



DOPPIO MALTO





THE CULTURE OF CRAFT BEER IN YOUR TOWN

We are looking for travelling companions and business partners, to be carefully chosen and assisted at every stage of the project development. We offer them all the tools they need to grow together with our brand. Doppio Malto is our #unpostofelice and it could become yours too!

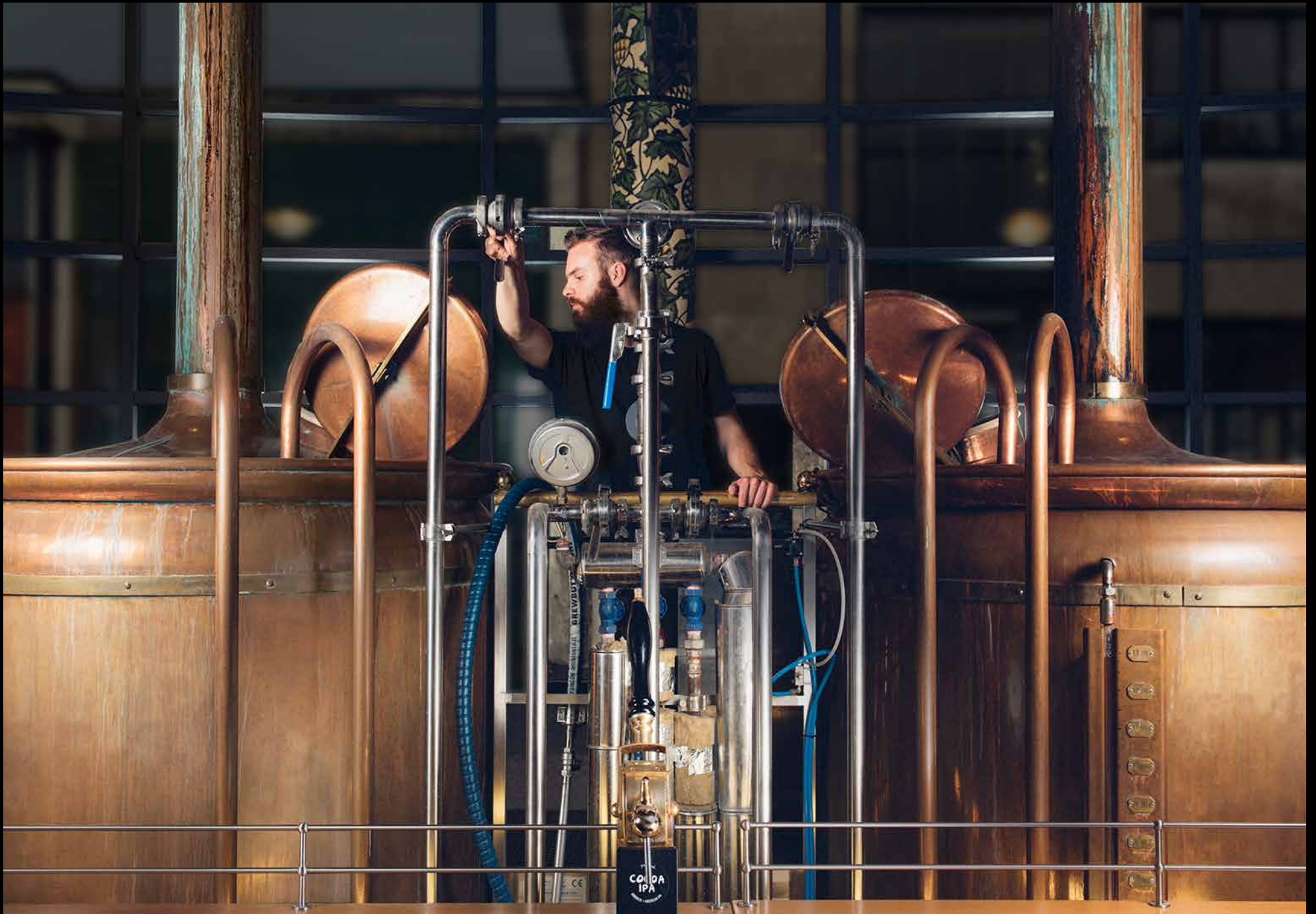


BORN
in
BREWERY



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UN POSTO FELICE

Doppio Malto is the right place to discover excellent craft beer, enjoy the company of your friends, eat good food, indulge yourself with a sip of beer before a game of billiards, and treat yourself to relaxing moments.

Our project aims not to customers' satisfaction, but to their happiness.



WE CRAFT IT BETTER

Our journey begins with Erba brewery.
Even today, from here comes the beer served in every Doppio Malto store
from all over Italy.

18 different types
of beer produced

more than
400 thousand liters
of beer

In 2019 Doppio Malto is going to open a new brewery in Sardinia, that will
allow to increase production by 400% and to support the development
of the brew restaurants network throughout the national territory.

WE CREATE A NEW CONCEPT OF BEER

More than 100 international awards recognize our beers unique qualities among the craft productions in Europe. Every Doppio Malto beer is produced in our two breweries: the historic one in Erba, in the province of Como, and the Iglesias one, in Sardinia, with a production capacity of 5 million liters, able to support the development of the restaurants network in Italy and abroad.



STRENGTHS

1

TRAINING PROGRAM for all the store collaborators, conducted on-the-spot and online, through a personalized digital platform.

2

CONSTANT SUPPORT AND MENTORING IN THE STORE DAILY MANAGEMENT, for all the operations and in terms of sales strategy and event planning.

3

ONLINE REPOSITORY. Manuals, procedures, standards and brochures are available and easy to consult in the Doppio Malto online repository, frequently updated and at franchisees' e collaborators' disposal.

4

AUTOMATION OF THE KITCHEN PROCEDURES for the productivity monitoring and the time optimization of the preparations. Automated and connected management of kitchen and recipes.

5

MARKETING AND COMMUNICATION PLAN to support the newly-opened stores, which integrates the Local Store Marketing activities, digital and social advertising campaigns and Out of Home investments.

ALWAYS LEARN

Doppio Malto offers the franchisee its know-how in the process of recruitment and selection of the store staff, in order to identify professionals in line with the brand values.





LOCATION

The Doppio Malto format is a versatile concept and can be developed on **stand-alone locations, malls and retail parks.**

Our Business Development Department receives daily requests from the most important Italian and foreign shopping centers and can provide a targeted assessment on locations and premises, already owned by potential franchisees.

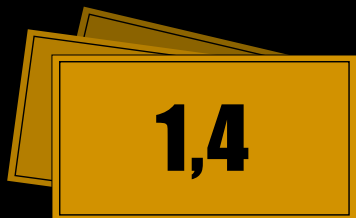




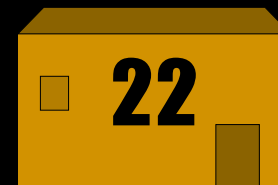
THE DOPPIO MALTO FRANCHISING

franchise starting year	→ 2017
staff per store – including the owner	→ 20 pax
min. surface per store – in square meters	→ 400m²
excellent location	→ shopping centers, urban center, traffic road, retail park
potential customers – minimum number of inhabitants	→ 80000
entrance fee	→ According to the Country
royalties	→ 5%
national marketing contribution	→ According to the Country
training	→ Yes
on-site assistance in the opening phase	→ Yes
assistance during the term of the contract	→ Yes

KEY NUMBERS



MILLION EUROS
store average turnover
depending on its type and location



BREW RESTAURANTS

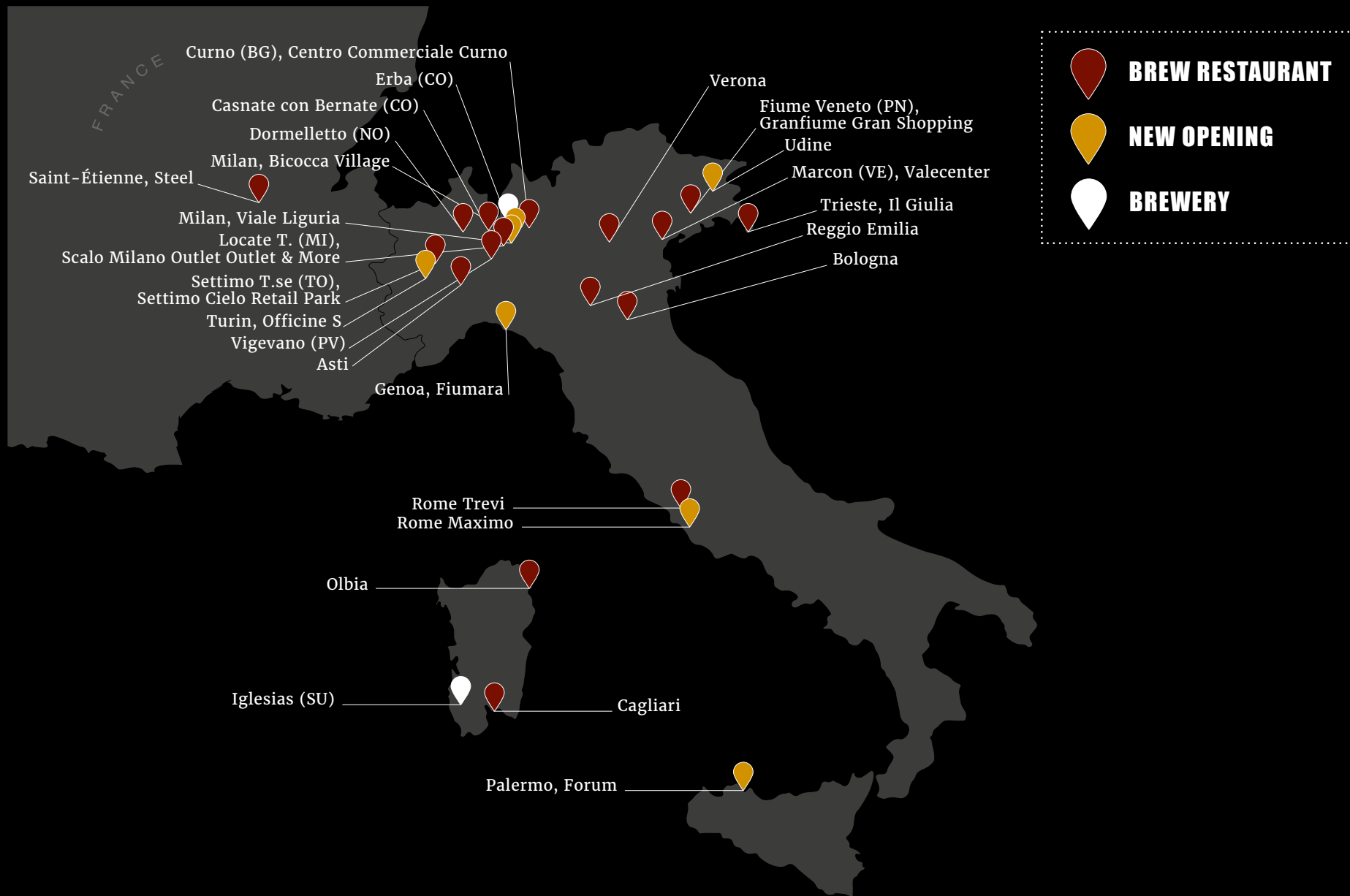


NEW OPENINGS
in 2021



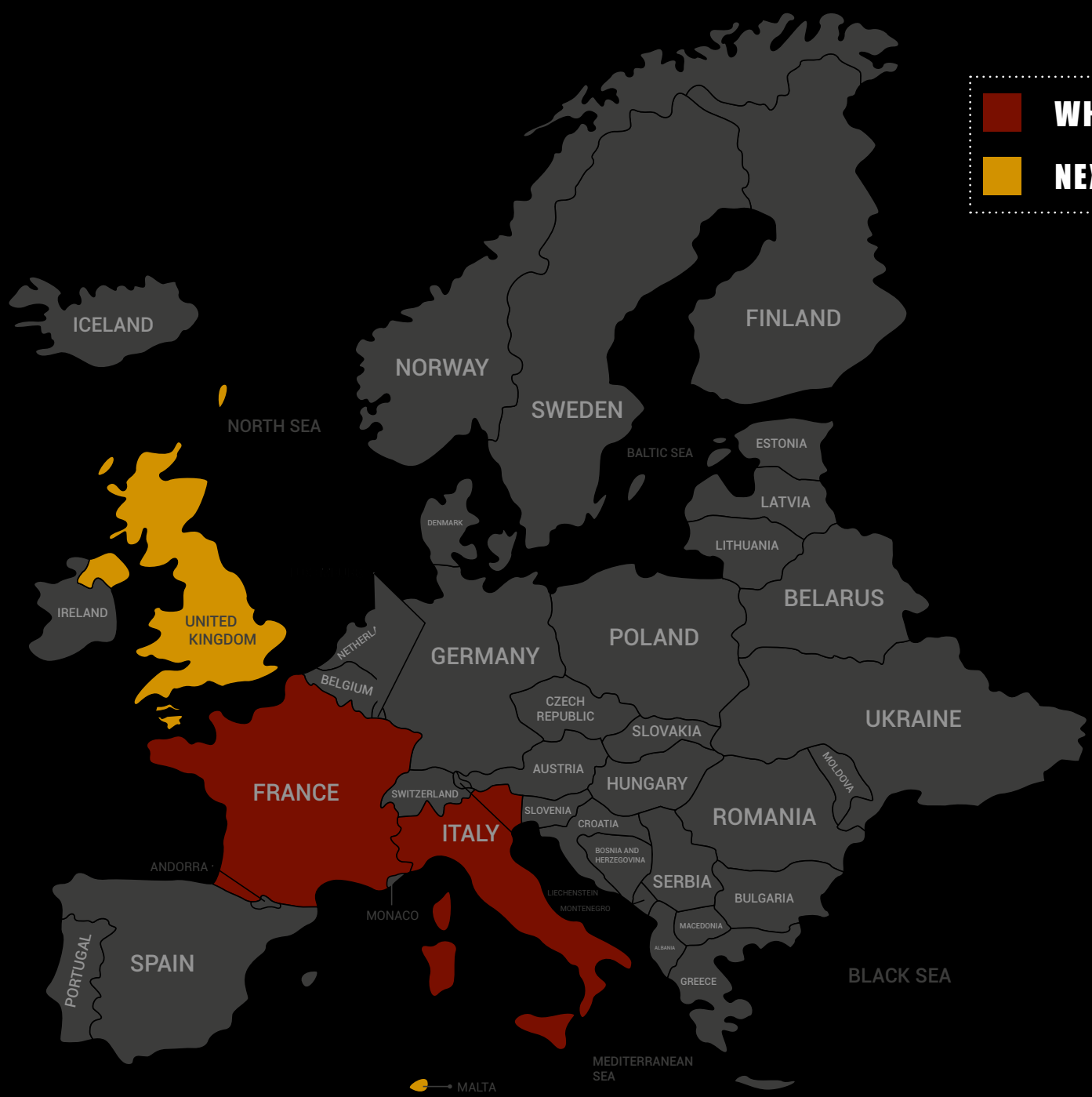
COLLABORATORS

WHERE WE ARE



WHERE WE ARE

NEXT OPENING





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