



The best part of our day

www.flocafe.com

Vivartia Group of Companies

Flocafé is part of Goody's SA, a leading food group in Southern Europe and member of **Vivartia Group of Companies**.

Vivartia is a well established group of companies with leading brands in Foodservice and food processing markets. In the foodservice market, Vivartia's successful brands include Goody's Quickservice Restaurants, Everest Coffee & Sandwich bars, La Pasteria Italian trattorias, Papagallino pastry shops and of course Flocafé.

Goody's S.A areas of Activation

1. Quick Service Restaurants - **GOODY'S**
2. Coffee Bars – **FLOCAFE**
3. Coffee & Sandwich bars – **EVEREST**
4. Italian Trattorias – **LA PASTERIA**
5. Pastry shops – **PAPAGALLINO**
6. Processing & Distribution of Frozen Food, Desserts & Ice Cream – **HELLENIC CATERING**
7. Bread Processing & Distribution – **SELECT**



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Flocafé is all about relaxed, carefree, stylish ambience and upbeat environment. It is an **all day experience** which offers an amazing mixture of coffee and chocolate aromas, a sumptuous feast of tastes while satisfying consumers different needs and moods.



Flocafe Positioning

We would like people to think of us as THE URBAN MEETING POINT, peoples' favorite destination at any time of the day.

What we offer is hospitality in places of high aesthetics, suitable for communication relaxation and entertainment together with an extensive menu.



Flocafé Facts

- Establishment year: 1994
- Target group: 18 – 40
(25-34 core)
- Men 52% - Women 48%
Middle / upper socioeconomic class
- 1,800,000 visitors / month
- 92 min average staying time
- 5,6 € ticket average



Flocafé Fun Facts for Greece

- The 4 M's for making good espresso coffee
 - *Miscela* (the beans)
 - Macinadosatore (the grinder)
 - Macchina Espresso (the espresso machine)
 - Mano di operatore (the baristi)
- Every year we serve twice the population of Greece (11.305.118)
- Every year we use 18.000.000 espresso beans only for preparing regular espresso
- We prepare 67.500.000 gr. of foam every year exclusively for cappuccino.
- Our 580 baristi prepare 320.000.000 products every year. It is the same as the Greek production of wine in It.
- Our personnel welcomes 1.800.000 people every month. That means at least 1.800.000 smiles!!!



People

- The most valuable asset & an emotional foundation for Flocafé
- Over 2.000 people
- Focus on customer hospitality & devoted to the coffee culture and the ultimate coffee experience





flocafé





Menu

Full scale menu to cover all needs during the day:

- Coffee
- Beverages
- Coffee snacks
- Desserts / Ice creams
- Sandwiches & salads
- Drinks & Cocktails
- Restaurant Menu (in selected stores)



Menu

The products are developed by Flocafé R&D Products are produced by Flocafe owned production facilities as well as accredited suppliers with quality assurance and control systems applied from the selection of ingredients to the preparation of the final product.

Stores



Flocafé is THE URBAN MEETING POINT, the favorite night and day destination.



Stores

Store design aims at fulfilling more than just functional needs since it combines comfortable sitting/lounge areas and relaxing atmosphere and ambience.



Flocafé Network Breakdown (Sept 2011)

| | |
|----------------------------------|-----------|
| ■ Greek cities | 57 |
| ■ Commercial/Entertainment Malls | 5 |
| ■ Islands | 3 |
| ■ Motorway Service Stations | 7 |
| ■ Ships (33 bars) | 8 |
| ■ | 0 |
| ■ outside Greece | 10 |
| ■ 5 in Cyprus | |
| ■ 3 in Bulgaria | |
| ■ 1 in Romania | |
| ■ 1 in Hungary | |
| ■ <u>Total Stores</u> | <u>90</u> |



For more information about Flocafé
brand experience, please visit us:

www.facebook.com/Flocafeofficial

www.twitter.com/Flocafe

www.flocafe.com



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