freshland

FRANCHISE BUSINESS BOOK
FEEL THE RHYTHM OF THE TASTE
OUR STORY

The story of Freshland started in 2017, when a creative Hungarian team set up the basis of a restaurant chains and franchise system offering healthy, fresh, nutritious and delicious products to the customers, who can choose from the ingredients very simply and comfortably. Our goal is to show people how to enjoy eating and to go against the stereotypes lives in the minds of many, as many people consider the salad as only an additional part to the main meal. We offer to our customers a complete menu. Freshland concept is to create simple, fast, healthy foods from premium components.

OUR GOALS

Our goal is to create a healthy restaurant chain where the customers can enjoy natural, fresh, nutritious, and big portion of food. The commitment to Freshland is undiminished and our main goal is to keep this honorable trust, by providing the most professional team, reliable suppliers and excellent partners.
FEEL
THE RHYTHM
OF THE TASTE
FRESHNESS

Freshness for us means not only high quality ingredients, but also the attitude itself, which leads the work forward. We believe in the non-stop renewal, the creation of new product ideas, continuous training of our team, CSR and openness towards customers.

TEAM SPIRIT

We believe in motivating and inspiring people which is important to our excellence. Our goal is to support our team in bringing up their talent, it helps us to refresh our system and structure, gives us dynamism and pass on this spirit to our customers.

ENJOY THE TASTE

Many people have forgotten what it means to be a gourmet. “You are what you eat” Why shouldn’t you eat well and good then? Our goal is to show our customers how they can learn to enjoy the taste of our healthy products.
WHAT MAKES FRESHLAND SUCCESSFUL?

THE KEY TO SUCCESS IS THE NETWORK OF FRANCHISE SYSTEM AND THE INNOVATIVE BUSINESS DEVELOPMENT STRATEGY

Operating in a franchise system our restaurants can strengthen each other. Beyond the unified image and centralised suppliers, it is important to emphasize the single brand image, a coordinated marketing activity that generates growing performance. We create a complete framework for our partners and support them through selection of the business location, development of the business plan and store openings.

NECESSARY IS BASIC, UNNECESSARY IS UNDESIRABLE!

Our goal is to represent the interests of our partners in the most effective way, and to pass Freshland spirit over to our customers. No more, no less. We avoid the unnecessary operations, but we expect our partners to approve and observe the basic franchise rules as it keeps us going and guarantee the quality that our customers expect from us at all level. Of course, we provide full support regarding logistics and marketing as well as other business issues.

WE ARE NOT PLANNING, WE ARE CREATING!
WHY SHOULD YOU CHOOSE FRESHLAND FRANCHISE?

There is an innovative and fresh team behind Freshland. The concept is workable and fits perfectly into global trends such as healthy lifestyle, vitality, and healthy diet. Our goal is to focus on well-functioning processes and build a stable franchise structure. Behind the partners, there are professional marketing, business development, design, construction and logistic teams.

WHAT DOES FRESHLAND OFFER YOU?

We support our partners in preparing their business plan.
We support our partners on choosing the location of the restaurant and designing the entire image of it.
Procurement and marketing support from the beginning of the first negotiations through the construction to the operation and daily processes of the restaurants.
Restaurant manager and employee trainings, product development, communication, customer complaints and sales training.
Continuous business consultation with the partners after the store openings as well.
Quality system to ensure that all the restaurants in our franchise system work integrated, at a high quality level.
Freshland ingredients are fresh and purchased from Hungarian suppliers, as it is important for us to encourage the domestic market.

We work with reliable suppliers and we use a wide range of ingredients.

Almost 40 kinds of ingredients can be chosen by our customers according to their own taste.

From our ingredients, you can create a light Mediterranean salad, or a traditional classic salad, but you can make a very tasty vitamin bomb.

Salads are prepared in front of the customers, in this way they become participant of the whole process, and due to this personalization, they have trust and they can become returning guests, and from their feedback, we are able to develop our products and procedures.
<table>
<thead>
<tr>
<th>YOUR FAVOURITES</th>
<th>PROTEIN PACK</th>
<th>PREMIUM PACK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAESAR</strong> 1690 FT</td>
<td><strong>METAL</strong> 1890 FT</td>
<td><strong>SOUL</strong> 1890 FT</td>
</tr>
<tr>
<td>4400</td>
<td>4400</td>
<td>4000</td>
</tr>
<tr>
<td>Salad, Mozzarella, Tomato, Croutons, Seed mixture, Egg, Dressing, Chicken breast</td>
<td>Salad, Bulgur, Spring onion, Pickles, Fried peppers, Feta cheese, Dressing, Beef</td>
<td>Salad, Grated carrots, Bell pepper, Corn, Seed mixture, Mozzarella, Dressing, Salmon</td>
</tr>
<tr>
<td><strong>POP</strong> 1690 FT</td>
<td><strong>REGGAE</strong> 1890 FT</td>
<td><strong>SANZON</strong> 1790 FT</td>
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<tr>
<td>4100</td>
<td>4900</td>
<td>4100</td>
</tr>
<tr>
<td>Salad, Egg, Tomato, Corn, Feta cheese, Dressing, Chicken breast</td>
<td>Salad, Grated carrots, Grated velery, Feta cheese, Egg, Dressing, Double Chicken breast</td>
<td>Salad, Spring onion, Egg, Olive mix, Tomato, Pine nuts, Dressing, Tuna</td>
</tr>
<tr>
<td><strong>FOLK</strong> 1690 FT</td>
<td><strong>BLUES</strong> 1390 FT</td>
<td><strong>CALYPSO</strong> 1790 FT</td>
</tr>
<tr>
<td>4000</td>
<td>4200</td>
<td>4000</td>
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<tr>
<td>Salad, Bulgur, Tomato, Smoked cheese, Spring onion, Dressing, Sausage</td>
<td>Salad, Cucumber, Tomato, Olive mix, Bell pepper, Dressing, Smoked tofu</td>
<td>Salad, Chickpeas, Cucumber, Tomato, Seed mixture, Dressing, Grilled cheese</td>
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<tr>
<td><strong>BEAT</strong> 1690 FT</td>
<td></td>
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<tr>
<td>4000</td>
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<td></td>
</tr>
<tr>
<td>Salad, Egg, Croutons, Tomato, Shallot, Dressing, Bacon</td>
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<tr>
<td><strong>SALADS</strong></td>
<td><strong>DRESSINGS:</strong></td>
<td></td>
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<tr>
<td></td>
<td>Natural: Balsamic vinegar / Olive Oil / “Vidék Szíve” pumpkin seed oil</td>
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<tr>
<td></td>
<td>Light oil base: Pikquant / Mediterran / Lemon-mint / Honey mustard</td>
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<tr>
<td></td>
<td>Nutritious cream base: Firenze / Hot / Caesar / Thousand island / Dill / Greek / Chive</td>
<td></td>
</tr>
</tbody>
</table>
CREAM SOUPS

VEGETABLE CREAM SOUPS

Mushroom cream soup
Pea cream soup
Red lentil cream soup
Broccoli cream soup
Corn cream soup
Tomato cream soup
Beetroot cream soup
Onion cream soup
Pumpkin cream soup
Vegetable cream soup with chicken
Zucchini cream soup
Potato cream soup
Celery cream soup
Gazpacho
Green gazpacho

+ Croutons
+ Parmesan
+ Natural pumpkin seeds

FRUIT CREAM SOUPS

Peach cream soup
Raspberry cream soup
Strawberry cream soup
Sour cherry cream soup
Forest fruity cream soup

DESSERTS

Pineapple tapioca pudding
Chocolate – raspberry chia pudding
Blueberry mascarpone with oatmeal
Mascarpone cake with oatmeal
Lemon wonder with oatmeal
Strawberry chia pudding
NATURAL LEMONADE

Lemon – mint
Detox
Fruit forest
Strawberry
Watermelon

VITAMIX

Carrot – apple – orange
Carrot – apple
Grapefruit – apple
Orange
Orange – grapefruit
Miracle (beetroot – apple – carrot)
You can find us here:

- ÁRKÁD GYŐR – www.arkadgyor.hu
- ÁRKÁD BUDAPEST – www.arkadbudapest.hu
- ARENA BUSINESS CAMPUS – www.arenabusinesscampus.hu
- DUNA PLAZA – www.dunaplaza.hu
- KÖKI TERMINÁL – www.kokiterminal.hu
- LURDY HÁZ – www.lurdyhaz.hu
- SHOPMARK – www.shopmark.hu
- WESTEND CITY CENTER – www.westend.hu

Location Types:

- Shopping mall
- Island
- Foodcourt
- Office
- Street
- Delivery
FEEL THE RHYTHM OF THE TASTE

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Freshland

Feel the rhythm of the taste

“Salad as main course?”

Sure

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MENÜBEN MOST IGAZÁN MEGÉRI!

Válassz egy salátát és hozzá egy Freshland kiegészítő terméket szuper áron adunk Neked!

**kiegészítő ára menüben, salátánként egy Freshland kiegészítő termékre vonatkozik**

- **Desszert**: 490 Ft*
- **Leves**: 450 Ft
- **Limonádé**: 390 Ft
- **Vitamix**: 590 Ft

*kiegészítő ára menüben, salátánként egy Freshland kiegészítő termékre vonatkozik

www.freshland.hu / info@freshland.hu / www.facebook.com/freshlandhungary
SOCIAL MEDIA

Facebook

Instagram
SOUP BOWL LAYOUT

UNIFORM LAYOUT
OPEN TOGETHER TO NEW POSSIBILITIES!