OPERATE AS A FRANCHISE JOUR IS TO

1. PARTNER WITH THE HEALTHY FOOD MARKET LEADER.
2. BET ON A FAST GROWING INDUSTRY.
3. ENSURE A PROFITABLE PROJECT.
4. BE TRAINED AND DRIVEN.
In recent years, we witnessed a collective awareness of the need to change our eating behavior in order to live better and be more responsible towards the environment.

It leads to a more frequent adoption of a gluten-free diet (+ 31% in 2014 - study Precepta), vegan or simply by consuming more fresh fruits and vegetables.

*Research Precepta.*
Our commitments

**Traceability**, a relationship of trust with our producers.

**Quality**, a selection of fresh products grown in their natural environment.

**Seasonality** of products grown closer to our restaurants.

**Eco responsible**, bicycle delivery, recyclable packaging, waste sorted...

**Solidarity**, redistribution of unsold goods to the needy.
A FEW DATES

2003
1ST RESTAURANT JOUR
Launch of the concept the 8 November at 13th Boulevard Malesherbes 75008 Paris.

2004
THE NETWORK IS BUILDING UP
5 new Jour restaurants opening in Paris.

2007
REATION OF A PRODUCTION LABORATORY
In September, the company opens its 250m² main kitchen at La Défense.

2008
DEVELOPMENT OF JOUR’S NETWORK
Opening of 5 new Jour restaurants in Paris, Neuilly and Boulogne
Opening of the 1st franchise.

2011
2012
JOUR EXPANDS IN PROVINCE AND OPENS ITS DELIVERY SERVICE
First experience in province with a franchise in Aix-en –Provence.
Launch of the merchant web site and the delivery service for lunch time.

2013
FIRST BUILD-UP FOR JOUR
Acquisition of the chain “Au pain perdu” for its strategic estate.

2014
2015
JOUR TAKES AN INTERNATIONAL CAPACITY
2 new restaurants in Paris (Ternes and Freiland) and 1 in Geneva, Switzerland.
• Creator of Paris custom made salad, precursor in Paris.

• 12 minute made salad recipes including 4 seasonal.

• A wide choice of ingredients: 9 bases, 48 toppings and 12 dressings.

• An offer that meets the needs vegan, gluten free, lactose free.

• An offer of superfoods: sprouts, kale, chia, açai, quinoa.

• Ecological commitments and product sourcing respectful and very demanding.
OUR FRANCHISEES ARE OUR PARTNERS

- OUR FRANCHISEES ARE OUR PARTNERS.
- DEFINE TOGETHER THE BEST PROJECT.
- FOLLOW PROPER TRAINING.
- TAKE ADVANTAGE OF OUR COMMERCIAL AND MARKETING ACTIONS.
- BENEFIT FROM OUR PERMANENT AND REGULAR SUPPORT.
OUR ASSISTANCE

• Search Site.
• The study of commercial leases.
• The landlord / seller negotiations.
• The development plan of the store legal advice.
• Architecture and layout.
• Building your business plan.
• Preparation for the meeting with banks.
• The establishment and opening of your store.
APPROPRIATE TRAINING

FOR COMMERCIAL SUCCESS

Coached and accompanied throughout the partnership, Jour endeavors to ensure the commercial success of franchisees. Mystery shoppers, visits, audits, advice, on-site coaching, reporting and training are assets deployed by the franchisor to replicate the success of the brand.
Our marketing department works everyday to communicate core values of our brand, promotional plan for our clients, website, social network, tools at your disposal to consolidate our leading position.

* Site web pour les franchisés hors Paris
YOUR LOCATION
YOUR LOCATION
**RETRO-PLANNING**

1. **Step 1**
   - Send on line information form
   - Phone interview with our franchise manager
   - One day to discover our concept in one of our restaurants
   - Debriefing on your day with Jour

2. **Step 2**
   - Signature of the Pre contractual information contract (DIP)
   - Signature of the Franchise contract
   - Search for potential location
   - Preparation of your Business plan

3. **Step 3**
   - 5 weeks training as assistant manager in one of our restaurant
   - Final Budget and Business planning
   - Assistance in the financing process
   - **OPENING OF YOUR JOUR RESTAURANT**
CONDITIONS

› Contribution of 1/3 of your investment
  100 to 150 K€

› Entrance fee : 50 K€

› Annual fee. 5 % of your revenue