

SmartRaspberry

cookery school

Franchise Opportunity Prospectus





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About Smart Raspberry

Founded in 2011 our passion has always been for children to take an interest in food and healthy eating, while having lots of fun! At our heart is our key aim:

“to teach children how to cook nutritious food from scratch helping them to learn a valuable life skill”.

The essence of the Smart Raspberry brand is based on:

DEVELOPMENT

We want children to receive good instruction, learning good habits around food and its preparation

FUN

Our environment is one of fun. An enjoyable relationship with food preparation will provide lasting inspiration in cooking and a love of food

HEALTHY

We are interested in the long term benefit of our students. Instilling good ideas of balance, proportion and the role of food as part of a healthy lifestyle

We run cookery parties, clubs and classes during term time and the school holidays as well as workshops, Duke of Edinburgh courses and lots more; teaching basic cooking skills and inspiring an interest in food among children from five up to teenagers in their first years away from home.



Meet Alicia, Founder of Smart Raspberry Cookery School

ONE OF MY GREATEST PASSIONS IS FOOD AND ANY SPARE TIME I HAVE IS SPENT COOKING AND EATING! I LOVE TO COOK A WIDE RANGE OF INTERNATIONAL CUISINES FOR MY FAMILY AND I GET MY CHILDREN TO HELP IN THE KITCHEN AS OFTEN AS POSSIBLE.

One of my greatest passions is food and any spare time I have is spent cooking and eating! I love to cook a wide range of international cuisines for my family and I get my children to help in the kitchen as often as possible.

My passion for food began when I was a child. I lived in Spain and thought my dad's cooking was the best! I began cooking myself during my university years, during which I spent a year living in Spain and Italy in that time I was immersed in the local cultures and learnt a lot about food and how to fend for myself in the kitchen. My interest in food took on a new dynamic after having children, as I wanted them to grow up experiencing a wholesome, varied and interesting diet.

Turning my passion into a business was prompted by the lack of regular cookery tuition in schools for younger children. I began an afterschool cookery class in my local junior school and as word spread, I soon expanded into other nearby schools. I had to take on my first employee and as our popularity with parents and children grew, it enabled us to start offering parties and holiday workshops. A few short years later we began offering weekend cookery clubs for teenagers and those participating in the Duke of Edinburgh Awards Scheme.

Back in 2010 I was lucky enough to have an opportunity to attend Leith's School of Food and Wine where I was able to hone my skills, develop my knowledge and expand my styles of cookery; something which has been invaluable in the development of our recipes.

Franchising came into play when a lady interested in working as a teacher wanted to bring Smart Raspberry to her home in Milton Keynes. The next step was to carefully franchise our model ensuring we could support our franchisees step-by-step as they built a successful, sustainable and highly rewarding business.



What We Do

SMART RASPBERRY SPECIALISES IN PROVIDING COOKERY CLASSES, WORKSHOPS AND PARTIES TO CHILDREN.

OUR AIM IS TO TEACH CHILDREN HOW TO COOK NUTRITIOUS FOOD FROM SCRATCH HELPING THEM TO LEARN A VALUABLE LIFE SKILL.



AFTER SCHOOL CLUBS

There's more to Smart Raspberry than fairy cakes and cookies! The typical after school clubs run for 12 weeks per term. The classes are very hands-on and every week children prepare a healthy recipe using fresh ingredients. At the end of each session each child takes home what they have made along with a laminated recipe card containing details of how to make their dish again at home. We make a wide variety of savoury and sweet dishes, some of which are ready to eat and some of which need to be cooked or heated at home.

SCHOOL HOLIDAY WORKSHOPS

Our holiday workshops are usually themed days where we focus on recipes from a particular country, season, festival or occasion. We run half-day or full-day workshops. These classes can run independently or they can also form a valued addition to holiday activity clubs run by partner operators in your local area.

TEENAGERS AND DUKE OF EDINBURGH AWARDS COURSES

Our aim is to develop students' cookery skills in a friendly and relaxed setting, encouraging them to become more independent in the kitchen. We cover many of the cooking fundamentals including bread and pastry making, fish and meat preparation for family meals and some baking too. Some students come on an ongoing basis and some just for 12 weeks to qualify for their D of E skill.

ONE-OFF WORKSHOPS DURING SCHOOL DAY

We can provide classes that fit into the teaching curriculum, providing a themed activity that the whole school can get involved in. A typical school day consists of us running 4 workshops for approximately 15 children per session. We supply all the ingredients, aprons,



recipe cards and equipment. The lessons last for 60 minutes and they are hands-on practical cookery sessions during which the children make a recipe to take home at the end of the day.

PPA COVER

A typical day consists of us running 4 workshops for groups of 30 children at a time. Most lessons last for 60 minutes and include a presentation, "whole class" and individual activities and a show-and-taste component. Each session includes a practical hands-on recipe for the class to prepare.

PARTIES

Mostly booked by a parent for their child's birthday. We offer themed parties such as pizza or cupcake making or children make their own party lunch or tea. We include party invites, ingredients and equipment, aprons and chef hats to borrow. We also offer optional extras such as Smart Raspberry party bags and personalised chef's clothing.

THERE ARE ALSO MANY OTHER OPPORTUNITIES WITHIN LOCAL COMMUNITY GROUPS, FAIRS AND FESTIVALS, PRIVATE TUITION AND SO ON.

What our Customers Say

"Such a popular extracurricular activity, extremely well organised; they are run by dedicated, enthusiastic staff who are educating our children in cookery skills and widening their horizons! First Class!"

Rob Harmer, Headteacher at St Marys School, Henley-on-Thames.

"I used Smart Raspberry for my daughter's 5th Birthday Party and she loved every minute of it, as did her friends! The opportunity to do something different and fun but also of educational value was lovely. All the children enjoyed making their cookies and pizzas and eating them for the birthday tea. I had so many comments from parents about what a great idea it was, and as a bonus you don't even have to organise a birthday tea as they eat what they cook! I'd thoroughly recommend this as a fun alternative to the loud crazy parties which seem to be the common thing at the moment."

Ruby Robinson, Parent.

"The kids love Smart Raspberry cooking at Action Sports Camps and love taking home their cooked products to their parents. From hot cross buns, mince pies, cheesecake and pizza, they have fun".

Simon Kearns, Action Sports Camps.

"Smart Raspberry Cookery School has been offering an after school club for our students since 2010. Through a fun and safe environment our students learn about all aspects of food preparation. Cooking is a life skill that all children need to be exposed to and our students love it!"

Jean Glover, Lower School Assistant Principle, ACS Hillingdon International.

"Grace thoroughly enjoys the cooking classes and themed workshops. She has become much more confident and independent in the kitchen and has a greater awareness of potential dangers when cooking. She also now knows more about healthy meal options and ingredients".

Emma Bayliss, Parent.

"Danesfield Schools' association with Alicia, and all her team at Smart Raspberry, is almost 7 years now. In that time it has been one of the most popular After School Activities we offer (out of a choice of almost 40 each term). It offers excellent value for money and the children obviously love it – the products of their hard work often turning up in lunchboxes the next day!"

Alison Potton, After Schools Coordinator, Danesfield School.

"Tom has had multiple food intolerances since he was born, due to this he has had a bad relationship with food. 2 years ago he decided he wanted to open a 'free from' restaurant when he is older as he knows how difficult it is to be able to eat out when you have food allergies/intolerances. We attended the Beaconsfield High School Christmas Fayre where Smart Raspberry had a stand and he was interested in the classes so he started in January 2014 and has enjoyed every class since. He adapts the recipes where possible to be made with his substitutes to enable him to trial what he has made. When he has recreated the recipes at home for others even with his alternatives in them he has received lovely comments and when he made some 'free from' brownies and rocky road for his dad's party, without anyone knowing they were 'free from' or he had made them, they went before any of the shop bought cakes! Smart Raspberry is helping keep his interest in cooking and has increased his acceptance for trying to eat new foods/combinations".

Laura Hodgson, Parent.

"I booked my son to do a 12 week course at Smart Raspberry Cookery School in Beaconsfield as one of his Duke of Edinburgh courses. He had hardly done any cooking before and really enjoyed it. I was really impressed by the variety of cooking he was able to do and the quality of the food he brought home. He usually ate it mostly himself! Since doing the course Cameron has spent more time helping out with food and definitely appreciates the amount of time a meal takes to prepare. I would definitely recommend this course for fun or as part of the Duke of Edinburgh scheme."

Aliki Taylor, Parent.

"Smart Raspberry..... THE BEST CLUB EVER!!!! That's how my daughter describes Smart Raspberry Cookery School. The Saturday morning and holiday clubs have taught my daughter how to cook a vast array of sweet and savoury dishes, which has increased her confidence and taught her to be responsible around the kitchen. The recipes are easy to follow and so good I have actually continued to use them myself. And when it came to ideas for my daughter's 11th birthday party Smart Raspberry was an easy choice. My daughter and her 9 friends had great fun cooking up a main and dessert, definitely recommended!!"

Rachel Foreman, Parent.



Why Join the Smart Raspberry Franchise Network?

YOU WILL HAVE THE GUIDANCE, TRAINING AND SUPPORT TO BUILD A BUSINESS DOING SOMETHING YOU LOVE.

- The support and brand trust of a much larger, well-established and respected organisation.
 - A business which can be flexible to your own circumstances. You can work around your family by running children's cooking clubs during the school day or after school, cooking classes and birthday parties at the weekend and workshops during the school holidays.
 - The business can easily be run from home.
 - Capital outlay is low.
 - Your local knowledge combined with an excellent product leads to a much greater chance of success.
 - Smart Raspberry has been running cooking classes, parties and workshops since 2007 and we pass that wealth of experience and knowledge onto you so you don't have to start from scratch.
 - An expandable business, with the ability to start off small and grow gradually at your own pace.
 - A proven business model. With a Smart Raspberry franchise you can get straight on cooking with children, giving you the ability to generate income more quickly.
 - We provide you with all the tools necessary to build a successful business from marketing and running a business to food safety, recipes and lesson plans.
- Franchises have a much greater success compared to other business set ups where 66% of them fail within the first two years. According to the British Franchising Association 90% of franchisees trade profitably.
 - Discounts and exclusive deals that come from our bulk purchasing power.
 - A retail arm to generate additional profit.
 - Building up a business that, should you wish to sell, will be worth a multiple of its own profits (subject to contractual conditions).
 - A model that suits the private and public sector. You'll be able to run private programmes but also chase public funding to work with eligible groups.
 - Job satisfaction, enjoying every day that you work and taking pride in what you do.



The Franchise Package

THE FRANCHISE AGREEMENT

This contains details of both our and your obligations. It grants you the right to use the Smart Raspberry trademark, name and logo and business system. It's an initial three year contract with the option to renew for further three year periods with no additional set up fee.

EXCLUSIVE TERRITORY

We will grant you an exclusive territory which will enable you to service every customer within your territory without competition from another Smart Raspberry franchisee. We will also provide you with a contact list of schools and other useful contacts in your area.

SMART RASPBERRY BRAND

The Smart Raspberry brand is vitally important. It tells our customers about the level of service and quality they will receive from us, wherever they may be. It allows our satisfied customers to recommend us to their friends and families. It identifies us as distinct and different to our competitors. The Smart Raspberry brand is reflected and brought to life in everything we do from our name and logo, to the services we provide, the people we employ and the way we do business.

OPERATING MANUAL

An operating manual detailing the running of the franchise will be a reference to help you understand what it means to be part of the Smart Raspberry family. It has been put together to answer many of the initial questions that a franchisee will have in setting up their business and provides instruction on the standards that are required.

BRAND AND MARKETING GUIDELINES

Brand and Marketing Guidelines are provided to the franchisee with specific rules on how

the Smart Raspberry brand is used. It provides a framework explaining how you can use and apply Smart Raspberry's identity to project a strong and consistent image.

INITIAL TRAINING

As a franchisee you will be joining a business that is totally committed to delivering high quality service to customers (students, schools and parents) and training for staff. The majority of our business is generated by word of mouth so we have to rise to the challenge of meeting and exceeding expectations.

Our Induction Training Programme is very comprehensive and will provide you with all the training you will need. We have spent several years developing the systems and processes that work and we will be there to support you every step of the way. We run an intensive one day business training course and two days practical training. We will help you write your business plan, set yourself goals and offer you all the general advice and support you need to help you launch your business. We come and spend a day with you following your launch to give you further practical advice and a practical evaluation.

ONGOING SUPPORT

In the first few months we arrange weekly goal setting and review calls with you to help you launch your business. Email and telephone contact with Head Office are available for queries or advice on any aspect of your business. Our online franchisee forum also provides invaluable support and advice. Ongoing training is run by Head office or outside experts as part of our AGM.

EQUIPMENT

A kit which includes all the teaching equipment needed to run our classes, workshops and parties including kids aprons, teachers aprons,

Smart Raspberry T-Shirts and cotton chef hats to be used at parties.

TEMPLATES

Access to personalised templates for Letterheads, Compliment Slips, Business Cards, Party Invites and Advertising. All the forms we currently use to run Smart Raspberry at Head Office are available for you to use.

SMART RASPBERRY SUPPLIER LIST

A recommended supplier list including accountants, insurance, equipment, packaging, clothing, education and certification.

CLASS MATERIAL

Our class material is on a three year rolling curriculum. Our class material is regularly refreshed and new recipes are frequently added.

You will receive:

Time plans and recipes designed to be used in schools with little or no kitchen facilities.
Recipe sheets suitable for weekend cookery clubs and Duke of Edinburgh Awards scheme.
Time plans and recipes for parties.
Time plans and recipes for holiday workshops.

WEB PRESENCE FOR YOUR BUSINESS AND A DEDICATED EMAIL ADDRESS

Your own page on the Smart Raspberry website with your own contact details, profile and class information. You will also have your own dedicated facebook page and email address.

DBS CERTIFICATE

We will process your first DBS certificate, you then have the option to register for the DBS service update service and pay a small annual fee to keep your certificate up to date.



Your Costs

OUR FEES OFFER EXCEPTIONAL VALUE FOR MONEY. SINCE THE ENTRY FEE IS SO LOW IT'S EASY TO GET A BUSINESS UP AND RUNNING WITHOUT NEEDING MUCH WORKING CAPITAL. SO YOU CAN START PART TIME, (WITHOUT LEAVING YOUR CURRENT JOB, IF YOU ARE ALREADY WORKING) UNTIL YOU'VE BUILT UP THE BUSINESS AND THEN YOU CAN GROW AT A RATE THAT YOU ARE HAPPY WITH.

THE INITIAL FRANCHISE FEE COMPRISES A :

- Territory Fee
- Training Fee
- Equipment Cost

Please get in touch and ask us for the current franchise fee

ADDITIONAL EXPENDITURE

You will need to put aside an advertising and marketing fund of £500 to launch your business.

Working capital to cover living expenses until you are earning the income you require.

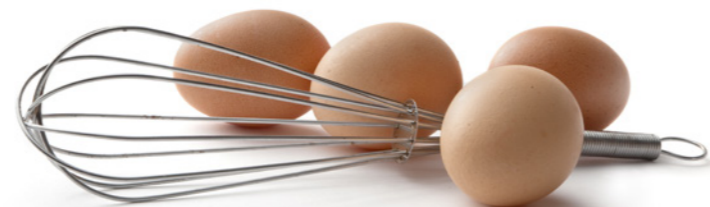
Comprehensive Insurance renewable annually at an approximate cost of £250.

Food hygiene certification approximately £20

First Aid Training approximately £45

ONGOING EXPENDITURE

An ongoing management service fee calculated quarterly at 10% of all gross sales.



Your Potential Turnover

AFTER SCHOOL CLUBS IN PRIMARY SCHOOLS (PER ANNUM)

Classes per week	5 classes	10 classes	15 classes	20 classes	25 classes
Income	£23,760	£47,520	£71,280	£95,040	£118,800

After school classes can run for 36 weeks per year with 12 children for each class. In this example the class fee is £11 per child. Figures do not include the cost to hire the venue if applicable or the cost of the ingredients, recipe card and packaging which averages at £2 per child per session.

WEEKEND CLASSES/D OF E (PER ANNUM)

Classes per week	1 class	2 classes	3 classes	4 classes	5 classes
Income	£11,880	£23,760	£35,640	£47,520	£59,400

After school classes can run for 36 weeks per year with 15 children for each class. In this example the class fee is £22 per child.

HOLIDAY WORKSHOPS (PER ANNUM)

Holiday Workshops per year	10 workshops	20 workshops	30 workshops	50 workshops
Income	£10,800	£21,600	£32,400	£54,000

Holiday workshops are based on charging £60 per child with 18 children for each class.

SCHOOL WORKSHOPS (PER ANNUM)

School Workshops per year	5 workshops	10 workshops	15 workshops	20 workshops
Income	£1,750	£3,500	£5,250	£7,000

The school workshops are based on charging £350 for a full day cooking with groups of children.

PARTIES (PER ANNUM)

Parties per year	5 parties	10 parties	20 parties	30 parties	40 parties
Income	£1,100	£2,200	£4,400	£6,600	£8,800

The party fee is based on our minimum charge of £220 per party with 10 children attending but many of our parties are for larger groups. There are also other opportunities to earn additional revenue through merchandise sold at parties such as chef hats, aprons, party bags etc.

What We Expect From You

WE ARE LOOKING FOR FUN, ENTHUSIASTIC, HARDWORKING PEOPLE, FROM ALL BACKGROUNDS WHO FEEL THEY CAN MAKE A COMMITMENT TO HELP DEVELOP THE FUTURE OF COOKERY AMONGST CHILDREN IN THEIR COMMUNITY.

A LOVE OF CHILDREN

A background in childcare or teaching is helpful but not essential. We are looking for people that can inspire and engage children and have the confidence to lead classes.

A PASSION FOR HEALTHY EATING

A background in catering, nutrition or a good home cook who is passionate about educating the next generation.

EXCELLENT PEOPLE AND COMMUNICATION SKILLS

You should enjoy working and being around people. Be able to make the classes enjoyable and fun for the students as well as build good relationships with schools and parents.

SELF-STARTER

Starting your own business can be daunting and the rewards will depend on the effort you put in. You will need to be able to follow and implement guidelines but also show initiative, motivation and ambition to drive your business forward.

PROBLEM SOLVER

You will be in charge of your local cookery school and therefore you will need to ensure everything runs smoothly. If something doesn't go to plan you need to think quickly and calmly and find a solution.

PROFESSIONALISM

The way you conduct your relationships whether internal or external, customers or suppliers, long standing or new, in person or remotely is a key element in the maintenance and building of the Smart Raspberry brand. You are representing not only yourself but our brand in your local community.



Frequently Asked Questions and Answers

Q. WHEN CAN I START?

You will be invited to an experience day where you can come and see a class in action and have a one to one meeting with us. It's a chance for you to find out more about us and for us to find out more about you. You will have the opportunity to ask us any questions you have and we will be able to give you more information about how running your own Smart Raspberry franchise could work for you. After that if you are keen to join Smart Raspberry and if we think you have what it takes to run a franchise we will send you a franchise agreement. You will be able to start your new business as soon as the franchise agreement is signed and you have successfully completed the training course.

Q. HOW LONG IS MY FRANCHISE AGREEMENT FOR?

The agreement is for 3 years with an option to renew for further 3 year periods.

Q. DO YOU HELP ME TO LAUNCH THE BUSINESS IN MY AREA?

Yes, absolutely! Once you are fully trained and have had a follow up visit and evaluation, our head office staff will make sure you are well supported and provide you with answers to any questions that crop up along the way. For the first few months we will arrange weekly goal setting and review calls with you to help you launch your business. Along with our range of readymade marketing materials and templates, the Operations Manual and our helpful advice at Headquarters, together we will make sure you get it right!

Q. WHAT HAPPENS IF I NEED TO STOP TRADING DURING MY THREE YEAR AGREEMENT?

You have the right to sell the business, subject to the terms of the franchise agreement. If you did not sell the business you would be contracted until the end of the agreement.

Q. CAN I EMPLOY PEOPLE TO TEACH ADDITIONAL CLASSES?

Yes, of course, you can, and should, take on as many employees as you need to grow the business. We can support you and provide advice on employing others.

So What Now?

IF YOU WOULD LIKE TO COME ALONG TO ONE OF OUR EXPERIENCE DAYS WHERE YOU CAN COME AND SEE A CLASS IN ACTION AND HAVE A ONE TO ONE MEETING WITH US PLEASE GET IN TOUCH TODAY. WE WOULD BE DELIGHTED TO HEAR FROM YOU!



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www.facebook.com/smartraspberry



smartraspberryhq



