



NOODLE PACK BOOKLET

Welcome to the Noodle Pack world!

This booklet will offer you the main information about the Noodle Pack **franchise**.

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WELCOME!

Ni Hao! Welcome to Noodle Pack!

Dear friend and partner, we are grateful for your interest in the Noodle Pack business! We want to make your journey of understanding our business concepts easier. In this brochure, you will find complete information about operating the Noodle Pack business.

Do not forget, the purpose of our business is to educate consumers to make wise choices regarding their eating habits. We strongly believe that Asian cuisine is an ideal source for a healthy life.

It is also important to understand that the basic ingredients of our business are passion, seriousness and integrity with which we work. Our values are the pillars that support the whole business concept.

Our goal is to create a quality product delivered in quality terms. That's how we understand the respect towards the customers, employees and communities we live in.

Once you decide to join the Noodle Pack team, you will gain access to our secret procedures, ingredients, materials, and systems, along with the constant support of our specialists. You will benefit from an entire business 'school', based on a viable business model, which is already successful: a brand with a good reputation, satisfied consumers, a financially stable company.



ABOUT US

We are a dynamic team of dedicated professionals, with experience in the HORECA field. Noodle Pack is part of a group of companies that has consistently demonstrated financial and brand stability.

Our experience in building these brands has helped us in creating an alternative product, heavily rooted in the Asian cuisine, which is based on wheat and rice noodles.

The unique product, with original recipes, is an adaptation of Asian cuisine to European tastes.

Thus, we use original Asian ingredients, with vegetables and meat from local producers, and add our eight Noodle Pack branded sauces in order to offer healthy and tasty products to our customers.

Today, our product is on the list of consumers' healthy preferences from the most important cities in Romania. Equally important, Noodle Pack has earned a well-deserved place on the Romanian franchise market.

We know how to develop successful brands from a simple idea. The mandatory ingredients are the passion for our work and the rigor with which we establish and respect the highest quality of standards.

At this point in the evolution of our business, our goal is to extend Noodle Pack in Europe and across the globe, and to make it known for the satisfaction that it brings to the consumers.



VISION

We aim to set a high standard by creating products of superior quality.

We strive to be the market leader, treating our customers, suppliers and employees respectfully, surpassing their expectations, with the stated purpose of helping to create a better world, starting with the local communities where Noodle Pack is present. We aim to set a high standard by creating products of superior quality.



MISSION

A special Asian culinary experience, based on Noodle.

We aim to offer a special asian culinary experience based on Noodle, through the richness and variety of carefully chosen tastes, which will relish the joy of lunches in the city and are easy to digest. When talking about the ingredients that we use, the process of product preparation in front of the customers and the variety of assortments that we offer, they all guarantee a pleasure for the eyes, but mostly for the taste buds.



VALUES

Our Promise: HAPPY CLIENTS

Customer satisfaction is the compass that guides our every choice. Our business has constantly developed because every ingredient - imported from Asia or locally produced - is of the highest quality. The special sauces, Noodle Pack branded, amplify the delicious result. Every customer will receive this delicious portion of health with joy!

Our Goal: PEOPLE FIRST

We built a business with a purpose in mind: benefits for all those involved. We believe that our success is a result of the respect we have for customers, employees, suppliers, communities. We hope this will become for you, as well, the pattern for creating healthy relationships with those upon which lies your business' success.

Our motivation: MUTUAL TRUST

The trust of our clients motivates us to work responsibly and perseveringly, day by day, to provide them with healthy, carefully prepared food, whilst respecting all the hygiene standards.



HISTORY



The creation of the Noodle Pack brand started from a surprising meeting with Asian gastronomy, which happened in 2015, in Austria.

Our belief that the healthy and very tasty product will be well received in the country has been rewarded: every day, thousands of customers enjoy our product in one of the 12 locations in the major cities of the country.

Baia-Mare and Cluj were the first locations, opened in 2015. The following year, six Noodle Pack restaurants appeared in Timisoara (Iulius Mall and Shopping City), Iasi (Iulius Mall), Targu Jiu and Bucharest - Veranda Mall. In addition, in 2016 the concept was already present at Street Food festivals across the country.

HISTORY



In 2017, we opened Noodle Pack restaurants in Vivo Cluj, Kaufland Barbu Vacarescu (Bucharest), we participated in nine Street Food festivals, as well as international events (Untold and Jazz in the Park) and corporate events.

Moreover, the opening of the Home Delivery service in Cluj-Napoca came in response to our customer requests. In addition, following the business community's requests, we started the business franchising process at national and international level. 2018 brought us two new locations, in Kaufland Suceava and Baneasa Shopping City in Bucharest, which is the most important shopping center in the country.

By the end of 2020, our business strategy is to have 50 more restaurants opened in Romania and our presence on at least three international markets, all the more as we already discuss about a Master Franchise in Spain.

OUR PRODUCTS



Freshly cooked!

CHOOSE RICH FLAVORS. **CHOOSE SMART!**



The Noodle Pack chain of restaurants is a unique concept in Romania, based exclusively on wheat and rice Noodle recipes.

Our slogan, "**Choose Smart**", is an invitation for our customers to make the right choice for them and their family. We promise it will be a healthy and tasty one.

Whether we are talking about Noodle (wheat, rice or mixed) with a wide variety of choices such as Beef, Shrimp, Shanghai Chicken, Crispy or Orange Chicken, or our soups (sweet & sour, chicken and mixed), our products will always surprise you with the combination of authentic Asian flavors tailored to European tastes. The eight special Noodle Pack sauces are our culinary delight, as they complement and amplify the flavors.

OUR PRODUCTS

ARGUMENTS

We created the Noodle Pack business by relying on six main features of our products, which until now, have brought significant benefits to both our customers and our investors.

Cooked right in front of you.

From boiling the Noodle, to preparing it on the hob, along with fresh vegetables, all the stages take place in our locations and you can watch them live. Customer trust in our products is one of the keys to the success of Noodle Pack.

You feel good after eating!

An abundant meal also requires a good afternoon sleep! Wrong, Noodle Pack manages to give you a unique and easy-to-digest experience with the perfect combination of ingredients originating from Asia and the native ones.

Fresh vegetables, local products!

In addition to the ingredients imported directly from Asia to ensure the perfect taste, we add the local ones (fresh meat, vegetables) that add a touch of familiarity and create a refined experience.

OUR PRODUCTS

ARGUMENTS

We are fully confident about the Noodle Pack system, which has demonstrated rapidity and efficiency.

Fast - sales record

Our goal is customer satisfaction in all the events we attend (from Street Food festivals to international events such as Untold). With the specific Noodle Pack cooking and serving system, we have reached record numbers - over 4500 portions a day: a stunning 10 second average per customer.

The same quality in all locations

Being a systematized business, Noodle Pack is an investment that has already been tested. By scrutinizing and optimizing the operations of each stage, it has become scalable. That is why we can guarantee the high quality in any location, each operation having an easy-to-read and reproduce procedure.

Eight unique Noodle Pack branded sauces

They enhance the taste of the ingredients and give them a special flavor, very easy to identify and recognize, even after the first tasting. Sauces can be combined with each other and, thus, offer an incredible variety of flavors.

NOODLE PACK

A product of various sizes (medium, large), which offers a delight to any Asian cuisine lover. Based on special Noodle recipes of wheat and rice, you can add a wide variety of choices such as beef, shrimps, Shanghai chicken, Spicy Crispy or Tuna. The combination of ingredients allows you to experience over 30 different recipes.



Spicy Crispy



Spring Rolls



Tempura Shrimps



Orange Chicken

The wheat, rice or mixed noodle is a tasty and rich nutritional source (proteins, fiber, iron, potassium and vitamin B). Add fresh vegetables (carrots, onions, cabbage), which together with the eight special Asian sauces give you the unforgettable Noodle Pack flavor.



FAMILY PACK

Are you craving for a tasty and healthy meal for your family, but you aren't in the mood to cook?

We perfectly understand you and we have a great solution for you.



Vegetarian



Special



Tasty

We know that tastes differ in a family, so our Family Packs comprise a variety of tastes and flavors for the whole family.

Choose Smart - Choose the best option for your family: Vegetarian, Special or Tasty.



SMART PACK

**Do you feel like having only
spring rolls and your
favorite type of meat, but
without the Noodle?
Smart Pack gives you this
opportunity at a great price.**

We recommend combining one type of meat with spring packs and sauce. The combination of these three tastes will pleasantly surprise you.



Smart Pack Nuggets



Smart Pack Shanghai



Smart Pack Crispy

SOUP

Isn't it true that a good soup is hard to find? Ours will bring you warmth in your soul.

For Noodle lovers, even soup can be a trip to the Asian flavors land.



Sweet & sour



Spicy



Mixed

We have 3 choices for you, all of them cooked with natural ingredients, carefully selected: Sweet-sour, spicy and mixed.



SAUCES

The eight Noodle Pack sauces are very popular among our customers, given the fact that they can also be combined to obtain new and surprising flavors.

Garlic



Sweet sauce
with vegetables



Sesame



Curry



Sweet Chili



Ginger Teriyaki



Spicy Chili



Black Pepper



LOCATIONS

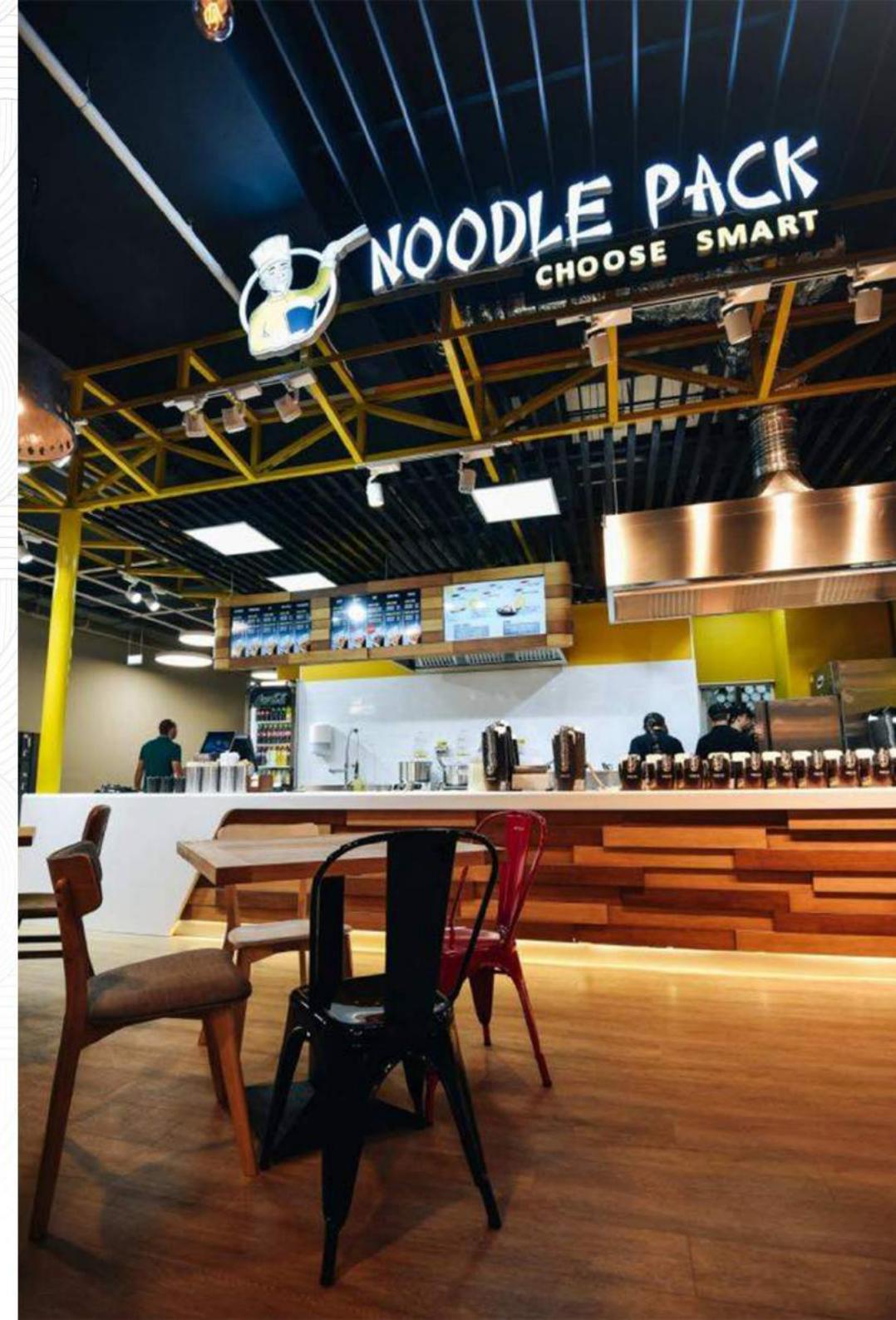
The location in which the business activity takes place is a mirror of how that business works.

It has to positively reflect the features and strengths, but at the same time to attractively display the products and services offered to consumers.

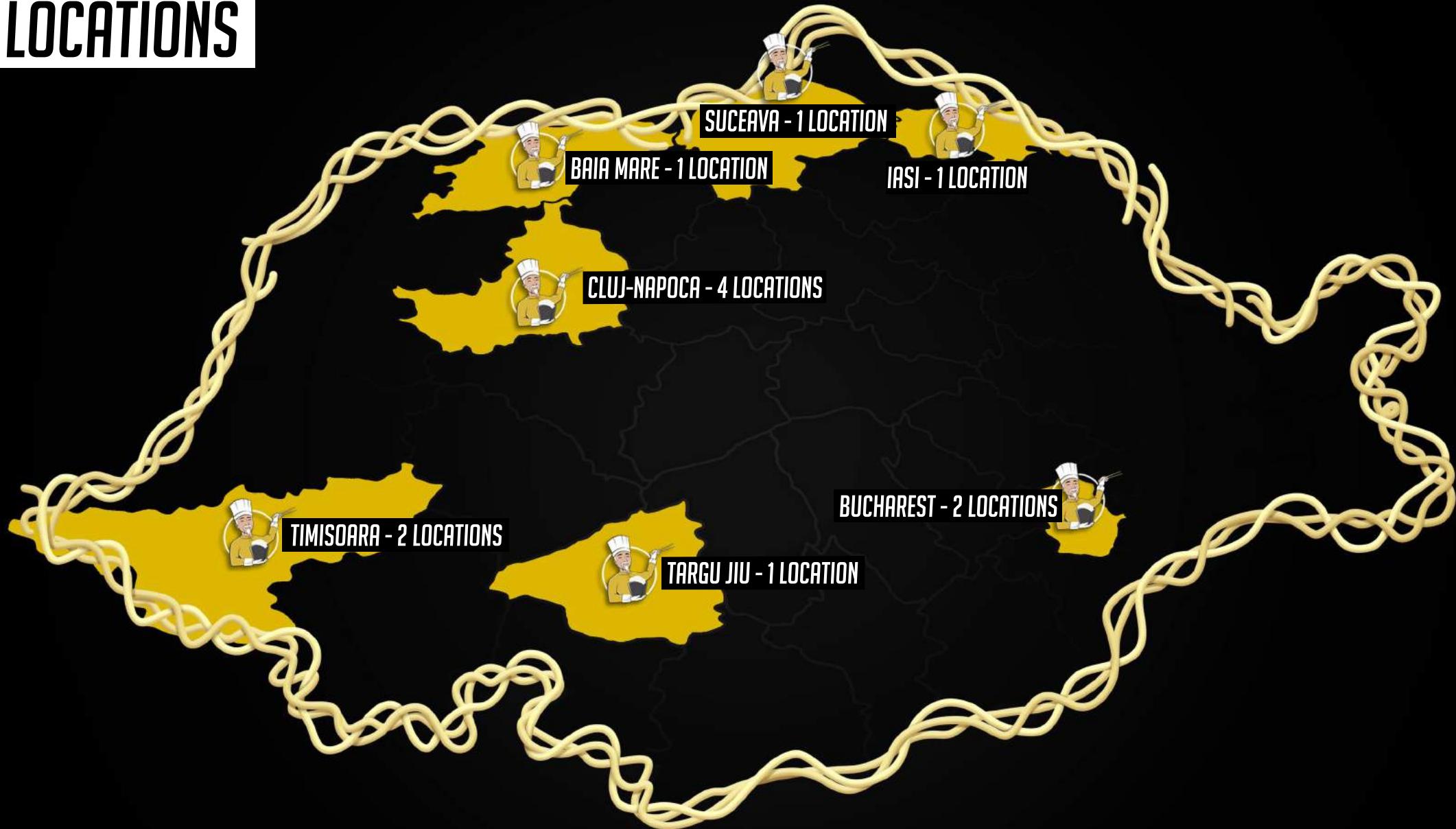
This is why Noodle Pack locations reflect transparency and cleanliness. Everything is organized in order to serve the customers with quality products in the shortest possible time.

Thus, we offer them a memorable experience that they would want to repeat as soon as possible. We assure your location design so that it adapts to the available space and is ergonomically exploited.

At present, Noodle Pack awaits its customers in 12 locations in the most important cities in Romania.



LOCATIONS



CLUJ-NAPOCA, VIVO MALL

VIVO (Polus Cluj-Napoca)
Being part of a mall network
for cities with a minimum of
200 000 inhabitants, VIVO
Cluj is the largest single-level
shopping center in Romania.



CLUJ-NAPOCA, IULIUS MALL



Iulius Mall Cluj-Napoca

Situated in an accessible area of the city, which goes through a strong residential expansion, office buildings, student campus - Iulius Mall is one of the most attended places for getting together and shopping.

BUCHAREST, KAUFMANN

Kaufland Barbu Vacarescu

The most important surprise move in the retail industry belongs to Kaufland, who started the implementation of the innovative open-mall strategy, first at the Barbu Vacarescu (Bucharest) location, following with the national expansion.



BUCHAREST, BANEASA SHOPPING CITY

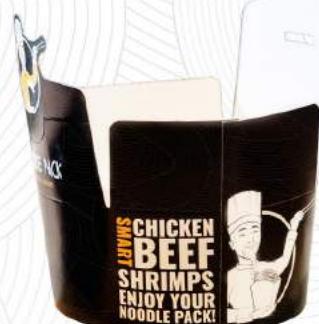


Baneasa Shopping City

The largest shopping center in Romania, with a total rental surface of 85,000 sqm, BSC has 200 stores. With a traffic of more than 16 million visitors annually, it ranks first among the nation's retail preferences, generating the highest annual sales.

PACKAGING

Corporate identity is very important for any business. That's why we created packaging that easily conveys the message of our brand.



APPAREL

Nevertheless, our outfits reflect our brand identity. Our staff wears practical, but easily recognized apparel; comfortable and clean.



LET'S BE PARTNERS!



OPPORTUNITY

We live a time in which the local gastronomy is reinventing itself, allowing more and more influences of internationally recognized cuisine, based on the curiosity of an increasingly educated and cosmopolitan audience. A marketresearch.com report on the Romanian food and drink market estimates that we will be one of the fastest growing European countries on the market in the next 5 years. At the same time, revenue developments are projected, which will influence the increase in the amount allocated to consumption, including high-quality products. **In this business context, we brought to Romania, for the first time, an innovative concept: packed noodles, based on Asian gastronomy, but adapted to European tastes.**

Moreover, starting from one of our core values, integrity, we have added to this innovative concept the idea of an open kitchen.



OPPORTUNITY

The confidence that this concept offers to customers determines a superior appreciation for the quality of food, and the cook's motivation to provide superior quality increases. Simplicity, transparency and authenticity are the most valued business differentiators, especially from the perspective of marketing efforts.

Consumers want to be part of the culinary experience, even from the stages of its preparation. This feature greatly helps to market the product, therefore, also the brand. With the business package and marketing power for the entire franchise, the power of advertising increases exponentially. For the franchisee, the marketing costs are lower, but the effectiveness and persuasion, by prior testing of promotional strategies, are much higher than for the other businesses of the same size on the market.



BENEFITS

Being the first and only noodle concept in Romania, and even in Europe, at the opening of the location from Baia Mare in 2015, the business has steadily expanded into several locations across the country. Throughout all the changes, one attribute has persisted: the superior quality of our products.

We have perfected a system, whereby it is possible, based on the ingredients imported from Asia and adding the local ones, to create a balanced taste, to the same extent exotic and European. This system develops the business to a new level of performance, making it scalable, with the potential to replicate, recreate whenever there is need and demand. Another positive feature is the ease with which you can turn the products in ***to go***, significantly reducing the time of preparation for both serving and delivery. Thus, we have succeeded in maximizing service efficiency by tapping record sales at international festivals such as Untold. We also tested a new wing of the Noodle Pack business by launching a delivery service that provides additional revenue without adding rent and production staff costs.



STEPS

What minimal conditions do you have to cover to be a franchisee and what are the steps to become one?

We created the Noodle Pack franchise concept to bring the Asian cuisine's culinary benefits wherever possible and profitable.

That is why we are always looking for partners for the Noodle Pack franchise, with whom to grow organically and bring joy to all the people involved in the whole process. In order to be a Noodle Pack partner, you have to meet several conditions and then take a few steps.

Necessary conditions:

- In order to sign a franchise contract, the first condition is to have a firm legally registered in Romania/Europe.
- To have an outline of the business plan that you want to implement. Since you want to open a franchise on a local market, most likely unknown to us, you need to prepare a business plan sketch that takes into account the particularities of the city, area, customers, the market where you want to do your business.
- To have relevant experience in HORECA and / or franchise. You will also be recommended by your willingness to make consistent efforts in order to see concrete results, perseverance, seriousness, responsibility and entrepreneurship.
- To have the amount of money you need to start the collaboration.

For a potential collaboration, contact the Noodle Pack franchise department.

NEXT STEPS

Step 1 - Explore the franchise market in your area or country.

Study carefully the conditions and locations that may be convenient and cost-effective for your business. You have to take into account market reality, calibrate the expectations and get familiar with our Noodle Pack franchise presentation for an objective comparison with other businesses that you are interested in.

Step 2 - Submit the request.

If you plan to be part of our Noodle Pack franchise chain, to open and manage a Noodle Pack unit, then, in accordance with the terms and conditions of the Franchise Agreement, we encourage you to fill out the online questionnaire on our website: www.noodlepack.ro. Our staff will respond to you in the shortest possible time.

This is not mandatory, but it will give us access to more information and help us to get to know you better. Later on, we will contact you to arrange a meeting date and a location.

Step 3 - Review all the details.

Once you have contacted our representatives, we will review the franchise agreement with your lawyer. Once we have decided the financial plan, you are ready to become a Noodle Pack member!

Each Noodle Pack business belongs to the franchisee who manages it. The furniture, all the equipment and tools purchased, are the property of the franchisee. A perfect central location, administered to high standards, together with perseverance and personal involvement in the business, are the necessary ingredients for success.

FAQ

1. What is the major difference between Noodle Pack and other Asian restaurants?

Noodle Pack products differ from other Asian-specific restaurants by adapting Asian specifics to European preferences. The taste of Noodle Pack is easily recognized. Our products are healthy and nourishing, offering our customers the energy that they need. The eight assortments of sauces are the basis for the identity of our Noodle Pack products.

2. I am a beginner and I do not have a vast business experience. How will I start and then manage my new business?

We are a small and manageable business. We know that many of our partners will not have management experience. That is why we will be at your service for your every step. Our team will guide you through the process of managing your business and instruct you and your team to get the best results. We have physical, on-line and video support that will be of great help to you. You can also call to our team who will be glad to give you all the necessary support.

3. How do I find a premium location?

Our franchise team will help you choose the right location through market research and other tools. We will provide you with the best information that will help you make the best decision. Some factors to consider when choosing a location: You need to look for a central location or a known shopping mall. You know: location, location, location. We will support you every step of the way with a special tool, designed just for such questions, to help you make a wise choice.

FAQ

4. How many product ranges do you have and which is the most popular of them?

We have four product categories, each combined to meet the highest requirements of noodle lovers. **Smart Pack** offers the option to combine Spring Packages, your favorite sauce and meat. **Family Pack** (Vegetarian, Special or Tasty) offers varied tastes for the different preferences of family members.

Noodle Pack soups (sweet & sour, spicy and mixed) bring warmth to the heart and health in a box. And of course, the well-known **Noodle Pack**, with Noodle made of wheat, rice or mixed, combined with various types of meat or vegetarian and one of our sauces. By far, Noodle Pack with rice noodles and Shanghai Chicken is the most popular choice of our customers.

5. I am not a marketing expert. How do I promote my business on the local market?

Our marketing experts will advise you to find the most appropriate means of promotion. We will also provide quality content for social media platforms, which are solutions for your customers, but also educate them to appreciate our products.

We will plan together a memorable Grand Opening for your customers, in order to give a strong impetus to your business right from the start. We have all the media required for promotion: professional commercial videos, banners, flyers, brochures, a web page and a special section for Marketing in the franchise manual.

THE PERFECT CANDIDATE

What does the perfect candidate look like?

The perfect partner has, first and foremost, a high degree of determination and is personally involved in the development of the business.

More importantly than anything else, is to have a correct attitude and share the values of our company, especially the fact that for us, the customer is the focus of attention.

It would also be ideal to have a minimum investment capital and experience of at least three years in business, ideally in the food industry or franchise.





NOODLE PACK
CHOOSE SMART

THANK YOU.

www.noodlepack.ro