



A Astoria | Franchise Details

HAND CRAFTED STEAK SANDWICHES GRILLED TO ORDER

Quality

- 01** • * Fresh products, all the products are made at the order at the time of purchase

Product

- 02** • * Chilean Sandwiches have been ranked by the New York Times as the 10 best types of sandwiches worldwide

Fast

- 03** • * It takes no more than 7 minutes, to have the orders ready for the customers

Cost Saving

- 04** • * Our cost structure is 10% more efficient than any competitor.



HAND CRAFTED STEAK SANDWICHES GRILLED TO ORDER

Storage Control

05 • * We have a customized control system that lets the franchisee have a full control of his inventory and accounting.

Innovation

06 • * We are constantly innovating our systems to create a differentiation from the competition

Environmental friendly

07 • * We don't use plastic, everything is served to the customer using glasses, silverware and plates

Suppliers control and tracking

08 • * With ours most of the suppliers are tracked in terms of quantity of products purchase, invoices, credit and delivery etc.

Avant-garde Architecture

09 • * All of our locations are designed to show the customers how we prepare the products, involving them in the experience of seeing how we make the food that they have order.

Franchise support

10 • * Our multidisciplinary team, has more than 25 years' experience in the food industry and give full support in all areas 24 /7.



ABOUT ASTORIA

ABOUT ASTORIA

Astoria was founded in 2009 in Concepcion Chile and during the 1st year the company had incredible sales and everything looked rosy however destiny had a different road planned for Astoria. In February 2010 Astoria had to face unexpected challenges starting with an earthquake measuring 8.8 on the Richter scale with its epicenter in Concepcion that destroyed the 1st store. Later in 2010 a new location was opened in a shopping mall. The success of the brand and the products was again immediate from day 1 however in February 2011 just one year after reopening; the shopping center was destroyed by a fire. Once again after all the hard work and effort it seemed that fate was working against our success and discouraging our entrepreneurial spirit. In July 2011 we reopened for the 3rd time in 3 years at the same shopping mall, the response was again incredible and after the previous disasters we were 3rd time lucky.

Country of Origin: Chile / **Year Founded:** 2009 / **Date Franchising Commenced:** 2014
Number of Units: 25



Astoria

Hot Dog Completa



ASTORIA

Astoria Income Streams:

- Revenue from Food & Beverage Sales (Dine-in; Take-out; Delivery; Digital)
- Franchise Fee Income (For Master Franchise Markets)
- Royalty Fee Income (For Master Franchise Markets)

Astoria Training & Support:

We have 14 different steps in our training program including 1) Brand Introduction; 2) Knowledge and technical skills; 3) Customer service; 4) Communications; 5) Problem solving; 6) Operation management; 7) Leadership; 8) Financial management; 9) Operations management; 10) Design project management; 11) Supply chain management; 12) Network and franchise development; 13) Training program development; 14) Market entry & product development

Astoria Currently Operates in these Countries:

Chile / Mongolia / Saudi Arabia / Bulgaria (open soon / **Egypt** (open soon)





ASTORIA

Type of Franchises Offered by Astoria:

- Master Franchise Opportunities
- Area Development Franchise Opportunities
- Multi-unit Franchise Opportunities

Astoria International Franchisee Profile:

Ideal Astoria Master Franchisees or Area Developers are strong marketing-oriented corporations involved in multi-unit F&B retailing or other retail, service or lifestyle related franchises who have access to suitable locations or have experience in property acquisition and property development and who embody the following **characteristics:**

- **Aligned with our Vision & Values**
- **A reputation for Honesty and Integrity**
- **Considers the acquisition of Astoria franchise rights as a serious long-term commitment**
- **Sufficient capital (cash or cash equivalents) to adequately finance Astoria development**



CHILENO

CHACARERO



