





Death By Chocolate

The original and the best. This ultimate escape into a fantasy will push your love for chocolate to its furthest reaches and still have you coming back time and time again.



Broken Heart

A meringue shell filled with raspberries and chocolate mousse topped with a heart shaped lid and served with more raspberry sauce.



Crumble In My Arms

A fine shortbread pastry base, filled with raspberries and apricots, topped with a chocolate and cinnamon flavoured crumble.



Multitude Of Sins

Recommended for Two
The platter for two or more featuring some of our greatest desserts. From the rich Seduction to the subtle flavours of Latin Lover there is something for everyone.

THE DEATH BY CHOCOLATE CONCEPT

The original Death by Chocolate business was launched in New Zealand in 1991 and this business was purchased in 1995 by Merchant Bankers who conducted significant international research then restructured and prepared the business for licensing worldwide.

It is estimated that in excess of \$1,000,000 was invested to prepare the business for licensing worldwide, including lodging trademark registrations in some thirty Countries. Currently, licenses have been sold for Canada, where there are ten outlets, and Mexico where it is planned to open the first outlet in 2005.

Recently the Death by Chocolate business has been acquired by Death by Chocolate International Ltd, part of the Franchise Brands Group of Companies. The Founders of Franchise Brands are experienced Business and Franchise Consultants and have significant Hospitality, and Food and Beverage management experience which will now be utilised to re-launch the Death by Chocolate and Dip Me in Chocolate brands.

Listed below are the important characteristics of the Death by Chocolate concept;

- Fantastic Brand Name
- Captivating Logo
- Speciality Dessert Restaurant
- Synergist with other Food and Beverage Operations
- Mystical and Unique Menu Offering
- Outlet Design has been Formulated for Stand Alone Outlets and Shopping Centres, including Kiosks
- Relaxed, Friendly and Exciting Atmosphere
- Appeals to a Range of Customers
- Support from Experienced Franchise Consultants
- Opportunities Worldwide ranging from Country Masters to Area, State or Territory Masters to Individual franchises.

COMMERCIAL CONSIDERATIONS

Ownership

Death By Chocolate Franchises, both Country and Area types, will be either owner operated or managed under an Investor arrangement and operated under a formal Franchise Agreement. Suitable financial capacity to fund the operation and the ability to comply with the Franchise Agreement is a prerequisite to the granting of a **Death By Chocolate** Franchise.

Investment Required (Excluding GST)

A) New Zealand Country Master	\$180,000
B) New Zealand Area Masters - Northern	\$100,000
- Central	\$60,000
- Southern	\$60,000

Country and Area Masters are not required to open a flagship outlet, estimated cost for an outlet is \$250,000, however they will be required to locate franchisees who will.

If you are interested in an individual **Death By Chocolate** franchise then please contact Selwyn as noted below.

Franchise Agreement

This Agreement is the legally binding document that sets out the Franchise relationship and the rights of the parties. You will be required to seek and receive advice from a Lawyer or recognised Franchise Consultant who is conversant with franchising before executing this Agreement and a copy will be made available later in the Recruitment and Selection process.

The original term will be for ten years with two rights of renewal of ten years subject to the satisfaction of the conditions contained in the Franchise Agreement

If you would like to progress your interest further please contact Selwyn Bradley on 0274 394 514 or Email info@FranchiseBrands.co.nz



Part of the
Franchise Brands Group

