

La CRÉMIÈRE

BAR LAITIER

Endless possibilities to satisfy your sweet tooth!



HISTORY

With over 25 years of experience in the ice cream marketplace, La Crémère has won the heart of real ice cream lovers. Young families, teenagers, elderly people, young and old have been charmed.

The secret? La Crémère has created and maintained its brand position of being YOUNG AND DYNAMIC through multiple product innovations, store designs and marketing. As a result, the brand benefits from a customer crowd reflecting its image.

With street front and shopping mall locations as well as in touristic centers La Crémère is present throughout the Quebec landscape. So please yourself and come over to fully live the La Crémère experience... "the cream" of Dairy Bars!

LA CRÉMIÈRE IS GOING THRU A MAJOR BRAND

REFRESH

The entire family of La Crémère has decided to refresh its brand image; in 2021 a complete case study has been done to give a clear direction to the future of the brand. It was time for our brand to redirect its efforts to give a boost to our iconic brand. In a few words the result of this study was more than productive, and we are now ready to continue the growth of La Crémère.

SERVICES

La Crémère, working as a team with you! Acquiring a La Crémère franchise means to benefit from the large experience of a talented team. La Crémère can also count on the extremely large MTY Group which owns over 65 brands in Canada and in the United States.

La Crémère offers to potential investors a unique opportunity to be part of the most recognized and most profitable network of dairy bars. If our carefully designed program can help you succeed beyond all your expectations, your efforts will make the ultimate difference. We strongly recommend to be present, to work hard and observe established standards to achieve the objectives and performance level set by La Crémère.

OPERATIONS: as soon as you plan to open your franchise, you will follow a complete theoretical and practical training of approximately two weeks, in addition to receiving sound advice on employee management and daily operations. An operations manual describing all the La Crémère procedures and guidelines will be given to you during this period.

PURCHASING and DISTRIBUTION: as a La Crémère franchisee you will benefit from the advantages and rebate of a purchasing group. Some private label products to La Crémère cannot be offered by other chains or independent dairy bars. The strength of such buying group allows to centralise under one roof all purchasing needed to your operation.

MARKETING: the great awareness of the La Crémère brand and its positioning in the marketplace as a "young and dynamic" brand is the result of an aggressive and effective marketing strategy developed over the years.

Active from the planning stage of your project, the marketing department manages the advertising fund which comes from the marketing royalties of each of the franchises. The marketing team is present to evaluate your target market potential, assist you with the opening, plan and coordinate the annual programs and initiatives and to finally support you with a strong local marketing plan. Thanks to the expertise and dynamic resources made available for you, your La Crémère dairy bar will have every chance of success!



lacremiere.com



GENERAL INFORMATION

TYPES OF FRANCHISES

- Street front
- Shopping mall
- Existing dairy bars that wishes to join a powerful network
- Touristic, cultural and event locations

FRANCHISE FEE

\$35,000 CDN (QC is \$30,000 CDN)

FRANCHISE AGREEMENT TERM

10 years

FINANCING

30% cash

ROYALTIES

6% of store sales

ADVERTISING

2.5% of store sales

TOTAL COST OF PROJECT

\$150,000 to \$200,000

Size in shopping mall 180 sq. ft. to 220 sq. ft.

Size street front 700 sq. ft. to 1,200 sq. ft.



PRODUCT LINE

Where the choice is only equal to the pleasure! Without a doubt, one of the main strengths of La Crémère resides in its menu offering which combines quality ingredients and innovative items. The wise choice of ingredients in our recipes and the creation of new items are always our priority.

THE GOAL: to constantly satisfy a clientele of ice cream lovers to stand out from the competition. On top of our famous ice cream recipes, ice cream lovers can also choose from an incredible range toppings and desserts.

DELIGHT THROUGH TASTE BUDS

The product selection of La Crémère ranges from soft serve ice cream to hard ice cream, not to mention our variety of sorbets, frozen yogurts, "Tofru" for lactose intolerant customers, and of course the vegan option. Whether it is in a cup, on a cone, through a straw or on a cake; for here or to go... the choice is yours!

Finally, La Crémère also offers a variety of frozen drinks like slushies, milk shakes, smoothies and iced coffees.