

HEAVENLY DESSERTS

2008

Our values



We are genuine

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



We are artists

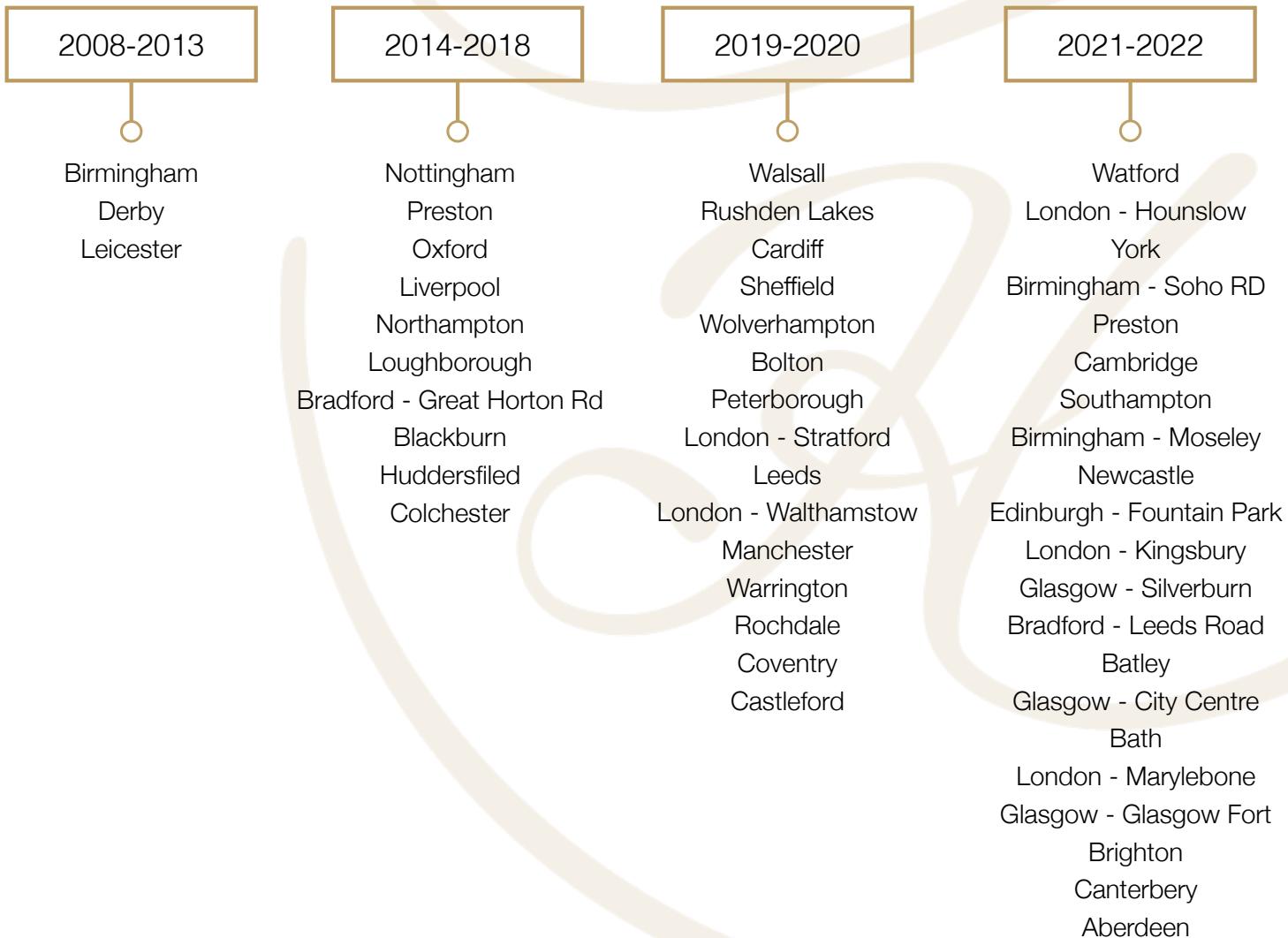
Be on trend, push boundaries and embrace change - stylishly.



We are determined

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

Heavenly history



Development & Growth

The story *so far...*

Recently announced international expansion

USA
Canada
Denmark
Pakistan

Scope for over 250 UK Stores

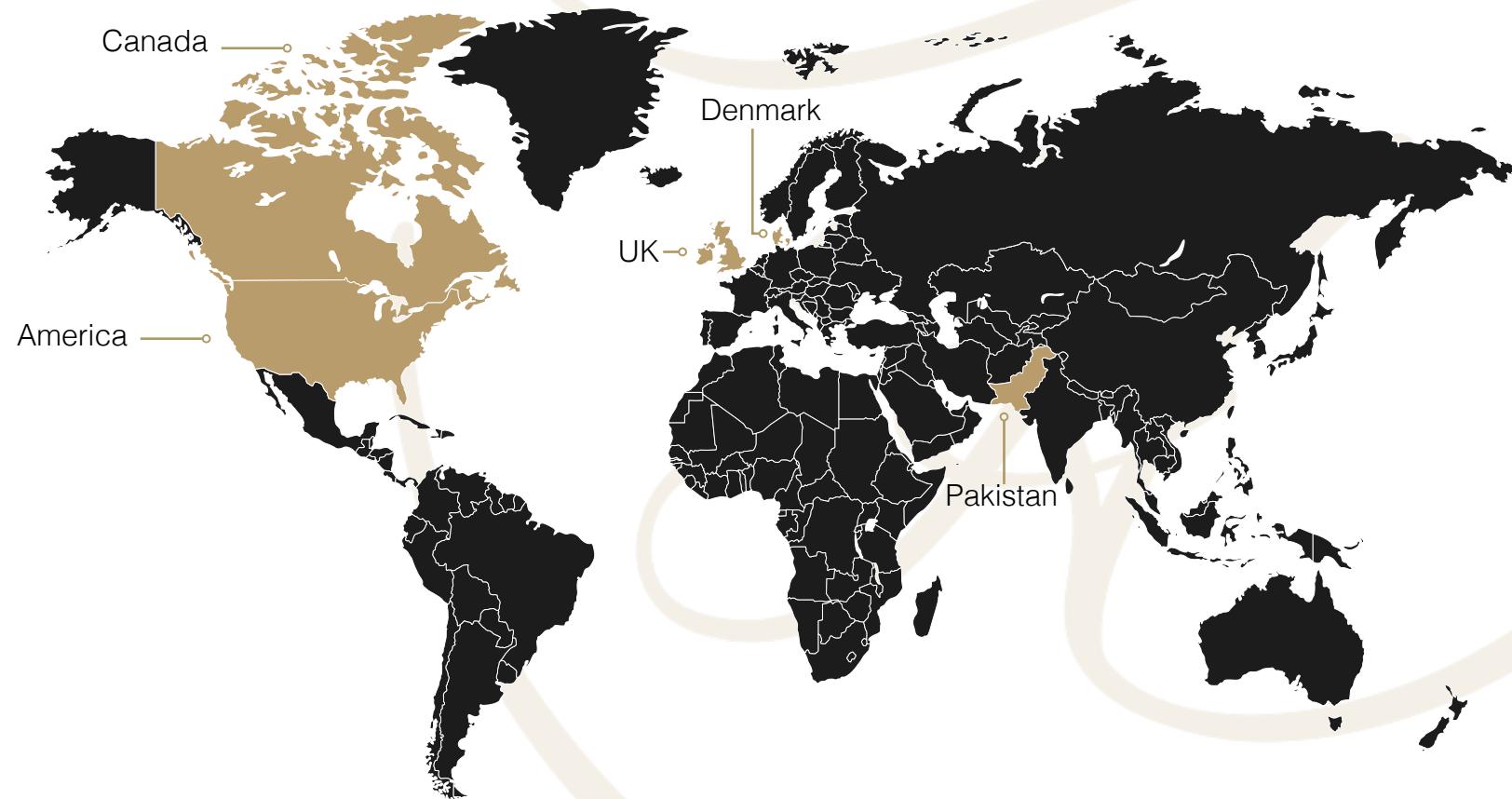


18 UK Stores
3 International stores



18 UK Stores
10 International stores

Our International Growth



Creating memories

SINCE 2008

From 1 store in 2008, and now close to 50 stores and still growing. Friendship and a passion for desserts have made it all happen.



Yousif Aslam
Managing Director



Mohammed Imran
Managing Director



Paul Davies
Franchise Director

Yousif and Imran's aim was always to provide a complete luxury dessert experience. It was through their unrivalled commitment to creating the most sumptuous and elegant desserts, coupled with stylish contemporary surroundings that they were able to achieve this.

Our team

**Chris Conaghan**

Business & Operational Development Manager

Chris is a diligent and creative leader who sets high standards. He is highly self-motivated, confident and enthusiastic. Chris has an extensive background in both the restaurant and retail catering industries where he has worked in various roles including Senior Store Manager and National Trainer for Whibread.

**Ravinder Faguraha**

Project Support Manager

Graduating from the university of Derby in 2019 with BA Graphic Design, Adele is passionate about creating innovative and effective designs. Having worked with well established companies, she holds a broad range of competencies in design, animation and photography.

**Paige Hilliard**

Marketing Manager

With years of hands on experience in Digital Marketing, Paige is a driven and strategically minded young professional with a flair for brand marketing and all things social. Driven by visual results, Paige has worked closely with a number of global brands and also has a background in hospitality, with an excellent understanding and approach to exceptional customer service.

**Adele Pass**

Brand Development

Graduating from the university of Derby in 2019 with BA Graphic Design, Adele is passionate about creating innovative and effective designs. Having worked with well established companies, she holds a broad range of competencies in design, animation and photography.

**Kieran Alder**

Marketing Assistant

Kieran's focus on creativity, growth and teamwork means he is best placed to add value and support in the delivery of engaging marketing campaigns. With a passion for the food and drink industry and driven by social media led campaigns, Kieran will be there to support you with various marketing activity with a fresh and creative approach to digital marketing.

**Nick Gemmell**

Area Manager

Nick has enjoyed a successful career working with brands such as Subway, Patisserie Valerie, Frankie & Benny's & Zizzi's. As a Heavenly Desserts franchisee, he shall provide you with the guidance, support and coaching required to run a successful business & achieve operational excellence.



Wesley Williams

Area Manager

Wesley has accrued a wealth of experience working with established brands such as Turtle Bay, McDonald's and KFC. As an Area Manager for Heavenly Desserts, he will be on hand to support and guide excellent operations standards in your business.



Simon Champneys

Audit & Compliance Manager

Working within the hospitality sector for 17 years. Simon has a diverse range of experience and skills, from managing high street restaurant brands such as Carluccio's and Tapas Revolution, to independent local businesses. Simon has developed an extensive knowledge of compliance and holds a true passion to drive high operational standards.



JL

New Store Openings Manager

Having grown within Heavenly Desserts for over five years, JL's intimate knowledge of the brand and all operational procedures ensures that all new stores deliver the best possible standards from the start. JL's passion for the customer experience is at the heart of everything he does, and he is committed to passing on this belief to all of our Heavenly teams.



Usaamah Ashfaq

New Store Openings Manager

Using his instinctive attention to detail to train team members, managers and franchisees, Usaamah and his team ensure new stores are left working towards the highest levels of customer service, operational efficiency and consistency in excellence.



Tasha Fowler

New Stores Openings Manager

Having spent a large part of her time in store management at Heavenly Desserts, Tasha has a well rounded skill set and experience in training and development of teams and store management. She is well renowned for her in depth training and product knowledge whilst possessing the ability to motivate new teams during their learning and development.



Ezmeer Ali

Head of Accounts

With a detail-oriented and results-driven outlook, Ezmeer leads the financial side of things here at Heavenly Desserts. His excellence in professionalism and his experience in the finance sector allows him to handle a broad array of tasks from the day-to-day cashflows to financial analysis and insights, accounts management, financial reporting and HR.



Amy Highsted

Interior Designer

Amy has been working in the interior retail design industry for more than 7 years, and alongside a master's degree in digital design, she has the ability to bring any concept to life. By designing striking retail interiors using 3D software, she's able to ensure that each Heavenly Desserts store is unique and elegant, all while staying true to the brand.



Andrew Fraser

Legal Team

Albany Fraser Solicitors is one of the UK's leading franchising lawyers. He is an affiliate of the British Franchise Association and is accredited by them as a 'Qualified Franchise Professional', one of only a small number of lawyers in the UK to have been awarded this status. In addition to being a lawyer, Andrew spent part of his career as a franchise consultant helping business to grow through franchising both domestically and internationally.



#1

Become the franchise of choice
within the dessert franchising
industry globally.

Our Stores



Flexible Models



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.

Flexible Models



Cafe

(Circa 50-60)

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 a 50-60 seat cafe.



Flagship

(Circa 85-95)

Typical Locations

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

Size

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

Diverse Revenue streams

- Home delivery
- Takeaway
- Dine-in
- PODS for events
- In-store retail



Current Plans & Aspirations

The BFA has created standards that comply with the European Code of Ethics for Heavenly Desserts, and as a key representative at the European Franchise Federation the BFA owns an extension to the code that is developed and enforced in collaboration with industry experts for the BFA and Heavenly Desserts. Considerable resources and an unwavering commitment from the association to its members means that franchising in the BFA remains of high quality with expertise to support Heavenly Desserts where issues arise.

By being an approved BFA member, Heavenly Desserts and our franchisees are making a commitment to work in partnership with the BFA to drive forward a sector that is committed to operating fair business models and promoting healthy opportunities.

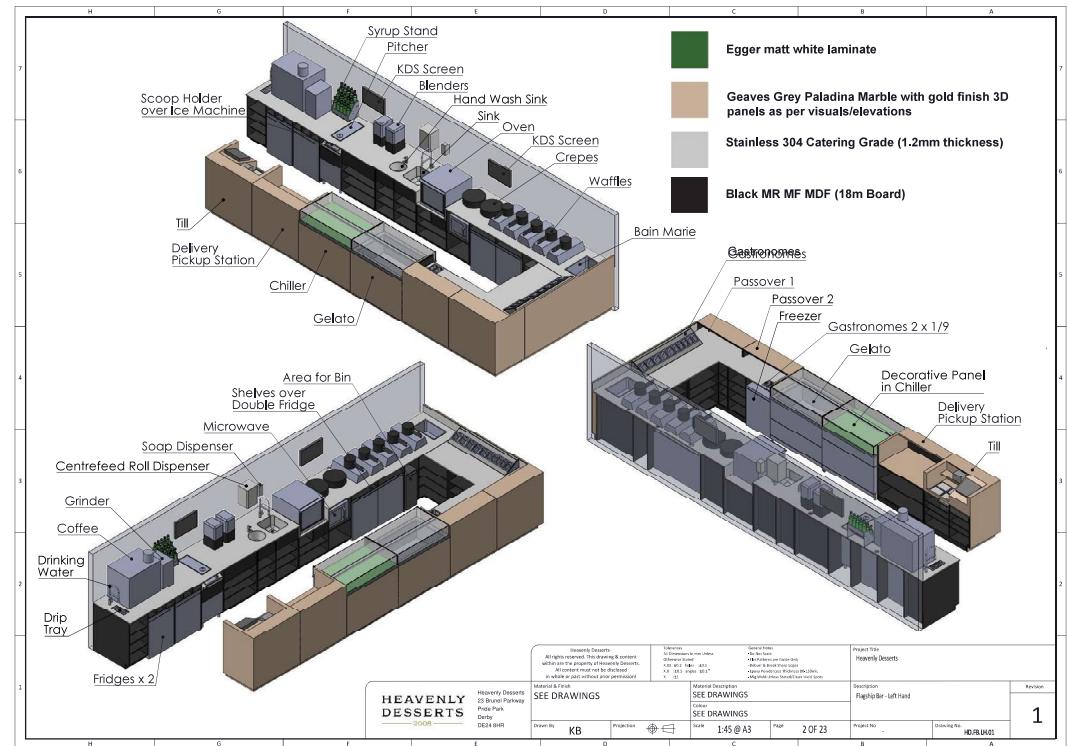
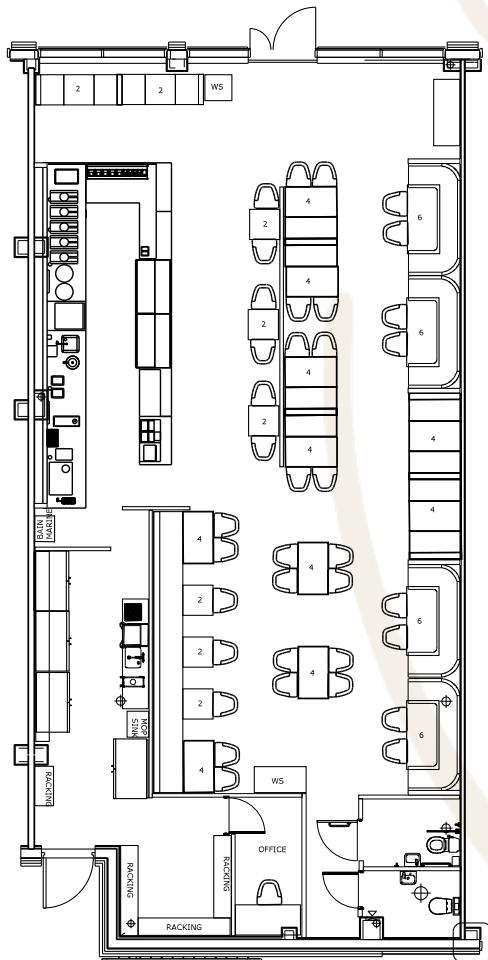


Property, Design & Shop-Fit

- Site findings is a collaborative process between both parties and our approved property agents.
- Heavenly Desserts manage and control design, build and handover.
- Turn key shop-fit solution.



Store Layout



3D Store Visuals



What We Support You With



Our Aim

To provide the complete
luxury dessert experience

At an affordable price leaving our guests with a
lingering impression of taste, style & creativity



Our Products



Deliveroo Restaurant award



BBC Apprentice Final 2022

Industry Expert Panellist

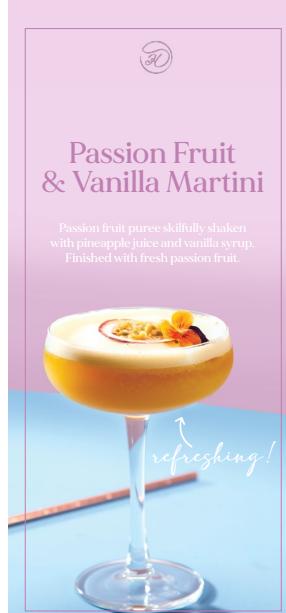


Branding

Strong branding throughout our stores and across digital platforms helps us maintain our market-leading position and strengthens our online presence

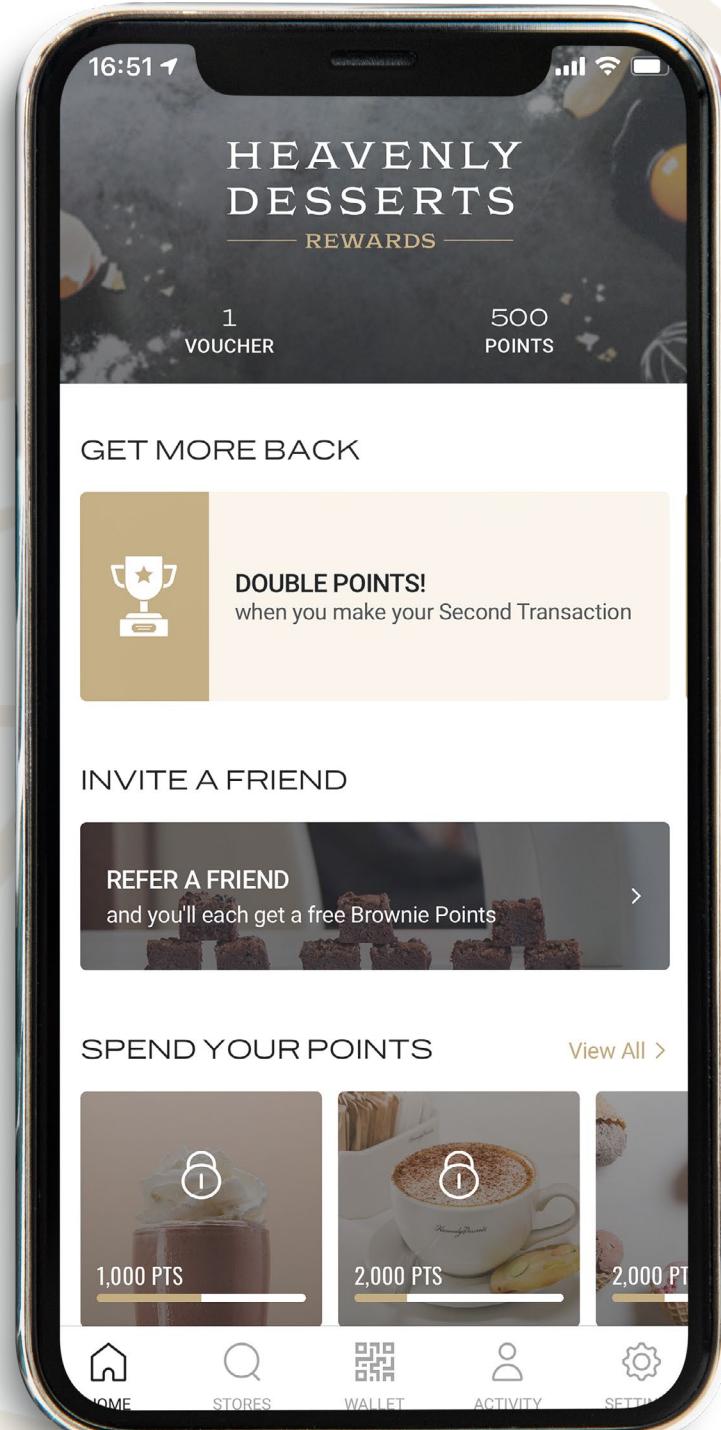
- We are recognisable and stand out from competitors
- Brand values are incorporated into our style of branding
- Branding is tailored to each platform to target the right audiences

Strong branding allows our audiences to connect with us across multiple platforms



Rewarding loyalty

The latest tool in our marketing toolkit is our loyalty app produced in collaboration with YOYO. Our app enables us to reach our customers to promote products, engage with exclusive offers and deliver added value. When making a purchase with the app, our guests earn reward points redeemable against vouchers for their next visit, encouraging them to return again and again for more rewards!



thank you

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2008