



TANTE FRIDA®

**CHOCOLATE CAFÉ
WITH A CONCEPT**



Tante Frida Franchise

Your Business Opportunity



A proven and established concept of a chocolate café.



A recognizable brand with a high level of differentiation and a strong positive image.



Extensive and ongoing investment in product development, premium quality, and in-house production of the sweet program by the franchisor.



Knowledge, experience, dedication, and support from a highly skilled franchisor team.



All the advantages of a turnkey system that has proven successful and profitable over years of operation and across multiple locations.

Tante Frida introduces herself

Teta Frida is more than a café. And it's more than a patisserie. It's a chocolate café with a concept. It's a synonym for premium sweet creations that give guests a truly special moment of the day — "A moment for me." One of the most creative, recognizable, and valued brands in the Alpe Adria region in the segment of conceptual sweet cafés.

WHO IS TANTE FRIDA?

- 1. A chocolate café with a concept that plays on all senses:**
A combination of conceptual café, patisserie, and shop with a sweet gift program.
- 2. A synonym for premium quality:**
Teta Frida's sweet creations are made only from natural and high-quality ingredients, accompanied by excellent service and a WOW experience.
- 3. A different approach to confectionery and hospitality:**
Teta Frida is an inspiration for everything "out of the box" and different.
- 4. Tradition:**
Teta Frida is open, trendy, passionate, mischievous, but at its core very warm and traditional.
- 5. Refined architecture and a warm ambiance:**
The architecture emphasizes tradition and authenticity, while new elements weave Teta Frida's character into the very business concept. A space that inspires work and is extremely pleasant for socializing.



WHO IS TANTE FRIDA?

Tante Frida, alongside her name, story, and brand, has from the very beginning been the inspiration for our creative journey. Tante Frida is the aunt who, by promise, will forever remain the aunt from the end of our street. An aunt with a life full of stories. Stories worthy of a thick book!

Warm, open, yet independent. Bold, yet approachable. A true wellspring of energy and an inexhaustible source of ideas. Always mischievously smiling. That special smile of hers always hides something new. Something worth "exploring," trying, tasting — something that always surprises us again and never disappoints.

Vision & mission of Tante Frida

VISION OF TANTE FRIDA

Even in the future, despite the growing awareness of healthy lifestyles and healthy food, people will still love to "sweeten" their lives. And they will increasingly learn to appreciate and choose true quality. They will choose Tante Frida.

WHO IS TANTE FRIDA?

1. Premium quality – Tante Frida Academy of Excellence
2. In-house production – Tante Frida Chocolate Manufacture
3. Continuous innovation and new products
4. Top-tier Tante Frida brand and experience
5. New sales platforms
6. Dedicated and passionate employees & partners
7. A sustainable growth model

WHO IS TANTE FRIDA?

We inspire you to take time for yourself. "A moment for me."



Sweet creations crafted by Tante Frida. Premium.

In-house production and Tante Frida Chocolate Manufacture

In recent years, we have invested significant resources into developing our sweet product line. With know-how sourced from across all continents and a well-thought-out sales and marketing concept, we have succeeded in creating successful sales models and numerous innovative products.

In 2017, we moved our production to an exceptional location in the middle of the Maribor Lake nature park, where in a technologically advanced, state-of-the-art, and market-tailored concept, visitors can experience the entire story of Tante Frida and our most essential and precious ingredient — chocolate. From production tours, tastings, and workshops to the chocolate café itself.

OUR PRODUCTS: FROM DESSERTS AND ICE CREAM TO CHOCOLATE PRODUCTS. OUR TRUE PASSION IS CHOCOLATE!



100% NATURAL DESSERTS

- Boutique cakes
- Raw desserts
- Mini cakes
- Desserts in cups
- Pies
- Fit Frida dessert line



100% NATURAL ICE CREAM

- Daily ice cream creations
- Ice cream TO GO



CHOCOLATES AND CHOCOLATE PRODUCTS

- Chocolate creations
- Choc'n'rolls
- Praline cakes
- Chocolate cookies
- Other chocolate products
- Fit Frida chocolate products



WHAT ARE ALL OUR PRODUCTS LIKE? 100% NATURAL!

- We do not use artificial flavors, colors, preservatives, or bad fats.
- We do not use margarine or palm oil, but dairy and cocoa butter.
- We do not use syrups, but real fruit and fruit purées.
- We do not use artificial vanilla flavoring, but real Tahitian vanilla.
- We do not use artificial colors - we use fresh fruit and vegetables for coloring.
- We do not use stabilizers, thickeners, or preservatives - only freezing.
- We do not use trans fats, but fresh milk and Slovenian cream.

PREMIUM INGREDIENTS

We create entirely from basic ingredients and never use semi-finished products. This way, we truly know the origin and composition of our ingredients firsthand.

The production processes are therefore more demanding and time-consuming, but we do it because we are committed to premium quality and dedicated to offering our customers only the best.

DESSERTS. 100% NATURAL.

BOUTIQUE CAKES AND MINI

Choose your favorite one! We're sure you'll pick more than one.

RAW DESSERTS

Lactose-free and gluten-free ingredients, with no added sugar. Vegan.

DESSERTS IN CUPS

Crazy flavors, bold combinations.

PIES

Classic?
No way!

FIT FRIDA

Tante Frida is fit too.
Completely flour- and sugar-free.
Can also be made with added protein.



ICE CREAM. 100% NATURAL.

DAILY ICE CREAM CREATIONS

We already have more than 30 flavors.
Which one is your favorite?

With every Tante Frida ice cream, the first thing you taste is freshness - like biting into an apple. Then the full aroma develops in your mouth, but never the overly sweet or heavy feeling typical of "powder-based" ice creams. Natural ice cream is never exactly the same, because fruit is not always equally ripe or sweet. Sometimes it's a bit firmer, sometimes softer. Natural ice cream is denser and has less volume. With us, you won't find giant scoops filled with air - only the best ingredients wrapped into a creamy ice cream you'll never forget.

We are the first and only ones to make 100% natural ice cream in this part of Slovenia - and among the first in the world to craft 100% natural, homemade ice cream. Ice cream is our passion, which is why we love to show you that it can be different.

CHOCOLATES AND CHOCOLATE PRODUCTS. 100% PASSIONATE.

And here is our eternal love... Chocolate!
All the chocolate we use is real - never a (cheap) chocolate substitute.
It is sourced through sustainable cocoa farming and special processing methods.





Why do business with Tante Frida?

WHAT YOU GET WITH THE TANTE FRIDA BUSINESS MODEL

1. **A chocolate café with a concept that plays on all senses:** A combination of conceptual café, patisserie, and shop with a sweet gift program.
2. **A synonym for premium quality:** Tante Frida's sweet creations are made only from natural and high-quality ingredients, paired with excellent service and a WOW experience.
3. **A different approach to confectionery and hospitality:** Tante Frida is an inspiration for everything "out of the box" and different.
4. **Tradition:** Tante Frida is open, trendy, passionate, mischievous, but at its core very warm and traditional.
5. **Refined architecture and a warm ambiance:** The architecture emphasizes tradition and authenticity, while new elements weave Tante Frida's character into the business concept. A space that inspires work and is extremely pleasant for socializing.

What does a Tante Frida franchise offer?

What the Tante Frida franchise package includes:

- Use of the Tante Frida brand (name and logo).
- Right to use Tante Frida's business know-how.
- Right to sell Tante Frida products.
- Assistance in finding, evaluating, and negotiating the lease for the location.
- Architectural solutions with standard furniture, equipment, and uniforms.
- First stock of beverages, products, and sweets.
- A complete program for recruiting and training staff to work at Tante Frida.
- Operational manuals and other business support documentation.
- Assistance with the opening event of Tante Frida.
- Marketing and promotional materials.
- Full IT support program.
- Employee management application (tested system for employee records).
- Support in business operations, training, procurement, marketing, and sales.
- Regular support, training, and communication channels.

The franchisor support center additionally provides:

- Ongoing development of new desserts and products, as well as their supply for sale in Tante Frida sweet cafés.
- Execution of key marketing activities (management and umbrella marketing of the Tante Frida brand).
- Quality control supervision.
- Central negotiations with suppliers.
- Development of special promotional offers (time-limited) to communicate all updates related to the sweet offer (procedures, changes, etc.).
- Production of promotional materials, menus, and other supporting materials.
- On-site visits, support, and motivation of franchise partners.
- Regular training within the Tante Frida Academy of Excellence.

What location suits Tante Frida best?

We help you find and evaluate a location that should have the following key characteristics:

- An attractive, high-traffic location: shopping centers, food hubs, entertainment centers (cinemas, theaters, museums), office buildings, or densely populated areas.
- High visibility, central placement, prime locations. Ideal visibility of 100 m from two sides.
- Adequate parking space.
- Option for an outdoor terrace.
- Size between 150 and 300 m².



How much does a Tante Frida franchise cost?

Approximate information and investment calculation:

COUNTRY OF ORIGIN	Slovenia
YEAR OF ESTABLISHMENT	2009
PRESENCE IN COUNTRIES	Slovenia
NUMBER OF FRANCHISE UNITS	9
TYPE OF FRANCHISE AGREEMENTS	Direct franchise
CONTRACT DURATION	10 years with the option to extend
AVERAGE INVESTMENT FOR ONE FRANCHISE UNIT	€120,000 to €200,000 (€200,000 for example of a Tante Frida chocolate café at Europark Maribor — 200 m² + 100 m² terrace)
MONTHLY MANAGEMENT FEE (ROYALTY)	5 %
MARKETING FEE	1 %
EXPANSION OPPORTUNITIES	Slovenia, Austria

Who would be the best fit with Tante Frida?

What kind of people do we see as part of the Tante Frida family?

- People who feel connected to the story and concept of Tante Frida
- People who appreciate and love natural, high-quality products
- People who can follow our core values
- People who enjoy working with others and in hospitality
- People with a positive attitude who are solution-oriented
- People with an entrepreneurial spirit, good sales skills, and solid business competencies
- People who act with integrity toward their customers, suppliers, and partners
- People with approximately €120,000 to €200,000 in capital
- People who are motivated and well organized, who want to succeed and are ready to work as part of the Tante Frida family





Do you see yourself in the Tante Frida story?

NEXT STEPS

1. Write to us at: prodaja@tetafrida.eu

You are also always warmly welcome to visit Tante Frida.
Check locations at www.tetafrida.eu.

NATURALICA FOODS, d.o.o.

Miklavčeva ulica 5
2000 Maribor
T: +386 (0)2 805 13 93
info@naturalicafoods.eu



TANTE FRIDA®