

# FRANCHISE INFO KIT



**ALL PLANTS  
PLANET FRIENDLY  
INNOVATIVE  
FUTURISTIC  
SUSTAINABLE**

**VEGAN  
JUNK  
FOOD  
XBFR™**

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# A LETTER FROM THE FOUNDERS

**Food is paramount to us. It's what we cherish, what we did as part-time job during our studies and what we chose as a profession. It's what brings us pleasure and memorable moments. It's how we communicate and express our feelings to our friends and loved ones. Food is love!**

Our passion is not limited to food and hospitality. We are equally passionate about climate change and animal rights. We recognise the big problems our world is facing and we see an opportunity to make a difference, contribute and be part of the solution... be part of changing the world.

This love for food and conviction in a better world resulted in the birth of the Vegan Junk Food Bar idea.

Our first VJFB restaurant opened in April 2017 in the monumental westside of Amsterdam, and by 2019 there were already five VJFB restaurants throughout the Netherlands. In a short amount of time VJFB brand got noticed, both online and offline. And by 2018, VJFB became the proud winner of 2 Dutch Vegan Awards.

Our long time dream, turned into our #vegantakeover mission, has entered a new milestone in 2020 with the first border crossing VJFB restaurant located in España, in beautiful Barcelona.

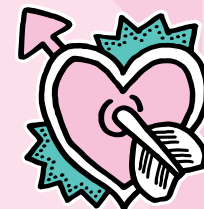
2020 also marked the start of VJFB's journey into franchising. It is our aspiration for the coming years, that people across cities worldwide will be introduced to our mouth watering plant-based food and unique sustainable lifestyle experiences. This ambition is made further possible through franchising and collaborating with like-minded organizations with a similar belief system and shared values.

We will continue to be mission-focused in our efforts to make a positive planet friendly impact on animal, environment and human welfare.

We welcome you to express your interest, and we look forward to exploring this exciting opportunity with you in greater detail.

*Let's change the game together!*

**Edwin James Streep, Lorenzo Muñoz**  
Co-founders and dear friends





# OUR STORY

**Vegan Junk Food Bar is an award-winning concept that's on a mission to create a positive planet friendly impact on animal, environmental and human welfare.**

From the growing urge to create a place where vegans and non-vegans could enjoy Vegan Junk Food together. Our first VJFB opened up in 2017 in the monumental westside of Amsterdam, rapidly followed up by five (and counting) additional VJFB restaurants throughout the Netherlands.

In a short amount of time our futuristic Junk Food got noticed, both online and offline. Only one year later VJFB became the proud winner of two Vegan Awards.

VJFB has one goal in mind: 'We love the planet and we have a strong believe that a plant-based lifestyle is the only right ethical option'. Plant-based alternatives prove to have a huge benefit for the planet and our health. And of course we know that eating junk food is one of the biggest pleasures in life.

Our longtime dream turned into our #vegantakeover mission that will go international in 2020 with the first crossing border VJFB in España, located in beautiful Barcelona.

VJFB serves sustainable Junk Food in an easily accessible and enjoyable way. We serve tasty, mouth-watering Vegan Junk Food, without compromising on quality, taste and texture.

Innovation is in our DNA. From our colorful signature flashy VJFBurgers, Freak Fries and Zeafood to our extraordinary cocktails.

We choose to focus on quality and experience thus that's why every VJFB has its own unique atmosphere. Our signature interiors are an edgy blend of colorful street-art with a hint of chique. Every month our VJFB music curator selects R&B and hip hop tunes that rock you into our unique urban metropolitan laid back vibe and will make you want to come back for more.

We love to lead with authenticity, innovate, connect and bring people together to enjoy Vegan Junk Food the VJFB way.

**Come join our #vegantakeover and be surrounded by a vibrant culture and genuine hospitality brought to you by a team on a mission to tickle your senses!**



# OUR PURPOSE

**WE LOVE THE PLANET AND WE HAVE A STRONG BELIEF  
THAT A SUSTAINABLE PLANT-BASED LIFESTYLE IS  
THE ONLY ETHICAL OPTION.**



# OUR MISSION

Our mission is to break through the stigma surrounding plant-based food and to introduce people to this in an approachable way, without compromising taste, texture and experience.

# OUR VISION

The current excessive consumption of animal meat has a huge negative impact on the environment and human health. On the other hand, the use of plant-based food has a positive effect on animal welfare, our health and on our planet.



# WE ARE...

## CONNECTING

Our people are our greatest assets. They are the faces and stories behind the brand, and what our mission stands for. We bring vegans and flexitarians together at the table to break the stigma and start enjoying sustainable Junk Food.

## WE DON'T COPY TRENDS, WE CREATE THEM

We're always looking for the next step. We know where we are going and are not afraid to do things differently to get there. We focus all of our energy, not on fighting the old, but on building the new.

## BREAKING THROUGH

Away with the stigma around goat wool socks. We do not belong in a corner, we don't mind being the odd one out – you will experience our futuristic Junk Food-, Street Art and chilled out music.

## PROVOCATIVE

Fuck the status quo! We lead with authenticity and work, give and succeed as a team, while also having fun.

# OUR PRINCIPLES

## GIVING GOOD ENERGY

We're here to ensure everyone who comes through our doors leaves with a feeling of renewed energy. We think carefully about the mind, body and soul to create the surroundings, happenings and small moments that will inspire and energise our guests, visitors, clients, colleagues as well as the community we are part of.

## CELEBRATING THE INDIVIDUAL

We recognise that everyone is unique, that they come here for different reasons, with different needs and different desires. So we try to get to know our colleagues and create an experience personalised to them. We also celebrate the individuality of our colleagues, encouraging everyone's unique personality to shine through.

## FRESH THINKING

We bring fresh thinking to all that we do, whether it's imagining what could be possible next in how to live a good and sustainable life, we care for equality between people, the environment and animals, or thinking of new ways to delight our guests, visitors, clients and team. And we never underestimate the power of a fresh mind. So we create working atmospheres in our organization that facilitate fresh thinking. To support conversation and the flow of creativity.



# OUR CONCEPT

Vegan Junk Food Bar is an award-winning concept that's on a mission to create a positive impact on animal, environment and human welfare.

We serve futuristic plant-based Junk Food & drinks for vegans and non-vegans alike in an accessible and enjoyable way.

We are very proud that our food is created without compromising on quality, taste and texture. It is hands down delicious!

Innovation is in our DNA. From our colorful signature flashy burgers, freak fries and Zeafood to our extraordinary cocktails.

*We love to lead with authenticity, innovate, connect and bring people together to enjoy sustainable plant-based Junk Food the VJFB way.*





# OUR RESTAURANTS

**At VJFB experience is everything, and that's why every Vegan Junk Food Bar has its own unique atmosphere.**

Our signature interiors are an edgy blend of colourful street art with a hint of chicue. Every month our VJFB music curator selects R&B and hip hop tunes that rock you into our unique urban metropolitan laid back vibe and will make you want to come back for more.

In only 4 years since inception, we now have six restaurants in The Netherlands and one in Spain. We use our experience, unique concept and well-established relationships with real estate agents and landlords to secure the best locations. Each location is carefully selected based on key site selection criteria.





# FUTURISTIC FOOD

VJFB offers tasty, mouth-watering plant-based Junk Food without compromising on quality, taste and texture.

Food innovation is in our DNA. From our colourful signature flashy Burgers, Freak Fries and Zeafood to our extraordinary cocktails.

We will continue to work tirelessly to offer our guests the most interesting flavours of different cultural origins. At VJFB we pride ourselves on continuously developing and evolving our futuristic menu to ensure it stands out from competitors.





# VJFB MERCH & RETAIL

Sustainable product & merchandise innovation is also in our DNA. In fact, our retail product range and merchandise collection are integral to the VJFB concept and brand and are therefore essential building blocks of our development and innovation strategy.

We have developed an extensive range of merchandise that embodies our brand identity. Caps, t-shirts, hoodies, bags, key chains and many more exciting items in different size and colour executions.

Our focus on this strategic and essential category of our business will never waver. We will put the right resources to ensure its continuous development and dynamism.



# VJFB MANAGEMENT TEAM

The diversity of our team in terms of skills, capabilities and experiences is our biggest strength. We believe in honesty, hard work and collaboration above all things.



**Edwin James Streep**

*Founder / CEO / Creative Director*



**Lorenzo Muñoz Louwerens**

*Co-founder / Growth Strategy Chief*



**Jos de Groot**

*Chief Operating Officer*



**Ron Schouw**

*Chief Financial Officer*

Product development, innovation and VJFBrand identity are amongst Edwin's key responsibilities. As a CEO he remains focused on managing effectively the company's resources and implementing our vision and mission.

Lorenzo is in charge of VJFB location strategy and restaurants development. Also very active in the ongoing management and performance of the organisation.

Jos is an exceptional leader and multi-tasker. He oversees restaurant operations, business development, personnel training and development and leads the organisation's franchise program.

Beyond his core responsibilities of financial reporting, audit and compliance, planning and capital structure, Ron plays a key role in guiding & sustaining change, leading the charge towards digitisation & automation, and strategy development.



# VJFB

## MANAGEMENT TEAM

The diversity of our team in terms of skills, capabilities and experiences is our biggest strength. We believe in honesty, hard work and collaboration above all things.



**Hassan Tarrah**

*Brand Manager*

Hassan gives training and support to location leaders and ensures that the culture, principles and standards of VJFB are lived and practices everyday amongst all team members. In addition, he runs quality audits to maintain our positive reputation.



**Raimond Torres**

*Brand Trainer*

Raimond gives training and support to location leaders and teams with the main focus on kitchen management and food quality. In addition, Raimond is part of the innovation team, always in search for innovative new menu items.



**Mireille Sanches**

*Head of Marketing & Content*

In our super digital world Mireille leads VJFB efforts to a future proof marketing model that allows us to break through the clutter, tell our story and connect and engage with our guests.



**Rutger Floor**

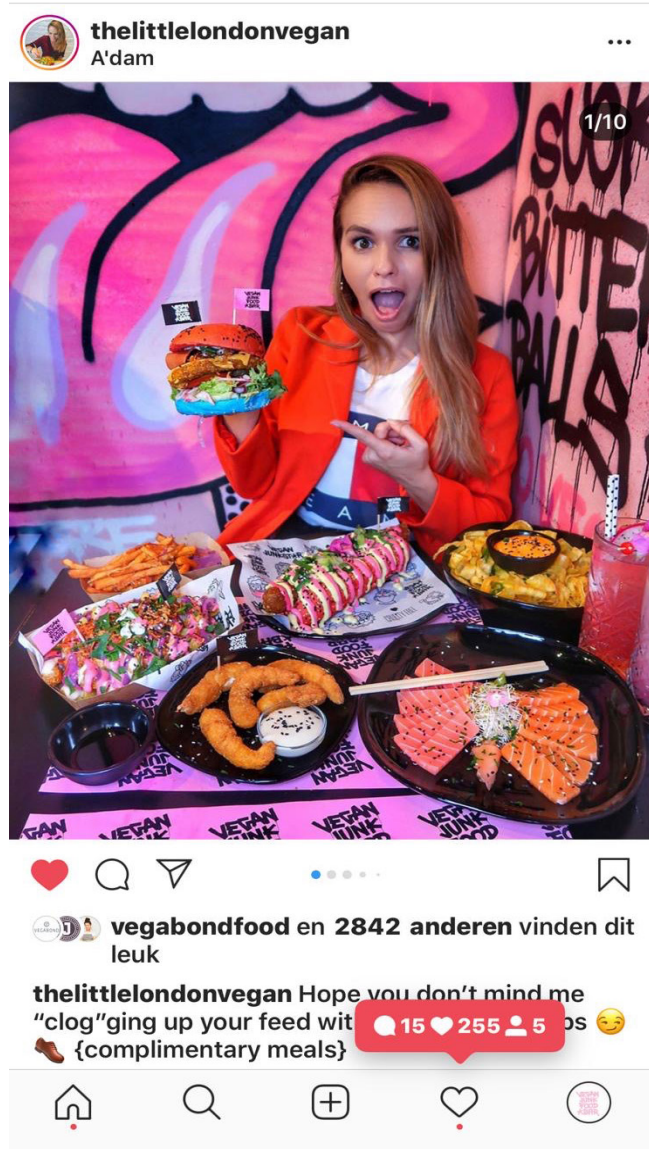
*Art Director*

Rutger is in charge of the visual artistic expression of the VJFBrand identity. Working closely with Edwin to inspire and guide the vision of the overall VJFBrand & design identity.



# RECOGNITION

We're humbled by the positive feedback so far. We will strive everyday to improve and delight our guests!



Vegan Junk Food Bar Claimed

Ratings and reviews

4.5 652 reviews

#16 of 225 Fast Food in Amsterdam  
#274 of 3,599 Restaurants in Amsterdam

Certificate of Excellence 2019 Winner

RATINGS

Food 5/5  
Service 5/5  
Value 5/5



# FRANCHISE OFFERING

In our growth journey, we will continue to focus on improving our franchise system to our franchisees. Product innovation, improved operations and design & experience are some of the areas we will tirelessly work on.

## PROVEN CONCEPT

VJFB witnessed enormous success in The Netherlands. Our business growth and customers feedback is a clear testament to the strength of our business concept and of our execution.

## TRAINING

All new franchisees complete an initial training program consisting of theoretical and on-the-job training covering: day-to-day operations, standard operating procedures, service standards, financial management and people management. We also offer ongoing training support.

## MARKETING SUPPORT

We create compelling marketing content that will enable you to increase brand awareness, attract new clients and build loyalty with existing clients. We require our franchisees to contribute with a small portion of their sales to a Marketing Fund that support these strategic central marketing initiatives. Additionally, we support our franchisees and review their local marketing plans to ensure roll out of marketing best practices.

## BRANDING & DESIGN

We provide you with our brand manual and restaurant design manual. These manuals express the brand identity and core values and will form the blueprint based on which our franchisees will design, brand, market VJFB in their local markets.

## INNOVATION

Innovation is in our DNA! We will continue to invest significant resources (time, money, people) and collaborate closely with our affiliate, Vegan Finest Foods – a leading innovator in vegan food, to bring the latest innovations in vegan food.

## SUPPLY

We work with a handful of carefully selected approved suppliers to ensure quality consistency, cost optimisation and reliability in supply. We will consolidate wherever possible the supply through our central distribution warehouse(s).

## OPERATIONS SUPPORT

Our team is available to support you on a regular basis in all aspects relating to your business operations and will guide you to operate according to our policies, procedures and best practices. Our representatives will make scheduled visits to your restaurants to support you and identify areas of improvement and development.

## MERCHANDISE & RETAIL

Our retail product range and merchandise collection are integral to the VJFB concept and brand and are therefore essential building blocks of our development and innovation strategy.

# BECOMING A FRANCHISEE

We follow a simple and structured application process. We believe in collaborative relationships and transparent communications, and we strive to fulfill that from the outset.

## 1. INFORMATION KIT

Our information kit consists of this presentation together with a franchise application form. Hopefully, you now have a better understanding of our brand, what we stand for and our aspiration.

## 2. TELL US ABOUT YOU

Complete the franchise application form and send it back to [franchise@veganjunkfoodbar.com](mailto:franchise@veganjunkfoodbar.com). This will help us to get to know you/your company, what makes you interested in VJFB and whether there is a good fit.

## 3. MEETING

Let's have a chat. This will help us address your questions and allow us to complete our initial assessment. So far so good! Let's move to step 4

## 4. SHARING OF MORE DETAILED INFORMATION

We ask you to sign an NDA and provide you with confidential information about our business for you to review. This information enables further in your work on the business plan.

## 5. YOUR BUSINESS PLAN

This is about your aspiration, your team, market and competition analysis, development plan, location strategy, unit economics, and other key enablers you will have/establish to increase your chances of success.

## 6. FINAL INTERVIEW

We will review your business plan and if positive schedule a final interview to evaluate your franchise candidacy.

## 7. LETTER OF INTENT AND CONTRACTS TALKS

If all goes well, then it's time to enter into a letter of agreement that outlines the main terms relevant to the franchise opportunity. Next comes franchise contract talks (including franchise disclosure documentation where applicable).

## 8. SIGNING THE CONTRACTS

Once all details of the contractual framework have been finalised and agreed, then the moment of truth has arrived and we can now sign the contracts and welcome you to the VJFB family as our new franchisee.



# FAQ's

## **What is the typical size of a VJFB Restaurant?**

We have developed so far two concept formats: a limited-service restaurant (LSR) ranging from 40 to 80+ sq.m. and a full-service restaurant (FSR) ranging from 150 to 250+ sq.m.

## **What are the desired venues for a VJFB Restaurant?**

We have identified 5 strategic channels: Streets & High Streets / Shopping Malls / Travel (Airports, Railways) / Entertainment (Theme Parks) / Hotels & Resorts

## **What are the desired site criteria for a VJFB Restaurant?**

Popular destination / in an area with high footfall throughout the day / nearby shops and/or restaurants that enjoy a well perceived image / ground floor location / corner location would be optimal / easy access / high visibility amongst other important characteristics.

## **Can I have an exclusive territory?**

We grant an exclusive territory for a number of units, to be agreed upon on a case by case basis.

## **What are the initial franchise and ongoing royalty fees?**

The initial franchise fee per unit is €40,000. The ongoing royalty fee is 6.5% of sales paid on a monthly basis.

## **What will sales be? Profit margin? What ROI can I expect?**

After the initial review process and assuming a franchisee candidate meets the initial review criteria, more business and financial information can be shared. Success involves risks and depends upon a franchisee's ability as an independent

businessperson or company. We cannot give assurance or warranty as to potential sales or results, and prospective franchisees are encouraged to conduct their own independent study to determine potential sales and profit levels prior to signing any franchise agreement.

## **What is the initial investment?**

The initial investment for an LSR starts at €250,000 and for an FSR €500,000

## **What is the term of the franchise agreement?**

Six (6) years renewable once, provided terms of the agreement are met throughout the first term.

## **How long does the franchise assessment process take?**

The initial review process takes 1 to 2 weeks. If the initial review is positive, the application will follow the procedure described in the previous page. The timing of the remainder of the process depends to a large extent on the responsiveness and readiness of the franchise candidate.

## **What kind of training is provided?**

There will be two types of training that are required prior to opening. The first training is based at a training facility designated by us and will last 10-15 days. The Second training occurs at the franchised site shortly prior to the opening and will include opening assistance (this on-site training lasts between 5 to 10 days).

## **What are the support programs provided?**

It is of significant importance to ensure that our franchisees are fully equipped and supported in order to be successful. We have designed our franchise system accordingly, and will provide such information in the second stage of the application.



Reguliersdwarsstraat 57  
Amsterdam



Schiedamse Vest 144  
Rotterdam



Staringplein 22  
Amsterdam



Marie Heinekenplein 9-10  
Amsterdam



Eerste van Swindenstraat 389  
Amsterdam





For all franchise  
enquiries please contact  
[franchise@veganjunkfoodbar.com](mailto:franchise@veganjunkfoodbar.com)

INTERNATIONAL VJFB EXPANSION



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  @veganjunkfoodbar