

HIDE & SEEK

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



FAQ

IS HIDE & SEEK 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?

In short, yes you would.

Unlike with *Hideaway*, our daytime luxury café brand, we consider previous F&B experience to be essential to opening & running a successful *HIDE & SEEK* venture.

It is a more complex model with more moving parts & whilst you will be supported all the way by the *Hedonism Group* team, the operation will need an experienced operator with a skilled team of key personnel & good knowledge of the local market & competition, to ensure that your *HIDE & SEEK* can reach its full potential.

FAQ

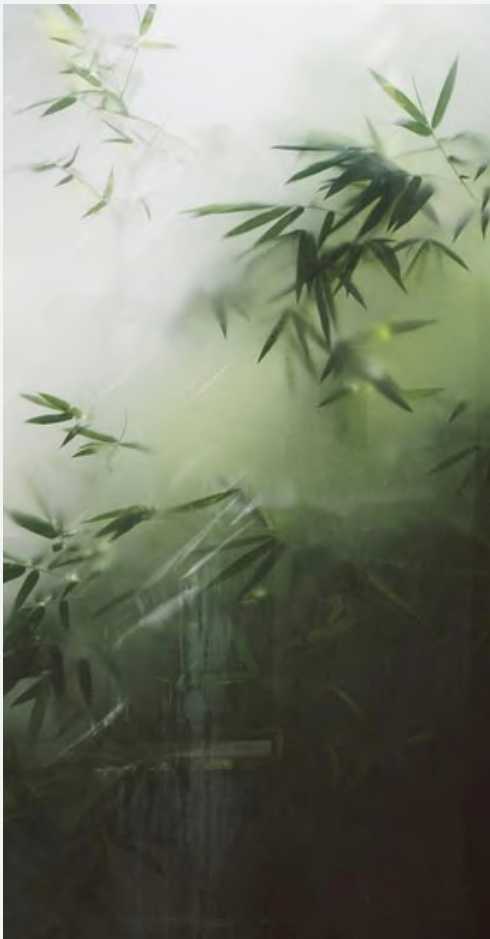
DO I NEED TO FIND A SITE?

Yes, Licensees/Franchisees need to find the best locations, prime sites where they think that *HIDE & SEEK*(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 *HIDE & SEEKS* would work.



FAQ

IS THERE AN OPTIMAL SIZE FOR A HIDE & SEEK UNIT?

Not really.

As it is designed to be a hybrid of the different elements of *Hedonism Group* brands the make-up & scale of the site will vary depending on the availability of suitable sites in each territory. What is key is that the location fits the *HIDE & SEEK* brand & offer.

We would of course guide & advise all partner operators in their choice of site, working together to ensure that the site works long term.

HOW MUCH WILL A HIDE & SEEK 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.



FAQ

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 *HIDE & SEEK* 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.

HOW MUCH WILL IT COST TO BUILD A HIDE & SEEK?

This depends on the scale of the operation but our experienced Back of House team will advise on precise, economical, site specific kitchen & BOH designs.



FAQ

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 HIDE & SEEK?

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

DOES EACH HIDE & SEEK LOOK THE SAME?

Each venture is a bespoke design, with recognisable characteristics but with its own particular character & playful identity, reflecting local influences in subtle & charming ways.

DO I PAY STUDIO CACHÉ 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 *HIDE & SEEK* IP rights for the territory for the length of the license agreement.

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

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

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 *HIDE & SEEK*.

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 *HIDE*, the largest & busiest Michelin* restaurant in London where all *HIDE & SEEK* dishes are developed, as well as crucial training sessions with senior teams at *Bar Below*, *Hideaway* & *Hedonism Wines*, as appropriate.

There will be full support for Management, Kitchen & FOH teams in country during the opening, with a highly experienced *HIDE* team onsite during the important pre & post-opening periods, as well as frequent on-going site visits as required to help you optimise the performance of your *HIDE & SEEK* operation.

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.

Over the last 8 years our chefs at *HIDE & Hideaway* have developed an excellent database of over 1,000 signature dishes – we would look to blend & evolve the menu however you wish, being led by your local knowledge.



FAQ

HIDE & SEEK BRAND

The *Hedonism Group* brands have extremely high recognition value amongst our incredibly loyal HNW international client base.

The Group prides itself on developing strong, profitable business models blending high margin & high-quality produce in a unique environment.

If you would like to further explore Licensing or Franchising a *HIDE & SEEK* in the UK or overseas, please contact Paul at licensing@hide-and-seek.co.uk



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