAN OPERATE?

Yes.

In essence there are three *Hideaway* models:

### ‘POD’

Petite yet perfectly formed, coffee-led with curated selection of signature dishes

- Perfect for units with limited MEP
- Low entry & operating costs
- Ideal for high-end shopping malls, VIP lounges, high profile pop-up event

### ‘CLASSIC’

Based on *Hideaway* London

- 50-60sqm approx.
- Circa 50 covers including terrace
- On-site kitchen plus out-sourced cloud bakery
- Perfect fit for high-end hotel, city centre & affluent neighbourhood venues

### ‘FLAGSHIP’

Large, prestigious sites

- High revenue generating operation
- Highly visible, prestigious location
- Incorporating on-site bakery & elevated day to night menus

All options have the same *Hideaway* zest & impeccable *Studio Caché* design.



# FAQ

## HOW MUCH WILL A HIDEAWAY LICENSE/FRANCHISE COST ME?

The License fee will depend on the scale of the exclusive territory agreed, length of license agreement, number of units etc.

To give ballpark guidance, the *Territory Fee* would typically be a six-figure sum & the Unit Fee for each additional unit opened approx. a quarter of that figure.

We want to encourage expansion, so we are happy for our partners to pay part of any additional *Unit fees* from cashflow, once the unit has started operating.

## FEE CALCULATION

As soon as we have a good understanding of your situation, we will propose an equitable fee schedule looking to work within the following framework:

- *Territory Licensing Fee* – poa, specific to the size, location etc of the particular territory agreed
- *Unit Fee* for any additional permanent *Hideaway* sites that are opened as per the license agreement
- *Monthly Royalty Fee* of Gross Turnover, tbc

For a Franchise agreement there is an initial *Franchise Fee* plus a *Monthly Royalty Fee* based on Gross Turnover.





# FAQ

## HOW MUCH WILL IT COST TO BUILD A HIDEAWAY?

This depends on the scale of the operation but our experienced Back of House team will give you precise, economical kitchen & BOH designs tailored to whichever of the three *Hideaway* model you are working with.

## CAN I OPEN EXTRA POP-UP SITES?

Absolutely, our Licensees are encouraged to take advantage of any & all commercial opportunities they identify within their territory.

## WHO DESIGNS EACH HIDEAWAY?

Each cafe is a bespoke design, recognisably a *Hideaway* in its essence but with its own particular character & playful identity, reflecting local influences in subtle & charming ways.

*Studio Caché* are our designated design partner. They would liaise with you directly at every stage of the design process.

## DO I PAY A DESIGN FEE?

Studio Cache fees will be included in the Territory Fee, they will be calculated based on the size & scale of the site.



# FAQ

## AS A LICENSEE, WHAT WOULD I GET FOR MY MONEY?

The Territory fee will cover the cost of the design concept, schematics would be charged as extra.

The Territory Fee also covers all the Hideaway IP rights for the territory for the length of the license agreement.

As a Licensee you would receive The System for Hideaway. The System is contained in The Manual, which is everything your team needs in order to run a successful Hideaway site.

The Manual contains all Standard Operating Procedures (SOPs) as well as Menus, Recipes, Training, Branding etc for running a Hideaway.

## PRE & POST OPENING SUPPORT & TRAINING

Our team of experienced operators will work with you, advising you at every stage, including weekly zoom meetings, as you progress through from finding a site to opening your first *Hideaway*.

There would be extensive, immersive training offered to all key members of your team in London based at our Mayfair offices with valuable experience of working at both *Hideaway* London plus at *HIDE*, the largest & busiest Michelin\* restaurant in London where all *Hideaway* dishes are developed.

There will be full support for Management, Kitchen & FOH teams in country during the opening period, our highly experienced *Hideaway* London staff will also visit as frequently as required to help you optimise the performance of your *Hideaway* site(s).



# FAQ

## MARKETING SUPPORT

The *Hedonism Group* Marketing Dept will work closely with all our Licensing/Franchising partners helping to curate a targeted marketing & promotion program for all new ventures – all of whom will be visibly supported by the *Hedonism Group*'s own extensive marketing & social media coverage.

## WOULD WE HAVE A BESPOKE MENU?

Our team of Michelin\* chefs will work with you refining the menu to suit the scale of your venture as well as local markets & tastes.

*Hideaway* has an excellent core of signature dishes – we would look to blend & evolve the menu however you wish, being led by your local knowledge.





# FAQ

## HIDEAWAY BRAND

*Hideaway* brand has extremely high recognition value amongst our incredibly loyal HNW international client base.

*Hideaway* is a strong, profitable business model blending high margin & top-quality produce in a unique environment.

If you would like to further explore Licensing or Franchising a *Hideaway* overseas, please contact Paul at [Paul@hedonism.group](mailto:Paul@hedonism.group)

