

HEAVENLY DESSERTS

2008

— LANDLORD PACK —







The Ultimate

DESSERT EXPERIENCE

Heavenly Desserts is a pioneering luxury brand that transforms the way we experience fine desserts. Founded in 2008 and expanding into its current form in 2012, it now offers the opportunity for people to enjoy a luxurious sweet creation throughout the UK.

Heavenly Desserts continues to be an innovator in the world of luxury desserts and for our future development, we have invested in an infrastructure with a capability to build a 200 outlet franchise system.

We offer development opportunities to incoming, quality franchisees in two formats; cafes at circa 50 or 100 seats, plus a Heavenly Desserts take-away kiosk.

Our floor-space requirements range from 1,300 sq. ft. for a 50 seat cafe, and up to 2,000 sq. ft. for a 100 seat cafe in a busy city location. 300–800 sq. ft. would be ideal for a kiosk.



Our Values

GENUINE

Welcome everyone with integrity and as equals. Loyal committed to our team and customers

ARTISTS

Latest styles and trends, pushing boundaries and embracing change.

DETERMINED

Determined to deliver outstanding environments for teams and amazing experiences for our guests.

Our Stores

PROPERTY, DESIGN & SHOP-FIT

Our site findings process is a collaboration between all parties. We will work together to find the best solution to all our needs.

From there Heavenly Desserts will manage and control the design, build and handover of the store via a 'turn key' shop-fit solution.

Heavenly Desserts stores generally trade under the A1 class use, however A3 planning consent is always more favourable with local boroughs and councils.

KIOSK

Typical Locations

Shopping malls, concessions, airports, travel termini, cinema and leisure outlets and of course, events.

Size

From 300 to 600 sq. ft.





NEIGHBOURHOOD STORE

Typical Locations
Residential Areas

Size
From 800 to 1200 sq. ft.

CAFE

Typical Locations
Primary or secondary locality, with convenient parking preferable, good passing foot and vehicular traffic and accessibility into the evening.

Size
From 1,300 sq. ft. for 50-60 seat cafe.



FLAGSHIP

Typical Locations
Primary or secondary locality, with convenient parking preferable, good passing foot & vehicular traffic and accessibility into the evening.

Size
From 1,700 sq. ft. to 2,000 sq. ft. or our 85-95 seat concept.

2008 - 2016

Birmingham
Derby
Leicester
Nottingham
Preston

2017

Oxford
Liverpool
Northampton

2018

Loughborough
Bradford
Blackburn
Huddersfield
Colchester

2019

Walsall
Rushden Lakes
Cardiff
Sheffield
Wolverhampton
Bolton
Peterborough

2020

London - Stratford
Leeds
London - Walthamstow
Manchester
Warrington
Rochdale
Coventry
Castleford

2021

Watford
London - Hounslow
York
Birmingham - Soho RD
Preston
Cambridge
Southampton
Birmingham - Moseley

2022

Newcastle
Edinburgh
London - Kingsbury
Glasgow - Silverburn
Bradford - Leeds Road
Batley
Glasgow - City Centre
Bath
London - Marylebone
Glasgow - Glasgow Fort
Brighton
Canterbury
Aberdeen





The Fit Out

Each store fit out is individually designed by the Heavenly Desserts architectural team, so that no two stores will ever be entirely the same. The cost of fit outs to date has generally exceeded £300,000, representing a substantial commitment to each new location.

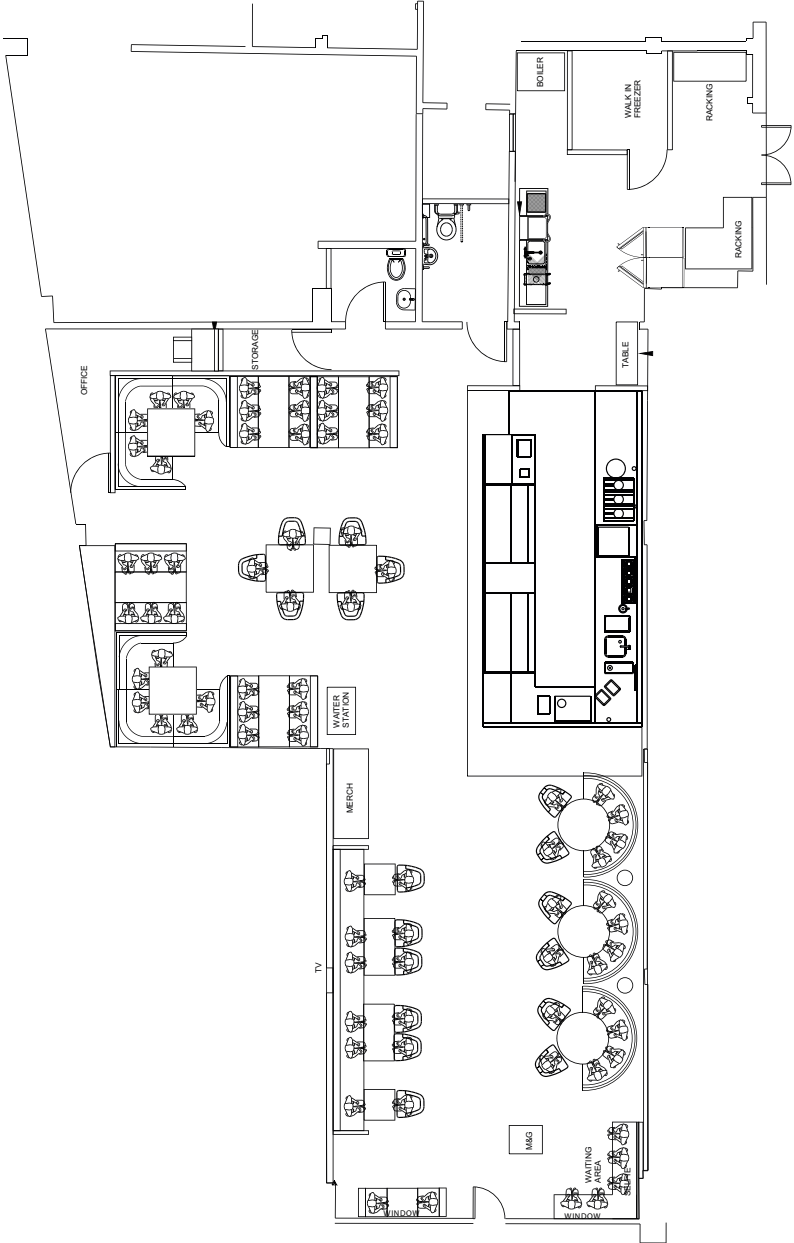


- No Cooking
- No Extraction
- No Gas Required
 - No Alcohol
- Easy A3 Application (we've Never been refused!)

TENANTS OF



CONCEPTS & VISUALS



Diverge

REVENUE STREAMS

- Retail
- Home Delivery
 - Takeaway
 - Dine In
- POD'S For Events





Our Brand

OUR IDENTITY

Since our beginning we have always had a clear brand identity. It is what helps us stand out from our competitors. It's the way we express ourselves, our persona to the customers. It's how we communicate our core values.

We are fun and friendly with a premium service. We provide the highest quality dishes at affordable prices. For us our brand is who we are and we wear that on our sleeve.

OUR SLOGANS

A Little Piece of *Heaven*

Happiness Starts Here

Made With *Love*

Sweet Memories

Social Media



INSTAGRAM 45.9K



FACEBOOK 28.3K



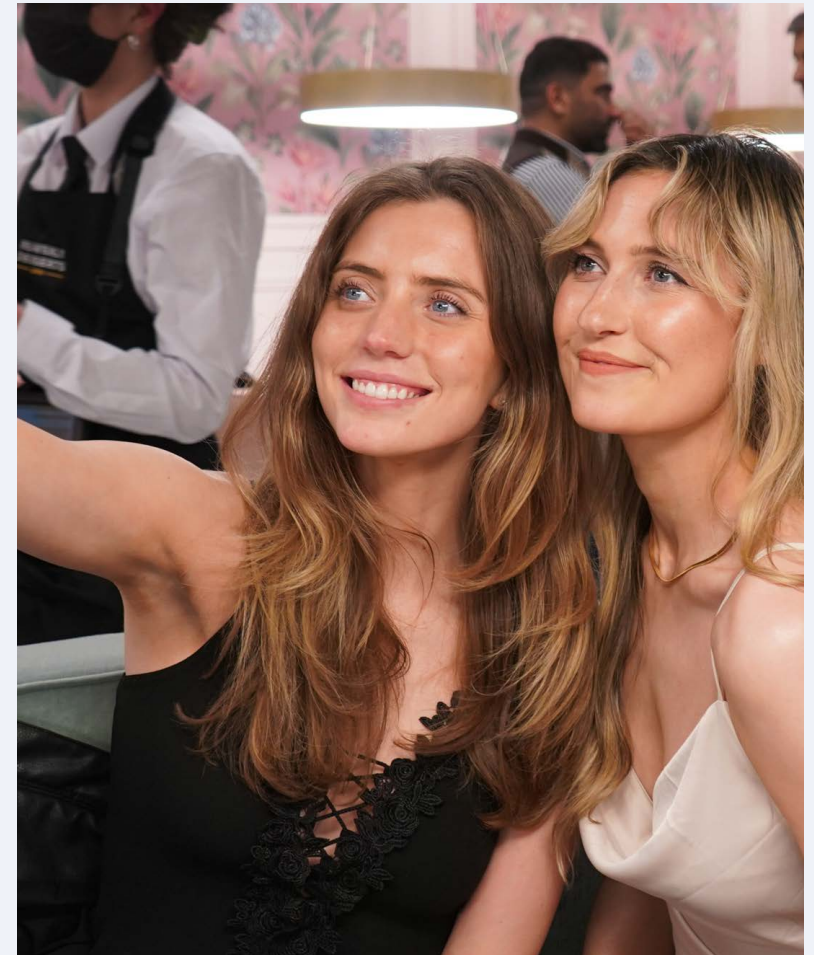
LINKEDIN 2.3K



TIKTOK 86.9K

AS OF NOV 2022

Click Me



HEAVENLY DESSERTS

2008



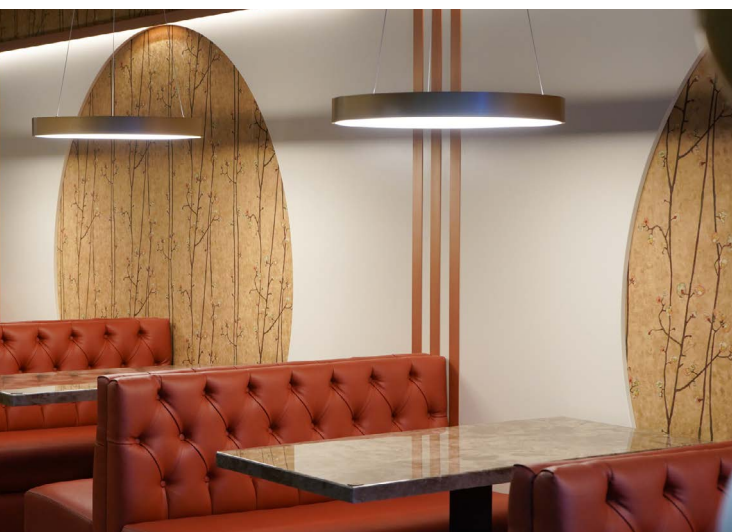
UGH |

WAFFLES | COFFEE

MILKSHAKES |

SMOOTHIES |

HEAVENLY DESSERTS
HEAVENLY DESSERTS
Eat Out
25% OFF
YOUR ENTIRE BILL
MONDAY - WEDNESDAY



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— 2008 —

Get In *touch*

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