



**ELLIS**





**NICE TO MEAT<sup>\*</sup> YOU**

**WE WELCOME  
YOUR APPETITE**

Now more than ever, people are treating themselves to casual fast food and spending money on takeaway. Cheat day was invented for a reason, right?

At Ellis, our vision is to provide the type of affordable, indulgent and innovative comfort food people are longing for. Fast food of outstanding quality, served within a welcoming atmosphere, whether you eat meat or not.

We serve delicious comfort food across three countries, at 21 restaurants, which are all situated in prime locations, such as historic city centres. We have a proven track record of offering our guests the best possible experience and as true pioneers within the fast food market we continuously strive to be innovative. A mission we would love to share with you.

This is your chance to join our brand as we embark upon an ambitious expansion plan in Western Europe. We are greatly looking forward to exploring this exciting opportunity with you in greater detail.

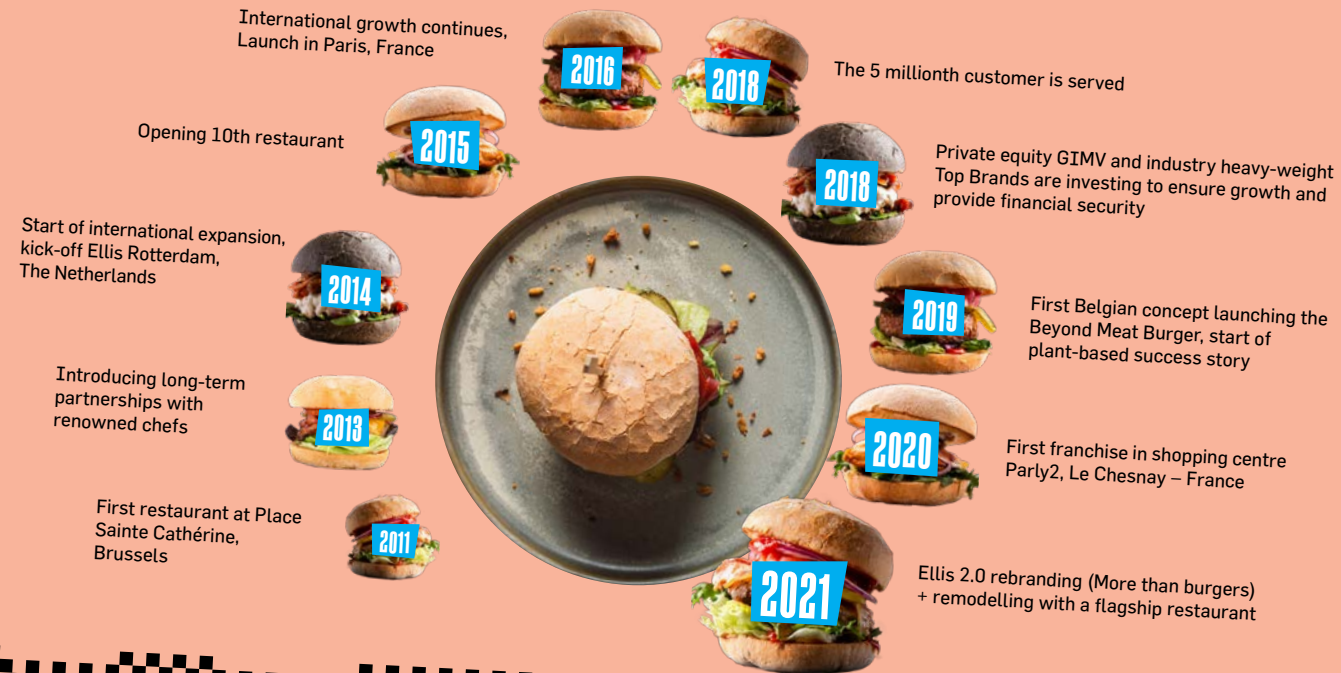
Feeling hungry yet? We'll hook you up!

**\* PLANT-BASED INCLUDED**

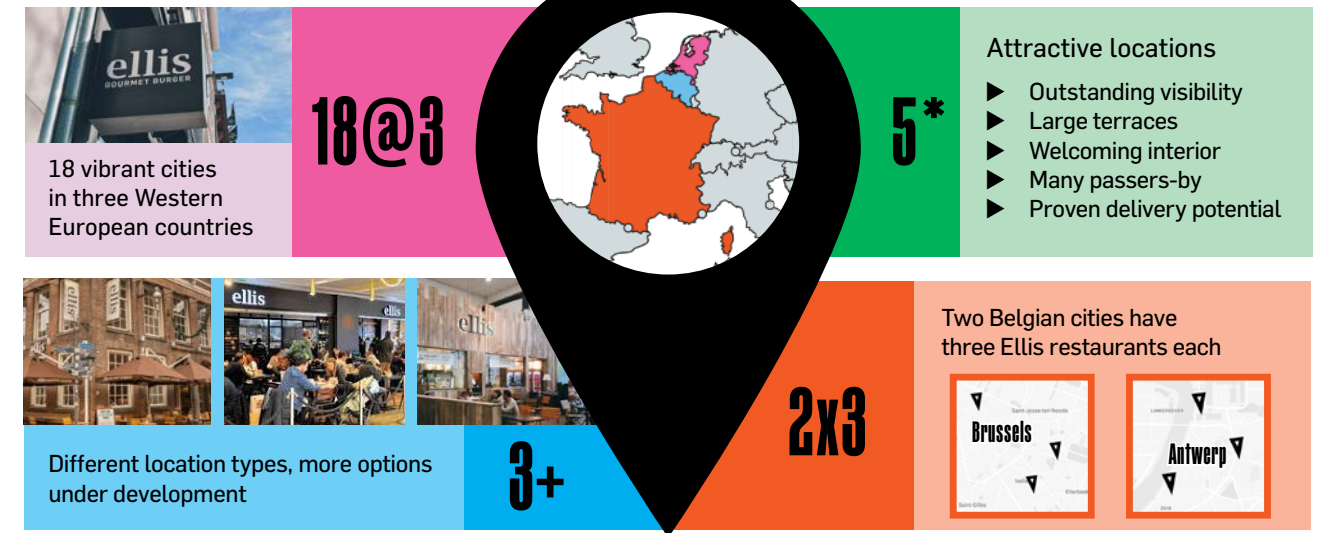


# ELLIS IN A NUTSHELL

Ellis has had over 10 years' experience in the fast food restaurant industry  
With our welcoming vibe and hybrid, innovative comfort food we keep reinventing ourselves



21 restaurants at attractive, premium locations in cities with affluent residents





“WE ARE PASSIONATE  
ABOUT BUILDING BRANDS  
THAT MAKE A DIFFERENCE  
TO PEOPLE’S LIVES”

## THE BIGGER PICTURE

Ellis is part of Top Brands, a Belgian restaurant group, known for its portfolio of strong brands. It holds the master franchise for Pizza Hut and Boulangerie Paul and also owns trendy concepts Wasbar and Ellis

**95%** FRANCHISE SUCCESS RATE

**4** POWER BRANDS IN PORTFOLIO

**2** BOTH (MASTER) FRANCHISEE AND FRANCHISOR

**122** SYSTEM-WIDE SALES (IN €M PRE-COVID)

**2.148** EMPLOYEES PER 31/10/2021

**160+** RESTAURANT UNITS, 65 OF WHICH ARE FRANCHISEES





# THE BRAND

Nurture body and soul with high-quality, contemporary meat- and plant-based comfort food in an open and candid atmosphere

NURTURING

PIONEER

ROGUISH

CREATIVE

INCLUSIVE







## THE BRAND

We are continuously improving our brand. Not only did we change our corporate brand identity with a new, state-of-the-art logo



2011

ellis

2019



2021

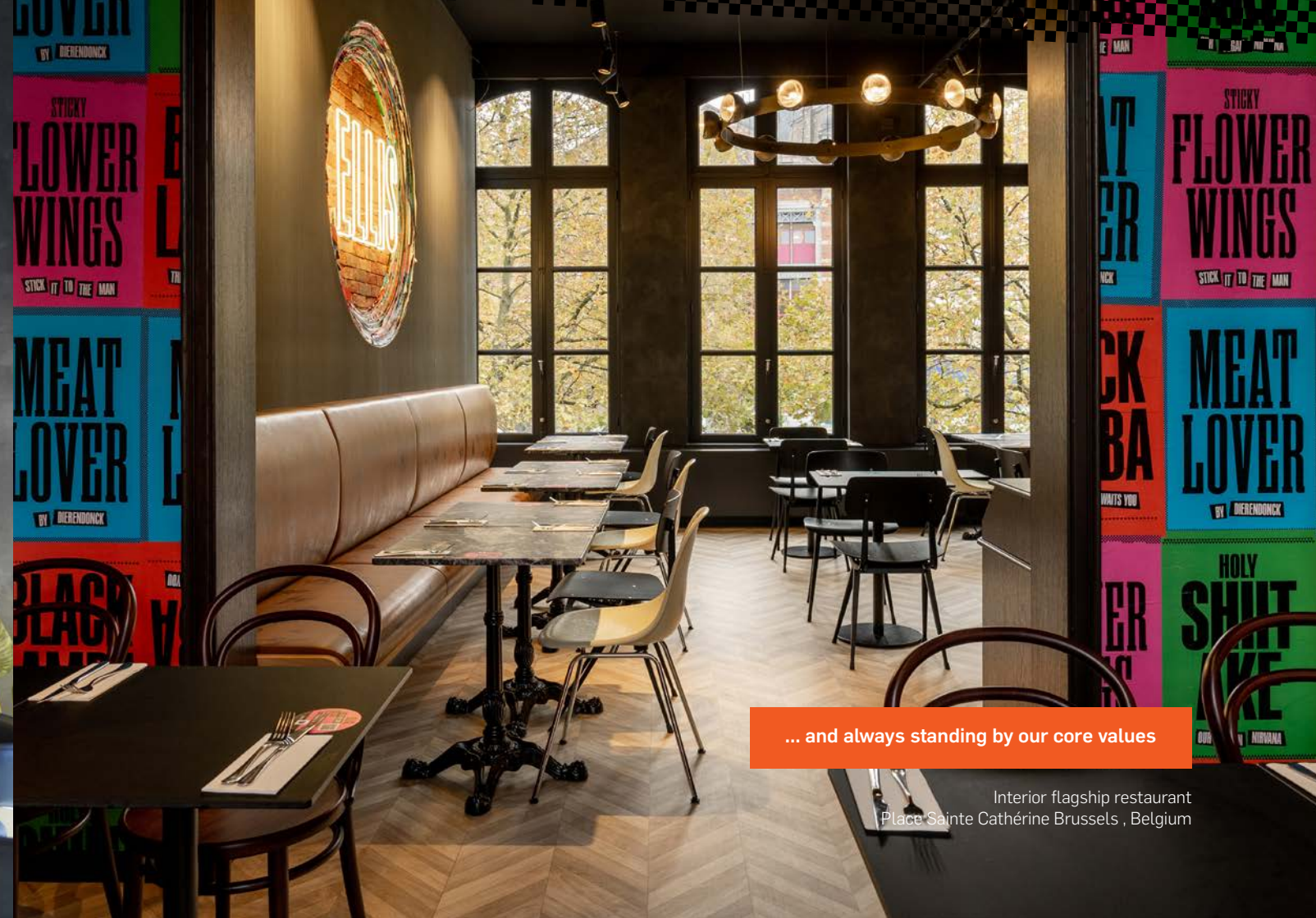




# INTERIOR

We also made sure our interiors are one-of-a-kind with a super cool vibe that makes for a special experience

Interior flagship restaurant  
Place Sainte Cathérine Brussels , Belgium



... and always standing by our core values

Interior flagship restaurant  
Place Sainte Cathérine Brussels , Belgium





## PRODUCT

We're not just another burger brand:  
we develop our signature dishes in-house





# PRODUCT

Patties and plants: a match made in heaven



# PRODUCT

An answer to every appetite – come as you are !





# REASONS TO BELIEVE

Michael Gael, our first franchisee and owner of Ellis Parly 2, who wants to open multiple Ellis restaurants



Stef Meulemans, CEO of Top Brands, and Michael Gael, franchisee and owner of Ellis Parly 2, Le Chesnay - France

Michael first heard about Ellis' franchise opportunities when he was running Ellis Parly2 as a restaurant manager. Having worked for Ellis over four years in different roles, he was ready for a new challenge and felt confident this was the next step in his career. Michael has owned his restaurant in Paris, France since September 2020.

"I have been excited by hospitality for years and in my heart, I always knew that I wanted to control my own destiny, build my own business and create something of value. Having Ellis as a solid brand and concept behind me made the decision easy, not only thanks to its extensive product range and its operational processes but also because they provided a safety net for any hesitations.

Obviously, it's a business model that works. There's a track record: Ellis has been a successful business for years.

That became quite evident, also during the COVID-19 pandemic. Indeed, those have been tough times, but revenue remained solid and customers kept on ordering our delicious comfort food. In like manner, I feel a strong commitment from the corporate team to the success of their franchisees and it shows in the level of support they provide to my business.

**"ELLIS IS A PROVEN, SUCCESSFUL AND FULFILLING OPPORTUNITY"**

When you love what you do and have a passion for it, as I do, it doesn't seem like work. I have grown tremendously as a business owner and as a person. When everything is going back to normal, I see myself opening multiple Ellis restaurants in the future."

Progress, happiness and success: Ellis in the press

Sources: hln.be; duic.ni; gaultmillau.com; dhnet.be







# WHAT ARE YOU WAITING FOR ?

## HOW TO BECOME OUR PARTNER



1  
FILL IN  
THE APPLICATION  
FORM

2  
SIGN  
NON-DISCLOSURE  
AGREEMENT

3  
READ THE  
FRANCHISE PROSPECTUS



4  
LET'S  
MEET

5  
ON-JOB  
EVALUATION

6  
DRAFT  
BUSINESS  
PLAN



7  
SIGN CONTRACT  
GET FUNDING  
LOCATION SEARCH

8  
TRAINING  
CONSTRUCTION WORKS

9  
PREPARE  
FOR  
OPENING DAY



10  
GO!



# FOOD FOR THOUGHT ?

## CONTACT

### ► Let's chat!

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ELLISBELGIUM  
ELLISNETHERLANDS  
ELLISFRANCE\_

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franchisees undertake their own due diligence and prepare a business plan suitable for their respective franchise territory. Prospective franchisees are strongly advised to seek independent financial and legal advice before proceeding. BUNZ NV emphasizes that each interested party is at any and all times responsible for its own costs and expenses in relation to such independent advice. BUNZ NV, or any other person representing it, will not be held liable for any loss sustained by any prospective franchise investor from relying upon the contents of this document. No information set out or referred to in this Franchise Prospectus shall form the basis of any contract. In order to take up an Ellis franchise, a prospective franchisee shall be required to enter into a franchise agreement acknowledging that he/she has not relied on or been induced to enter into such an agreement by any representation, warranty, assurance or undertaking save as expressly set out in that franchise agreement. This document does not in any way detract from the terms and conditions laid out in the franchise disclosure document and the franchise agreement which shall form the legally binding contract between BUNZ NV and the franchisee.





COME

AS

YOU

ARE

ELLIS