

*Bringing*

**PIES**

TO THE

**PEOPLE**



*Bringing*

**PIES**

TO THE

**PEOPLE**



**jESTERS**

01

## OUR STORY

**JESTERS JAFFLE PIE COMPANY  
OPENED ITS FIRST STORE IN  
CLAREMONT, WESTERN AUSTRALIA  
IN 1997 ON THE PHILOSOPHY OF  
PRODUCING THE FINEST QUALITY  
MOST DELICIOUS PIES AVAILABLE  
IN THE MARKETPLACE!**



# O

**UR COMMITMENT** to quality, taste and freshness led to the development of a unique way of cooking our pies.

Jesters pies are not oven baked and reheated like a lot of pies – we cook our pies fresh in-store each day in our unique jaffle irons, using ultra thin puff pastry and the highest quality ingredients.

Our process, and continuous cooking throughout the day, guarantees our customers supreme taste and freshness.

Our recipes are created by a team of skilled chefs, using only the highest quality, locally sourced ingredients.

**WE AIM TO OFFER  
CONSUMERS THE *ULTIMATE*  
PIE EXPERIENCE – SOMETHING  
FOR EVERYONE!**

Choose from the classic mince and cheese, to innovative gourmet flavours, and vegan and gluten-free options!



# JESTERS



02

## OUR VALUES



### AUTHENTIC

We are what you see and get. There are no artificial colours or flavours in who we are.

### COMMUNITY-MINDED

We are people engaging with people. We support the communities we're in.

### EXCEPTIONAL CUSTOMER EXPERIENCE

Our customers are why we're here. We appreciate every one of them. Whether it is in our stores, communicating with our staff or eating our pies, we want every customer to have an exceptional, pleasurable experience every time.

### RELIABLE

We strive for a consistently superior experience every time, whether it is our stores, staff or our product, we will never let you down. And if we do happen to make a mistake, we'll fix it.

### INCLUSIVE

We don't discriminate. Whether you like our tried and true classics, our seasonal delights, are a meat eater or vegan, we have something for everyone!

## PROFIT FOLLOWS

# JESTERS

03

## THE HERO



# JESTERS



## OTHER OFFERINGS



### WORLD'S BEST CHIPS

**WE HAVE** introduced state of the art chip fryers to all of our stores.

Our hot, crispy chips are made fresh to order and are well worth the three minute wait – they are of course the 'world's best chips!'

Our chip fryers use substantially less oil than regular fryers and are easily operated with just the press of a button.

Non GM canola oil, combined with less cooking time, means a healthier choice for our valued customers.

We have added a great range of sauces to complement our chips:

- Aioli
- Tomato
- Smoky barbeque
- Thai sweet chilli
- Sour cream.



### OUR SIGNATURE JESTERS COFFEE

**AT JESTERS** we pride ourselves on serving excellent coffee. Our baristas use a premium blend of Arabica and Robusta beans to create our signature Jesters blend coffee.

We have introduced semi-automatic coffee machines to our network in response to the growing demands of our loyal customers.

Semi-automatic coffee machines extract the most consistent and finest espresso with just the push of a button. The operator textures the milk as required and this adds a great element of theatre to the process.

These semi-automatic machines can produce a cup of coffee at roughly twice the speed of a



Our sauces are served in small containers which can be sold as an accompaniment/condiment with our delicious hot pies and/or sausage rolls.



traditional machine.

Coffee now plays an integral part in the strong sales growth we are seeing across the network.

Whether it be an early morning pick-me-up, a catch up with friends or a coffee on the go, Jesters is the place to go for freshly extracted premium espresso coffee.



# JESTERS

04

## OTHER OFFERINGS

*cont.*



## SOMETHING SWEET

**TO ACCOMPANY** our ridiculously tasty coffee, cater for an afternoon pick-me-up, or for those with a sweet tooth, we offer a hot apple and custard pie (William Tell); or, an apple,

blueberries and custard pie (Kentucky Delight).

These look sensational in our chilled cabinet and are a great alternative for consumers who want to treat themselves.

05

## JESTERS CATERING

**MANY OF OUR** successful franchisees have made 'catering' their major focus.

With our simple business model, it means orders can be placed with as little as 24 hours notice!

Our range of products makes it a flexible menu that can be tweaked to suit specific needs:

- Full-sized hot pastries are something unique for lunch functions
- Mini sausage rolls and party pies are an easy-to-prepare canapé platter
- And for something sweet our William Tell or Kentucky Delight pies are a great morning or afternoon tea option.



# JESTERS



JESTERS  
MARKETING

**ADVERTISING AND** promotions are a critical part of Jesters ongoing marketing strategy. It enables us to develop a strong position for our brand in an increasingly competitive marketplace.

Advertising and promotions help our franchisees to 'drive' their business, with sales promotions at key periods throughout the year.

All stores contribute to a corporate marketing fund, which is managed by Jesters on behalf of the franchise network. Jesters is responsible for the direction and coordination of all advertising at a corporate level.

In addition to advertising and promotions, we undertake regular market research campaigns to stay in touch with our customers, both current and potential.

We are supported by an external design agency who partners us in creative output, media spending and brand strategy.

The marketing campaigns are executed from a platform of selected media and underpinned

by strong point-of-sale, to ensure consistency across the network.

Stores are encouraged to contribute additional monies (2% of net sales per annum) to local store marketing initiatives, which needs to be included in your annual business plan and coordinated with the business and marketing consultants.

THE VIPie  
PROGRAMME

**OUR INNOVATIVE** loyalty program, VIPie, incorporates key-tag style membership tags with a unique bar code which can be scanned in store to update and redeem loyalty bonuses.

The registration process enables us to gather important customer demographic information, so we can better understand 'who' and 'what' a loyal Jesters customer looks like – to ensure

our marketing campaigns are more effective. The database is also an essential tool to promote customer loyalty.

Stores are encouraged to get consumers to sign-up and nominate their store as their 'favourite store' so that store-specific marketing initiatives are targeted to their most loyal customers in the first instance.

# JESTERS





## BRAND STRATEGY

**THE FOOD** landscape has changed significantly over the years, with many more food competitors spending large amounts of money using traditional and digital media to grow brand awareness and their 'share of stomach'.

Jesters has predominantly utilised major Auckland metro and regional radio stations to deliver key campaign messages and supported these with strong instore point-of-sale material and social media support.

Moving forward, Jesters will find new and innovative ways to connect with the consumers and to STOP people in their tracks and take notice of our brand! It's a tough market and we need to stand out! The media mix includes a combination of these channels:

- Above-the-line (mass media): radio advertising, outdoor advertising, newspapers and magazines.
- Below-the-line (targeted media): direct mail, brochure drops, sampling initiatives, and events
- Digital: social media, websites, blogs, and mobile
- Public relations (unpaid media): proactively seeding information out into the market about our great brand; and that our pies are freshly, handmade every day. Our aim is to grow our brand and product credibility in the eyes of the consumer.

**WE'RE BRINGING  
THE ENERGY, FUN  
AND QUIRKINESS  
BACK INTO THE  
BRAND ACROSS ALL  
TOUCH-POINTS!**



# JESTERS

- 
1. 20 years in operation – stood the test of time!
  2. Great brand recognition.
  3. 14 stores and 36 outlets in New Zealand, with further expansion planned.
  4. Competitive entry fees.
  5. The only franchised pie specialist in New Zealand.
  6. Accredited franchise system.
  7. Simple business model.
  8. Full and ongoing training support.
  9. Unique range of products.
  10. Low wastage operation.
  11. Freshly baked, all day every day.
  12. Group buying power.
  13. Comprehensive marketing support.
  14. Integrated point-of-sale system.
- 

**JESTERS**



## THE SUPPORT



### FRANCHISEE TRAINING

**THE MOST** effective training possible. Every new franchisee is given thorough training. If you have little or no experience we will support you 100% of the way.

Before commencing in your store you will gain hands-on experience in one of our existing

stores for a nominated period. A business consultant will be assigned to you throughout your training programme, who will follow up and ensure you are comfortable with the process.

Upon opening, the operations team will work in your store to assist you and your staff.



### FRANCHISEE SUPPORT

**WHIST YOU WILL** be running your own business you will not be alone.

Each franchisee is assigned a business consultant who provides ongoing support.

A network of existing franchisees and support from all divisions with the company (operations, marketing, and finance) are only a phone call or email away.



### STORE LAYOUT AND EQUIPMENT

**STORE DESIGNS** are developed based on the layout of the premises you select, our experience gained in other stores, and to ensure a consistent customer experience across the network.

The ideal layout has been developed after

constant refinement and research. We select the best available equipment to fit our specifications and requirements and this ensures a professional base upon which to make the best products.

Qualified and experienced shop fitters will be used to construct and refurbish all stores.



# JESTERS

STORE  
OPERATIONS

**JESTERS IS** one of the simplest franchise models to operate – the products are easy to make and sell, wastage is low, our inventory holding requirements are minimal, and there are no debtors to chase. You are not required to commence operating your store at an

unreasonably early hour (because it takes no more than an hour to prepare for opening) and late night closes are uncommon (except for stores based within shopping centres which have to adhere to extended trade on certain weekdays and over holiday periods).

JESTERS  
PIE VAN

**BRING PIES** to the people with the Jesters pie van:

- All new build stores will be equipped with a pie van
- Vans operate on a fixed route delivering hot

pies to business customers during the week

- On the weekends vans are perfect to cater events and parties
- The van will be completely fitted out to Jesters standards.



# JESTERS



## THE DETAILS



### WHAT IS THE COST?

**THE OUTLAY** required to establish a Jesters store ranges from \$220,000 to \$280,000\* This investment covers such items as:

- Franchise fee
- Training and selection fee
- Fit-out of premises\*\*
- Equipment package
- Legal costs
- Uniforms.

\* The amount quoted may exceed \$350,000 only when a larger than average premises is sought by the franchisee and all costs will be discussed with the franchisee before plans are signed off. All costs exclude GST, and are inclusive of all franchise fees.

\*\* Depending on the size of premises, this cost also includes the shop design, and an independent agent to negotiate lease.

• Fees are current as at 01/01/2020 and are subject to change.



### ROYALTY PAYMENTS AND MARKETING LEVIES

**PRESENTLY JESTERS** charges a franchise royalty of 6% of net sales and a marketing levy of 5% of net sales, which is payable weekly.

This fee is applied to support various

areas of the business from field support and management, through to research and development and recipe development, as well as the ongoing use of the naming rights.



### EXPECTED OPERATING RESULTS

**JESTERS IS NOT** permitted to provide financial details at this stage of your inquiry.



# JESTERS

## THE DETAILS *cont.*



### DO I NEED TO BE A BAKER?

### WHAT ABOUT RETAIL EXPERIENCE?

**NO. PREVIOUS** experience in the food or retail industry is not necessary, but management capabilities, customer service skills and understanding and basic financial/business skills

are a prerequisite. The Jesters operation has been simplified and refined so that anybody with a desire to learn and own their own business can easily make our products and run a store.



### WHY CHOOSE A

### JESTERS FRANCHISE?

**FRANCHISING IS** now very competitive and franchisees have a wide and varied range of business opportunities to choose from.

It is our aim to ensure that Jesters is a leader in all aspects of franchising – this includes franchisee support, training, marketing, merchandising, and research and product development – all of which will help ensure the success of every Jesters store.

In addition, we believe Jesters offers a combination of unique benefits that few other franchise opportunities can offer. These benefits include:

- Unique combination of products offered

by no other franchise

- A relatively low start up cost
- Low inventory costs
- A simple, easy-to-run business model.

Our intensive start up training programmes include:

- Purchasing and inventory control
- Product knowledge and handling
- Food safety and hygiene
- Accounting and cash control
- Staff training and customer service
- Management practices
- Marketing and promotional skills.



### CONTACT US FOR MORE INFORMATION

For further information on exciting opportunities within the Jesters franchise, please contact Mike Connell:

Email: [mike@number8rg.co.nz](mailto:mike@number8rg.co.nz)

[jesters-pies.co.nz](http://jesters-pies.co.nz)



# JESTERS







**jESTERS**