



Paulaner Franchise & Consulting

# FRANCHISE CONCEPT



PAULANER  
FRANCHISE &  
CONSULTING





# WELCOME TO THE PAULANER EXPERIENCE

*Authentic Bavarian hospitality  
from Munich to the world.*

**A strong brand and smart concepts with Bavarian charm.**







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RESTAURANT



MAYPOLE  
3<sup>rd</sup> FLOOR



Original  
beer, food and  
Gemütlichkeit  
from Munich.

"GEMÜTLICHKEIT"  
[gə'my:tlɪçkəɪt]

A warm and cozy atmosphere  
that makes people feel comfortable.



==  
**Successful  
recipe for  
beer lovers.**  
==







## A strong brand and smart concept with Bavarian charm

With great passion for beer, the art of brewing and for Munich's traditional restaurant culture, we have cultivated and expanded this renowned concept for over three decades. Unmistakable beers, Bavarian delicacies and an authentic atmosphere where guests feel right at home ... These are the main ingredients of our original Paulaner franchise restaurants.

We are particularly proud of our origins as part of the Paulaner brewery group, Munich. As devoted advocates of the "Reinheitsgebot" – the Bavarian purity law – Paulaner draws on hundreds of years of experience in brewing.







## **The heart of Bavaria and home of Paulaner: The city of Munich**

The name Paulaner has been synonymous for highest quality and Munich beer culture since 1634. Even though Paulaner has grown from a long-established, family-owned company to a globally thinking, modern and successful enterprise it remains strongly rooted in its origins. The complete dedication to beer, highly skilled brewmasters and the famous Bavarian way of life are just few of the contributing factors to Paulaners local and international success. Not everybody will be able to experience this at the Oktoberfest in Munich or the annual Salvator strong beer festival, but we would love to take you on a short trip to Munich in one of our many restaurants worldwide.

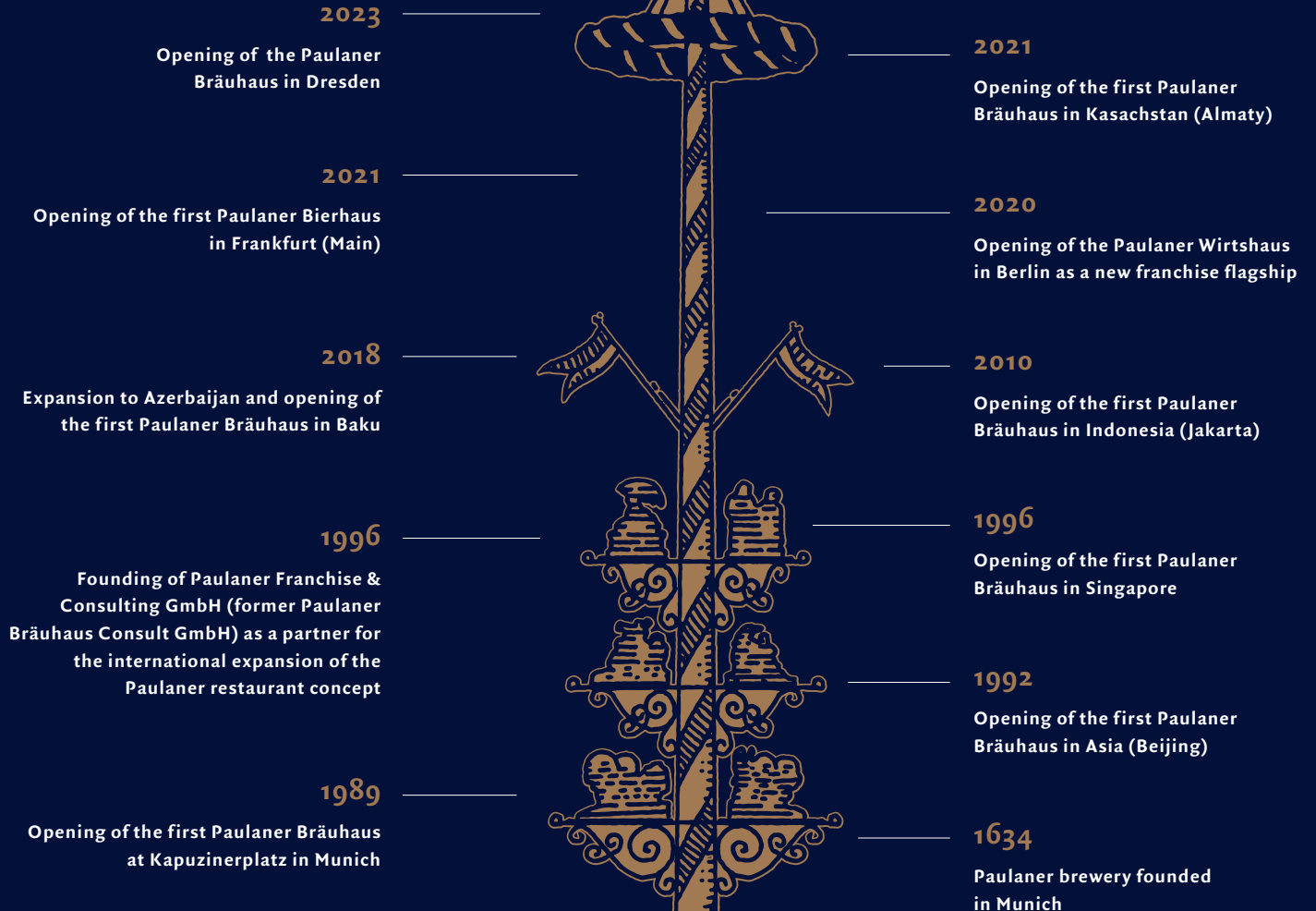




# OUR HISTORY

## Where we come from:

The foundation for the international success story of the Paulaner franchise concept started in 1989 with the development of the "Bräuhaus", followed shortly after by the "Wirtshaus" and "Bierhaus". All of our concept restaurants offer a unique blend of tradition and modern lifestyle. The relaxed and casual atmosphere appeals to a broad range of guests all eager to enjoy a short "time-out" in Munich.





≡  
**BEER AND BROTZEIT WITH FRIENDS,  
FAMILY AND BUSINESS PARTNERS**  
≡

**Blue and white, the colors  
of a good investment:  
From Munich to the world**

Whether in Munich, Almaty or Singapore - Paulaner franchise restaurants are at home anywhere in the world. They offer a unique mixture of bar, pub, restaurant, event location and beer garden beneath one roof. The ambiance and atmosphere is casual, yet stylish. Locals as well as visitors sit together at long tables, say cheers to each other and enjoy their "outing to Bavaria".

The three pillars of our food selection - authentic Bavarian cuisine, internationally popular dishes and current food trends are all designed to harmonize magnificently with our Paulaner beer specialties. Further seasonal highlights such as the Oktoberfest Beer or Maibock are rare treats for beer lovers and ensure that each Paulaner is a truly amazing gastronomic experience.

Established in 1996, Paulaner Franchise & Consulting GmbH can now boast almost 40 locations worldwide. Join us in spreading the Bavarian way of life and the region's traditional festivals around the world.







**Our concept –**  
*A love affair of modern life  
and Bavarian identity:*

Paulaner restaurants are the internationally renowned hospitality brand of Paulaner which stands for "Beer, Food and Gemütlichkeit from Munich to the world". The perfect place for a short trip to Munich. A Paulaner restaurant represents a Munich "Wirtshaus" (tavern) at its best - a place where you can make friends and enjoy excellent Bavarian food and beer with all your senses.



**Our products –**  
*The alchemy of beer*

**Bräuhaus –**  
*A large Munich tavern*

With on-site brewery  
Home-brewed, handcrafted beer  
Casual dining with > 350 seats

**Wirtshaus –**  
*A medium-size Munich tavern*

Beer, food & “Gemütlichkeit”  
Bavarian Restaurant  
Casual dining with > 150 seats

**Bierhaus –**  
*Small "all-day-dining" concept*

Pub character ("Bayerisch Pub")  
For high-frequency locations  
Fast casual with < 150 seats

**PAULANER**  
BRÄUHAUS  
*Location Name*

**PAULANER**  
WIRTSHAUS  
*Location Name*

**PAULANER**  
BIERHAUS  
*Location Name*





Our products –  
Three sizes – One clear direction

Are you interested in realizing one of our Bavarian franchise restaurants? Find the ideal match for your plans.

PRODUCT

LOCATION

MICROBREWERY

SIZE

CAPACITY

SALES-MIX

CAPITAL  
REQUIREMENT

PAULANER

BRÄUHAUS

Location Name

PAULANER

WIRTSHAUS

Location Name

PAULANER

BIERHAUS

Location Name

BRÄUHAUS

WIRTSHAUS

BIERHAUS

PRIME-location, 1x per city  
(metropolitan areas > 1)

PRIME-location, > 1 per city

high frequency and travel plaza,  
inner city, mall, airport, etc.



> 1.200 m² indoor  
> 200 m² outdoor

> 300 m² indoor  
> 100 m² outdoor

< 300 m² indoor  
< 100 m² outdoor

> 350 seats

> 150 seats

< 150 seats

55 % Food  
45 % Beverages

60 % Food  
40 % Beverages

40 % Food  
60 % Beverages

abt. 3.800 €/m²

abt. 3.250 €/m²

abt. 3.500 €/m²

Franchise Fee: Up to 7,5% of total revenue depending on country

Concept modules for all franchisees

- Premium brand concept
- Fresh specialty beers brewed on-site (Paulaner brewmaster) and / or original Paulaner beer from Munich

- Bavarian tradition & a cultural experience
- Authentic food menu
- Comfortable setting & entertainment

- Events, Oktoberfest & promotions
- Unique ambiance & atmosphere

- Authenticity & personality
- Enticing range of culinary specialties





## The Paulaner Bräuhaus – Handcrafted beer, Bavarian traditions and authentic food

The microbrewery restaurants called Paulaner Bräuhaus are at home all over the world. Whether in Baku, Singapore or Jakarta, they have developed into solid institutions worldwide. It is the gastronomic flagship concept of the Paulaner family. It is the translation of the Paulaner brand for the hospitality industry, and allows guests to experience the brand in all its facets.

The centerpiece of each Paulaner Bräuhaus is its microbrewery where the Paulaner brewmaster brews his specialty beers. The restaurant has a consistent Bavarian theme, accommodates at least 350 guests and offers a full range of authentic Bavarian fare. Traditional and yet with a finger on the pulse of time - it provides a unique combination of century-old Bavarian customs and modern lifestyle. It gives guests a sense of Bavarian hospitality and the art of Munich brewing.

### Concept modules for Paulaner Bräuhaus

- Premium brand concept
- Paulaner brewmaster
- Fresh specialty beers brewed on-site
- Original Paulaner beer from Munich (in addition)
- Bavarian tradition & a cultural experience
- Authentic food menu
- Bavarian "Gemütlichkeit" & entertainment
- Events, Oktoberfest & promotions
- Unique ambiance & atmosphere
- Authenticity & personality
- Enticing range of culinary specialties







## The Paulaner Wirtshaus – Beery joy, sharing Bavaria and the taste of Munich

Inns and taverns – in Munich called "Wirtshaus" – are the epitome of Bavarian charm and hospitality. Their tradition reaches back to the middle ages. Many Bavarians continue to maintain this valuable culture – and invite visitors from near and far to join them. Even today, the "Wirtshaus" holds an important cultural and social position as a meeting place in Bavarian society.

A Paulaner Wirtshaus is a unique blend of such century-old Bavarian tradition and modern lifestyle. It offers our guests a beery joy and the taste of Munich in a casual environment and creates a link to the Bavarian way of life. Over a glass of Paulaner beer and some Bavarian specialties, we invite you to experience Bavarian flair and hospitality – and in doing so, continue a tradition dating back centuries.

### Concept modules for Paulaner Wirtshaus

- Premium brand concept
- Original Paulaner beer from Munich
- Bavarian tradition & a cultural experience
- Authentic food menu
- Bavarian "Gemütlichkeit" & entertainment
- Events, Oktoberfest & promotions
- Unique ambiance & atmosphere
- Authenticity & personality
- Enticing range of culinary specialties







## The Paulaner Bierhaus – A Bavarian restaurant with food offerings

A fast, casual "beer, sausages and pretzels"-concept with up to 150 seats. This product, offering Paulaner beer specialties, beverages and related snacks in a Bavarian pub and beer garden

atmosphere is situated in small, high frequency spots. An all-day-dining concept in exceptional locations, that targets discerning passers-by with little time but a sense for quality.

### Concept modules for Paulaner Bierhaus

- Premium brand concept
- Original Paulaner beer from Munich
- Bavarian tradition & a cultural experience
- Authentic food menu
- Bavarian "Gemütlichkeit"
- Seasonal promotions (e.g. Oktoberfest)
- Unique ambiance & atmosphere
- Authenticity & personality
- Small dishes & snacks
- Smart Service & To Go





# PAULANER "EXBEERIENCE" – BEER CONCEPT

FRESHLY BREWED ACCORDING TO THE BAVARIAN PURITY LAW FROM 1516





## **Paulaner "Exbeerience" – Beer concept** *Freshly brewed according to the Bavarian purity law from 1516*

As beer is the core product in our concept, the focus and attention is clearly set on the presentation, the variety of our range, brewing art and the product quality.

### **Best ingredients**

The secret to making good beer lies in using the best ingredients. According to the Bavarian purity law, only four ingredients are allowed to be used in the beer brewing process.

Our Paulaner brewmasters choose only the best ingredients: Hops from the Hallertau region, Munich yeast, selective brewing malt and the purest water. The finer the ingredients, the better the beer. That's why our brewmasters regularly check all the raw materials with the utmost care.











**The Paulaner brewmaster:**  
*Freshly brewed beer  
anywhere in the world –  
Brewing art live on site – Cheers!*



In our breweries, our beer specialities are handcrafted on site. In Munich and around the world, high-quality brewing kettles are the heart of every Paulaner Bräuhaus. The story of every freshly brewed Paulaner Bräuhaus beer begins with a complete microbrewery, which is transported from Germany to cities all over the world - a true craft guaranteed by the best brewmasters. It is important to know that every single Paulaner beer that is drunk worldwide has been brewed according to the strictly applied Bavarian Purity Law.

We specify exactly the suppliers, raw materials, the recipes and the production steps up to the storage and selling of the beer. Each brew is accurately logged and analyzed according to the high internal requirements and the data is transmitted to our senior brewmaster for inspection.

Regardless of their nationality, all of our brewmasters have successfully completed a masters course at internationally renowned institutions or universities. With their passion, attention to details and diligence our Paulaner brewmasters are the guarantee that our high quality standards are upheld.





## Our Paulaner Bräuhaus beers

### *Brewing art live on site*

Worldwide our Paulaner Bräuhäuser prove their brewing expertise on a daily basis. All beers are brewed on site and in accordance with the Bavarian purity law. Our brewmasters select only the finest raw ingredients. Combined with experience and knowledge acquired over hundreds of years, these form the basis for Paulaner's outstanding beers. The difference is in the taste. All Paulaner beers brewed on site are naturally cloudy and unfiltered, which gives them their unmistakable, full-bodied taste. As well as our traditional beer types, Hellbier, Dunkel and Weißbier, we also produce seasonal specialties such as our Salvator and "Festbier" for Oktoberfest.

Why not try one next time you are in Beijing or in Baku? Munich's art of brewing and beer culture is now enjoyed all around the world.





## **Our Paulaner Wirtshaus & Bierhaus beers** *The taste of exquisite brewing from Munich*

Paulaner beer is, to this day, brewed exclusively in Munich and have always enjoyed a popularity that extends far beyond the city's borders. The unique flavor, meticulous work of our brewmasters in Munich and uncompromising level of quality contribute to the brewery's success. Only the finest raw ingredients are selected, transported to Munich and used to brew the full range of outstanding Paulaner beers. All of our Paulaner Wirtshäuser and Paulaner Bierhäuser receive their beers directly from our brewery in Munich and are therefore truly "from Munich to the world".

Why not try one next time you are in Berlin, Guangzhou or Frankfurt?







# THE TASTE OF MUNICH – AUTHENTIC BAVARIAN CUISINE



## **The taste of Munich – Authentic Bavarian beer garden cuisine**

Authentic dishes and in-house recipes make our Paulaner Bräuhaus, Wirtshaus and Bierhaus a truly Bavarian, culinary experience. The kitchen at Paulaner franchise restaurants combines our love for Bavarian tradition with current food trends. The culinary focus is on large plates and boards for sharing and typical beer garden dishes such as "Obatzda" cheese spread, sausage salad or meat patties, as well as Paulaner classics like "Schweinshax'n", "Spätzle", dumplings and traditional desserts.

Paulaner offers its franchisees a wide range of authentic Bavarian recipes and dishes that are carefully selected and trained in collaboration. With up to 20% additional local and international dishes, the demand for local specialties and current food trends can be met.

## **"Sharing is caring!"**

This family style dining and sharing is very common in Munich's taverns, beer gardens and, of course, at the Oktoberfest. People eat together in groups with family, friends or even business partners. The food is placed in the middle of the table, served on big "Brotzeit" platters and large cast iron fry-pans. The side dishes are served in big bowls. Pretzels hang on a pretzel tree. Everyone is given an empty plate and can serve themselves or the people next to them – trust us, it's a lot of fun!

This is equally true for our smallest franchise restaurant – the Paulaner Bierhaus – where the plates might be different, but the spirit is the same.









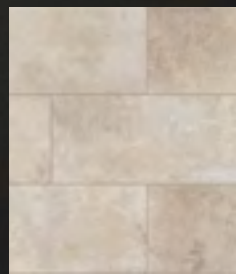
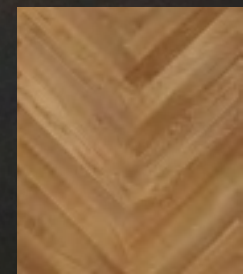
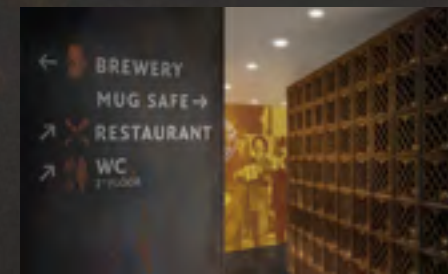
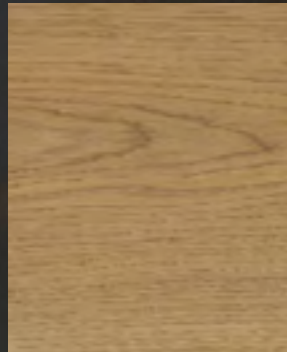
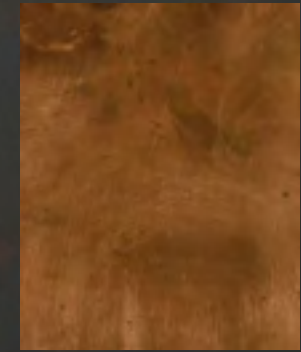
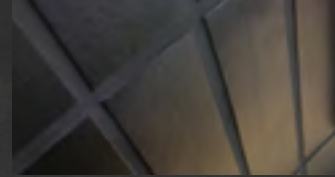
# INTERIOR DESIGN ACCORDING TO THE PURITY LAW

DESIGN BETWEEN TRADITION AND MODERNITY –  
THE BAR IS THE CENTER OF ATTENTION



## Our architectural ingredients

Industrial design with tiles, steel, glass, copper and terrazzo floors on one side, and traditional natural stone floors, felt, leather and oak on the other. Paulaner gastronomy stands for a passionate liaison of modern lifestyle and Bavarian identity. For us, traditional values and innovative thinking are not opposites, but rather an expression of individuality, serenity, a sense of responsibility and optimism. Whether brewing process, kitchen or interior design – we rely on Bavarian origin, high-quality materials and authentic craftsmanship.





## How we work

Implementing our Paulaner franchise concept into the existing building structure is the key element for our look and feel. We will help you to assess the suitability of your property.

Further we will accompany you all the way through the design phase to final visualisations. You will receive a detailed design package including 3D renderings and necessary specifications. You also benefit from access to a broad network of partners.

















# HOLISTIC BRAND COMMUNICATION



reddot award  
winner



BRONZE  
GUTE GESTALTUNG  
GOOD DESIGN  
AUSGEZEICHNET  
VOM DEUTSCHEN  
DESIGNER  
CLUB (DDC)

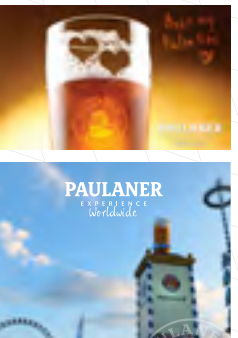
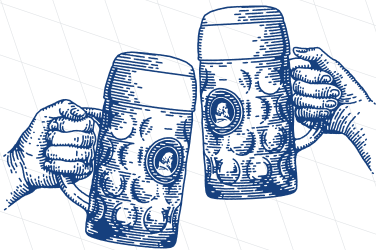
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Award winning communication –  
Brand and promotion

The Paulaner franchise restaurant supports and contributes to transport the brand Paulaner and its core values. This includes, but is not limited to the following: holistic brand communication in connection with the architecture and the design of the restaurant (interior elements), definition of brand elements in the restaurant, definition of additional brand elements related to POS materials and social media, F&B, service, beer, signage, an entire corporate design manual and ongoing marketing support.

In addition to individual personal support, we provide a web-based Media Database to assist our franchisees with their marketing and sales promotion.

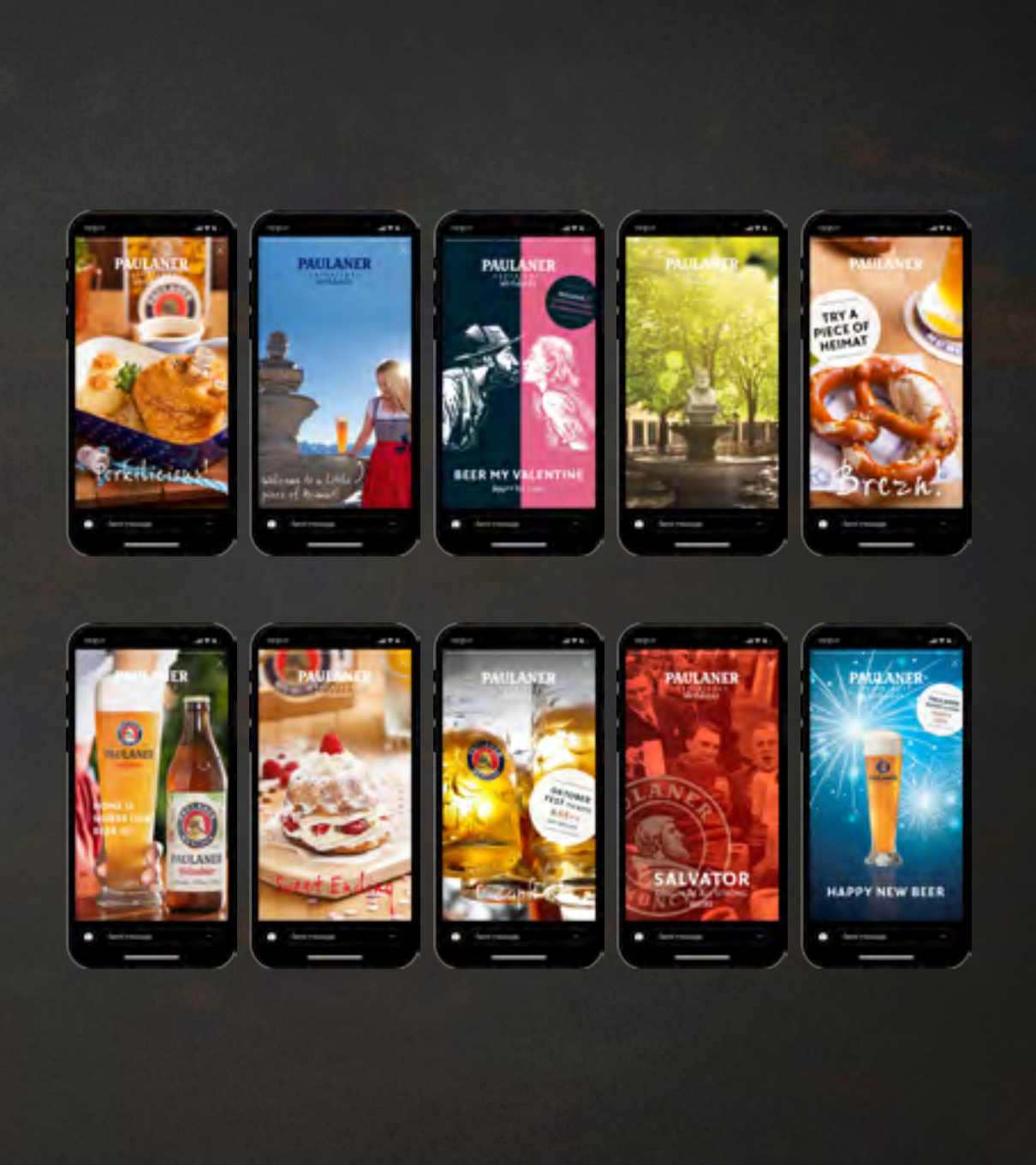
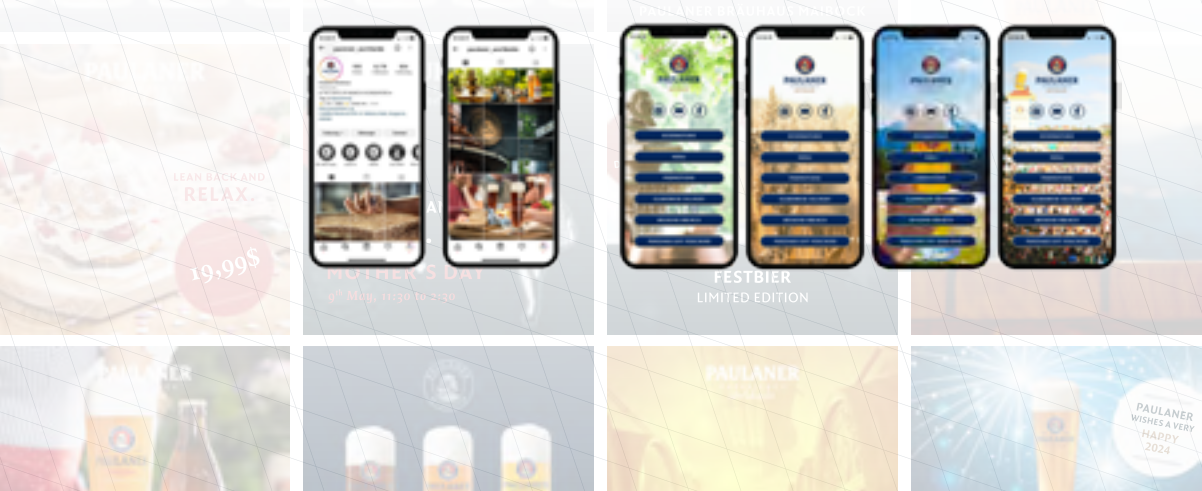




Social Media Concept –  
Reaching out to the world

While transcending the Paulaner brand's success from traditional channels to the digital space to reach future generations and guests to come, you connect to a young global audience by sharing the local experience of Bavarian culture, tradition and gastronomy.

With the toolkits of Paulaner's social media suitcase our partners achieve a distinct look and feel, a unique visual identity.







PAULANER Food & Beverage Concept | Version 11.2023

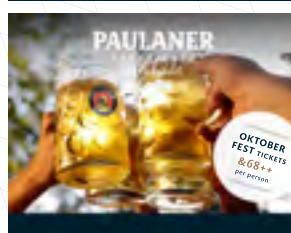
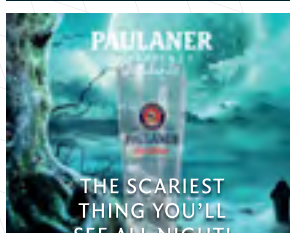
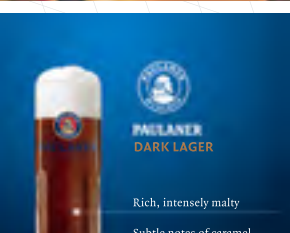
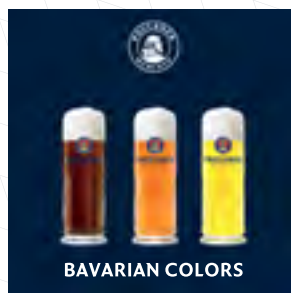
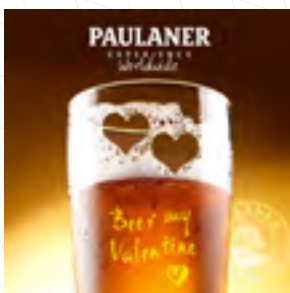
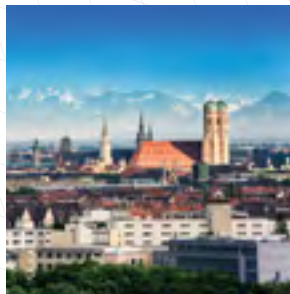
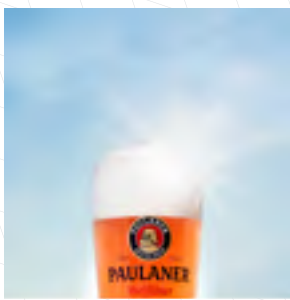
HOME IS  
WHERE OUR  
BEER IS!



BAVARIAN COLORS



BYE BYE 2023

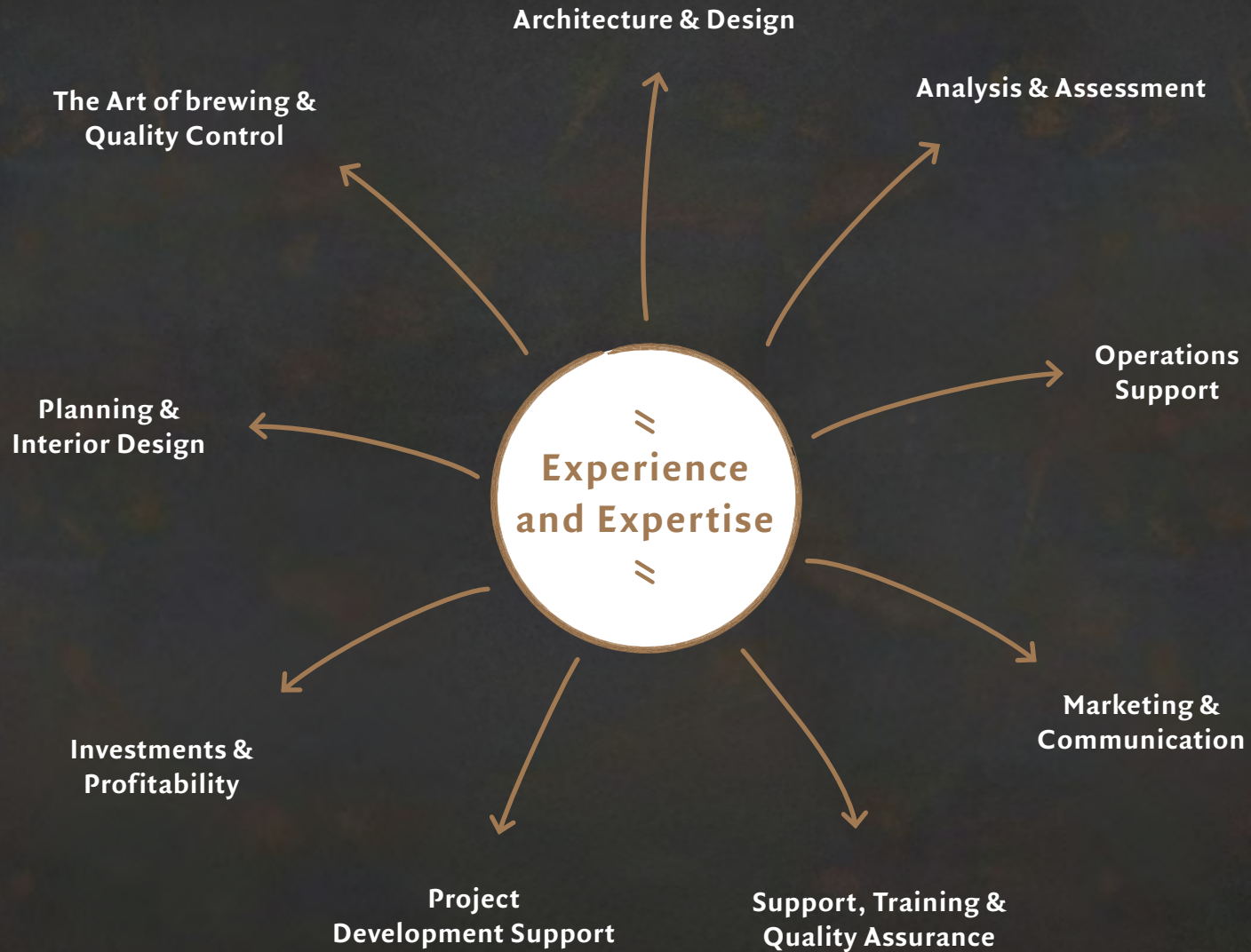






**EXPERIENCE AND EXPERTISE  
WHICH PAY OFF AT A GLANCE**







## EXPERIENCE & EXPERTISE

### The heart of our franchise concept? Our extensive know-how!

Since our foundation in 1996, we have been diligently gathering international experience with our unbeatable Bavarian restaurant and brewery concept. All this knowledge and experience put together would amount to a tome of more than 2.000 A4 pages.

Needless to say, we are as innovative as we are diligent and have therefore compiled all of our manuals, logos, fonts, images, training videos, templates and much more in our proprietary media database. This ever-growing source of operational best-practice provides invaluable assistance to all of our partners worldwide. Of course, this database is just the first step of our support structure, which also includes regular personal visits from area managers, face-to-face training, newsletters and far more.

Essentially all of our efforts are summarized by our credo: "We give our franchise partners the right answers to every important question!"



Paulaner media database



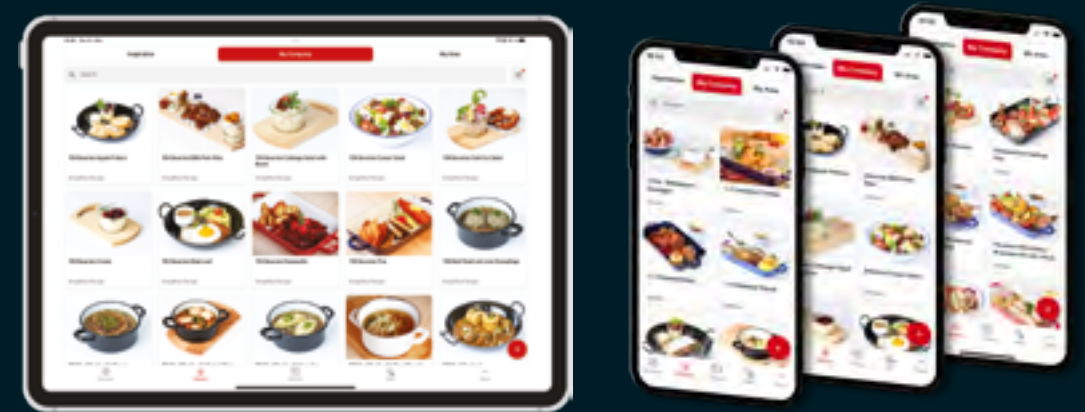
## Secret recipes straight from Munich and fine food for your bar, restaurant and event catering

We will provide you with an ever-growing collection of contemporary Bavarian dishes and the occasional "secret recipe" exclusively design for our franchise partners. We constantly keep our eyes and taste buds open to include the latest culinary developments - especially those that pair well with our speciality beers. Before being rolled out to our franchise partners all recipes are extensively tested and trialed to ensure continuity and quality. Even once your restaurant is up and running the world is only a short distance away for our master chefs and our digital kitchen operating system.

- > Direct programming of kitchen appliances and transfer of Paulaner Franchise cooking programs
- > Quantity independent process control with sensors and core temperature probes
- > Paulaner Franchise chef has direct access in real time
- > Online support
- > Web-based
- > Multi-device capable
- > Integration of the Paulaner Franchise preparation instructions
- > Cooperation with world market leader Rational ("Showcase")



## DIGITAL KITCHEN MANAGEMENT SYSTEM







## Digital Kitchen Management System

Paulaner Experience meets connected kitchen technology: With our kitchen operating system we offer you a web-based recipe database, asset and quality management, tools for menu development and production planning as well as training with photo and video documentation as a 360 degree package.



# SITE REQUIREMENTS

WE WILL ACCOMPANY YOU FROM START TO FINISH, THROUGHOUT EVERY PROJECT PHASE, AND WILL BE BY YOUR SIDE WITH ALL THE HELP YOU NEED. FROM THE INITIAL PROPERTY AND LOCATION ASSESSMENT, ALL THE WAY TO OPENING AND SUBSEQUENT QUALITY MONITORING.

THE FIRST STEP IS TO CONDUCT A DETAILED ANALYSIS OF THE LOCATION. DURING THIS DECISIVE PHASE, WE WORK TOGETHER WITH YOU TO ASSESS THE SUITABILITY OF YOUR PROPERTY.







## The Paulaner Bräuhaus – Site requirements

LOCATION	In a city/major city, in a central location (A1/2).
SITE	Prominent, high traffic district, close to the shopping district, malls, businesses and offices, possibly in a restaurant quarter. Approval for licensed food & beverage business is essential.
FACADE	A distinctive front row, ideally at least 10 m in height.
GUEST AREA	Preferably at ground level, flexible layout and ca. half of the total space for a Bräuhaus.
OUTDOOR AREA	From 200 m <sup>2</sup> (for a terrace or a beer garden if applicable).
BACK OF HOUSE AREA	Ca. half of the total space for kitchen, storage, staff rooms, offices and technical brewery areas. Depending on suitability, these can be in a basement level, street level or upper floor.
CEILING HEIGHT AND FLOOR LOAD	At least 4 m and at least 1,000 kg / m <sup>2</sup> in the brewery area. Min. 500 kg / m <sup>2</sup> in all other areas. The kitchen must be assessed separately.
DELIVERY	Access for trucks.
GUEST PARKING	Ample parking space needs to be available within walking distance, depending on local regulations.
PUBLIC TRANSPORT	Public transport should be available within walking distance.

LOCALITY	For daytime business, ideally up-market shopping district, malls, boutiques and offices; for evening business, ideally a combination of a shopping mall, up-market restaurant area and entertainment (cinema, theater etc.), as well as a good catchment area/residential area. Incorporation into a 4 or 5-star hotel is also possible.
AIR CONDITIONING, HEATING, VENTILATION	<ul style="list-style-type: none"> <li>&gt; Air conditioning and heating in line with the local environmental regulations and latest technology. Heating and energy supply for the brewery depends on heating system type (steam, gas, electricity). Building / commercial property cooling for cooling units such as refrigerators, cold stores, cooling counters etc.</li> <li>&gt; Aeration and ventilation with air conditioning system providing air circulation equaling at least 6 × the guest area and 10 × the kitchen area in m<sup>2</sup>.</li> </ul>
ENERGY SUPPLY	<ul style="list-style-type: none"> <li>&gt; Guest area: Min. 150 KW with 200 A back-up fuse.</li> <li>&gt; Kitchen: Min. 220 KW with 200 A back-up fuse.</li> <li>&gt; Brewery: Min. 100 KW.</li> <li>&gt; Adjoining space: Min. 180 KW.</li> </ul>
WATER SUPPLY	Running hot and cold water, min. 2.1 l / s. Water at points of consumption (brewery, restaurant, and kitchen) must be drinking water or made drinking quality.
OTHER	<ul style="list-style-type: none"> <li>&gt; Grease separator and a separate space for garbage storage are essential.</li> <li>&gt; Toilets in the public and non-public areas must meet local guidelines, and at least 4 toilets per 100 persons, separate for men and women, and at least one disabled toilet.</li> </ul>
LEASE REQUIREMENTS	Long lease with the option of extending: At least 5 + 5 years. Full freedom of advertising, signage, opening and business hours, as well as food and beverage offer.





**PAULANER**  
WIRTSHAUS

## The Paulaner Wirtshaus – Site requirements

LOCATION	In a major city of regional or international importance, in a central location (A1/2 or B1/2). Cities with a population of over 250,000.
SITE	Prominent, high traffic district, close to the shopping district, malls, businesses and offices, possibly in a restaurant quarter. Approval for licensed food & beverage business is essential.
FACADE	A distinctive front row, ideally at least 10 m in height.
GUEST AREA	Preferably at ground level, flexible layout and ca. 2/3 of the total space for a Wirtshaus.
OUTDOOR AREA	From 100 m <sup>2</sup> (for a terrace or a beer garden if applicable).
BACK OF HOUSE AREA	Ca. 1/3 of the total space for kitchen, storage, staff rooms, offices and technical installations. Depending on suitability, these can be in a basement level, street level or upper floor.
CEILING HEIGHT AND FLOOR LOAD	At least 3.8 m ceiling height and at least 500 kg / m <sup>2</sup> in the restaurant area. The kitchen must be assessed separately.
DELIVERY	Access for trucks.
GUEST PARKING	Ample parking space needs to be available within walking distance, depending on local regulations.
PUBLIC TRANSPORT	Public transport should be available within walking distance.

LOCALITY	For daytime business, ideally up-market shopping district, malls, boutiques and offices; for evening business, ideally a combination of a shopping mall, up-market restaurant area and entertainment (cinema, theater etc.), as well as a good catchment area/residential area. Incorporation into a 4 or 5-star hotel is also possible.
AIR CONDITIONING, HEATING, VENTILATION	<ul style="list-style-type: none"> <li>&gt; Air conditioning and heating in line with the local environmental regulations and latest technology. Building / commercial property cooling for cooling units such as refrigerators, cold stores, cooling counters etc.</li> <li>&gt; Aeration and ventilation with air conditioning system providing air circulation equaling at least 6 × the guest area and 10 × the kitchen area in m<sup>2</sup>.</li> </ul>
ENERGY SUPPLY	> About 200 KW.
WATER SUPPLY	Running hot and cold water, min. 2.1 l/s. Water at points of consumption (restaurant and kitchen) must be drinking water or made drinking quality.
OTHER	<ul style="list-style-type: none"> <li>&gt; Grease separator and a separate space for garbage storage are essential.</li> <li>&gt; Toilets in the public and non-public areas must meet local guidelines, and at least 4 toilets per 100 persons, separate for men and women, and at least one disabled toilet.</li> </ul>
LEASE REQUIREMENTS	Long lease with the option of extending: At least 5 + 5 years. Full freedom of advertising, signage, opening and business hours, as well as food and beverage offer.





**PAULANER**  
BIERHAUS

## The Paulaner Bierhaus – Site requirements

LOCATION	In an area with above average footfall, e.g. high-volume shopping malls, train stations, airports.
SITE	Needs to have proven high footfall throughout the day; easily accessible for pedestrians with great visibility. Needs to be within high-volume retail or travel structure. Only top prominent areas will be considered.
FACADE	A distinctive front row, ideally at least 10 m in height.
GUEST AREA	On one floor, flexible layout and ca. 3/4 of the total space.
OUTDOOR AREA	Possibility to extend seating in front of store (can be indoors and outdoors) up to 100 m <sup>2</sup> .
BACK OF HOUSE AREA	Ca. 1/4 of the total space for kitchen, storage, staff rooms, offices and technical installations. Depending on suitability, these can be in a basement level, street level or upper floor.
CEILING HEIGHT AND FLOOR LOAD	At least 3.8 m ceiling height and at least 500 kg / m <sup>2</sup> .
DELIVERY	Delivery usually centrally organized by airport, train station, shopping mall, etc.
GUEST PARKING	Ample parking space needs to be available within structure.
PUBLIC TRANSPORT	Public transport should be available within walking distance.

LOCALITY	The unit should be placed within a shopping mall, airport or train station with significant foot-traffic leading customers towards the store. It should provide steady flow of customers throughout the day and evening periods. Preferably the neighboring stores should reflect similar target groups and income levels.
AIR CONDITIONING, HEATING, VENTILATION	<ul style="list-style-type: none"> <li>&gt; Air conditioning and heating in line with the local environmental regulations and latest technology. Building / commercial property cooling for cooling units such as refrigerators, cold stores, cooling counters etc.</li> <li>&gt; Aeration and ventilation with air conditioning system providing air circulation equaling at least 6 × the guest area and 10 × the kitchen area in m<sup>2</sup>.</li> </ul>
ENERGY SUPPLY	> About 160 KW.
WATER SUPPLY	Running hot and cold water, min. 2.1 l/s. Water at points of consumption (restaurant and kitchen) must be drinking water or made drinking quality.
OTHER	<ul style="list-style-type: none"> <li>&gt; Grease separator and a separate space for garbage storage only essential for complete Bierhaus food concept.</li> <li>&gt; Toilets in the public and non-public areas must meet local guidelines, and at least 4 toilets per 100 persons, separate for men and women, and at least one disabled toilet.</li> </ul>
LEASE REQUIREMENTS	Long lease with option to extend, preferably at least 5 + 5 years.





Sound investment –  
An overview of the investment costs

The figures relate to our model Paulaner Bräuhaus, which is about 1.200 m<sup>2</sup> in total size. It is assumed that planning and construction works begin at refined shell status. Further expenditures, such as local taxes are not taken into consideration in the investment costs as detailed here. Each potential franchisee will prepare the feasibility study and calculations in regards to their specific location. During this process Paulaner Franchise & Consulting GmbH will gladly assist for example with general profit and loss estimates, which may serve as indication to the potential franchisee. Investment costs may vary depending on the location, size of the project and local factors.

CAPITAL  
REQUIREMENT  
€ 3.800  
approx. Ø per sqm

INVESTMENT COSTS  
(sample calculation of a Paulaner Bräuhaus in Germany)

Item	from	to
Project development costs		
Paulaner project development fee	75.000 €	150.000 €
Paulaner initial fee	25.000 €	50.000 €
Local project development costs	200.000 €	250.000 €
Construction works		
General contracting building works	600.000 €	800.000 €
HVACE contracting works	600.000 €	800.000 €
Security works	50.000 €	100.000 €
Concept items		
Brewery	900.000 €	1.300.000 €
Fixtures	500.000 €	600.000 €
Signage	25.000 €	35.000 €
Lighting and Sound	80.000 €	120.000 €
Cooling System and Cooling Cells	100.000 €	150.000 €
Kitchen Installations	300.000 €	400.000 €
Bar Installations	40.000 €	60.000 €
Dispensing Equipment	30.000 €	50.000 €
Operating Equipment	150.000 €	200.000 €
Other		
Miscellaneous	150.000 €	200.000 €





Sound investment –  
An overview of the investment costs

The figures relate to our model Paulaner Wirtshaus, which is at least 300 m<sup>2</sup> in total size. It is assumed that planning and construction works begin at refined shell status. Further expenditures, such as local taxes are not taken into consideration in the investment costs as detailed here. Each potential franchisee will prepare the feasibility study and calculations in regards to their specific location. During this process Paulaner Franchise & Consulting GmbH will gladly assist for example with general profit and loss estimates, which may serve as indication to the potential franchisee. Investment costs may vary depending on the location, size of the project and local factors.

CAPITAL  
REQUIREMENT  
€ 3.250  
approx. Ø per sqm

INVESTMENT COSTS  
(sample calculation of a Paulaner Wirtshaus in Germany)

Item	from	to
Project development costs		
Paulaner project development fee	50.000 €	100.000 €
Paulaner initial fee	25.000 €	50.000 €
Local project development costs	100.000 €	150.000 €
Construction works		
General contracting building works	400.000 €	500.000 €
HVACE contracting works	400.000 €	500.000 €
Security works	50.000 €	75.000 €
Concept items		
Brewery	- €	- €
Fixtures	300.000 €	375.000 €
Signage	20.000 €	30.000 €
Lighting and Sound	60.000 €	75.000 €
Cooling System and Cooling Cells	100.000 €	120.000 €
Kitchen Installations	200.000 €	250.000 €
Bar Installations	40.000 €	60.000 €
Dispensing Equipment	30.000 €	40.000 €
Operating Equipment	100.000 €	120.000 €
Other		
Miscellaneous	100.000 €	125.000 €





**Sound investment –**  
*An overview of the investment costs*

The figures relate to our model Paulaner Bierhaus, which is up to 300 m<sup>2</sup> in total size. It is assumed that planning and construction works begin at refined shell status. Further expenditures, such as local taxes are not taken into consideration in the investment costs as detailed here. Each potential franchisee will prepare the feasibility study and calculations in regards to their specific location. During this process Paulaner Franchise & Consulting GmbH will gladly assist for example with general profit and loss estimates, which may serve as indication to the potential franchisee. Investment costs may vary depending on the location, size of the project and local factors.

**CAPITAL  
REQUIREMENT**  
**€ 3.500**  
approx. Ø per sqm

**INVESTMENT COSTS**  
(sample calculation of a Paulaner Bierhaus in Germany)

Item	from	to
<b>Project development costs</b>		
Paulaner project development fee	25.000 €	50.000 €
Paulaner initial fee	25.000 €	30.000 €
Local project development costs	25.000 €	35.000 €
<b>Construction works</b>		
General contracting building works	75.000 €	100.000 €
HVACE contracting works	75.000 €	75.000 €
Security works	10.000 €	20.000 €
<b>Concept items</b>		
Brewery	- €	- €
Fixtures	70.000 €	90.000 €
Signage	5.000 €	15.000 €
Lighting and Sound	13.000 €	18.000 €
Cooling System and Cooling Cells	25.000 €	30.000 €
Kitchen Installations	25.000 €	50.000 €
Bar Installations	10.000 €	20.000 €
Dispensing Equipment	10.000 €	15.000 €
Operating Equipment	20.000 €	30.000 €
<b>Other</b>		
Miscellaneous	15.000 €	30.000 €



A vibrant scene from a traditional beer festival. In the foreground, a dark brown horse is harnessed in ornate blue and gold leather gear, featuring the Paulaner logo. Two men in dark suits and hats sit atop a wooden float. The float is decorated with a large floral arch and several wooden barrels, each adorned with red and blue flowers. The background shows a festive street with other floats and people.

# OUR SERVICES, YOUR BENEFITS





OUR SERVICES

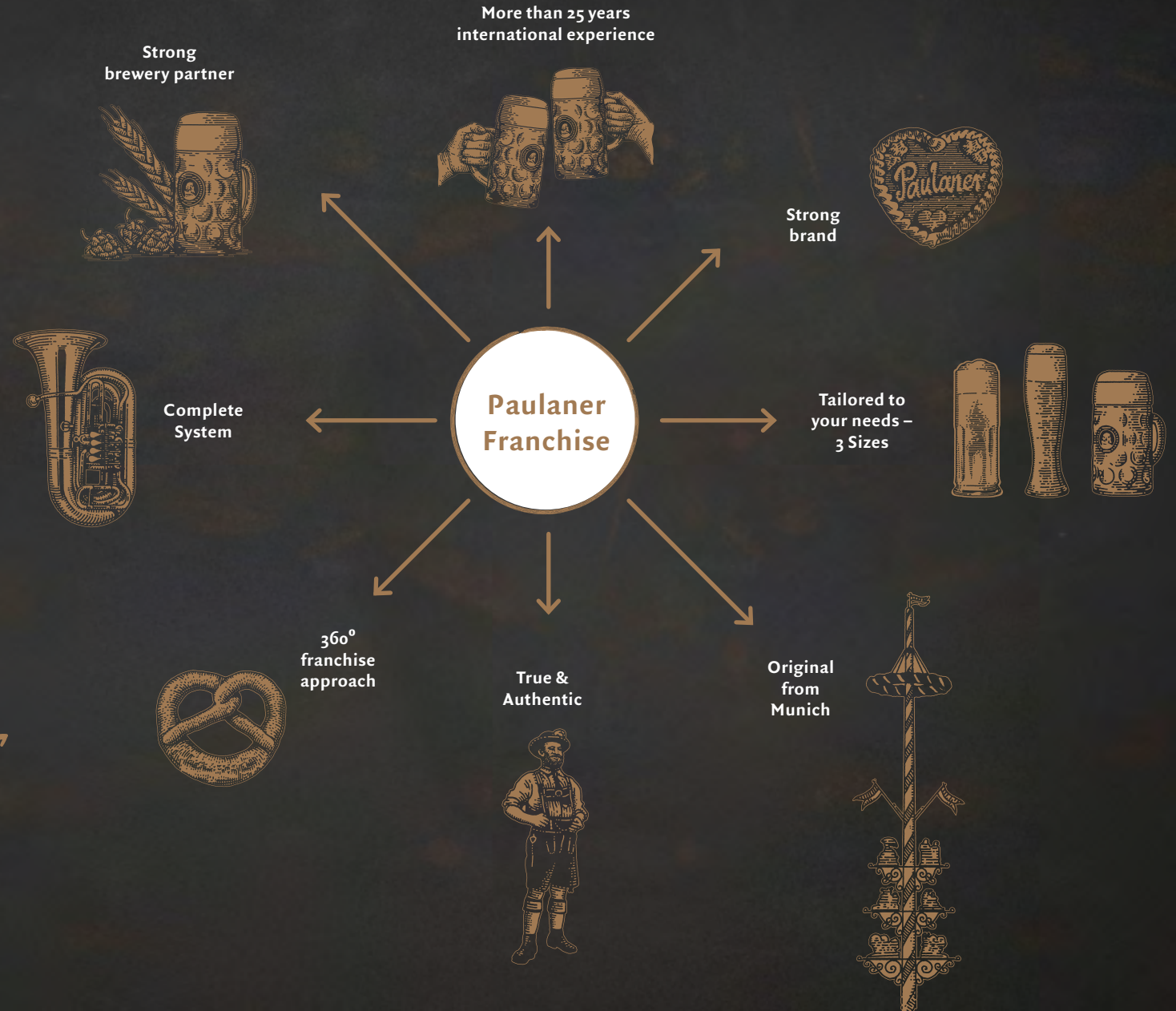
Services	Service components		
1. Rights of use	Rights of use		
2. The concept	DNA of the concept	Specifications	Operating manuals
3. Project development support	Project development	Interior design & facility planning	Realisation support
4. Operations support	Pre-opening support		Post-opening activities



## At a glance – Advantages of a Paulaner franchise

- > A modern franchise set-up in combination with a strong franchise USP
- > Proven system
- > Established brand with international brand recognition
- > Complete interior design package and facility planning support
- > Complete pre- & post-opening support package
- > Ongoing support through head office & area manager
- > Possible territorial / channel exclusivity
- > Continuous product innovation

*Your benefits!*



## Steps to become a Paulaner franchisee

Our dedicated team of franchise and project development experts will be guiding you through the steps to becoming our partner. The time needed to go through these steps depends on the scope and complexity of the project. The opening date will be jointly defined and becomes a part of the contractual agreement.





## Preferred franchise partner profile

### 1. Personally

- > Clear identification with our Paulaner brand and your role as brand ambassador
- > Enjoys being the host for your guests
- > Natural entrepreneur and leadership skills
- > People person
- > Decision-making personality

### 2. Professionally

- > Interest in a long-term business partnership with Paulaner
- > Willingness and ability to join a multi-national franchise system
- > Preferably previous experience in franchised business environments
- > Substantial experience in complex restaurant operations
- > Demonstrated local market knowledge and network
- > Relevant network and experience with real estate industry and development
- > Experience in managing P&L and KPI's

### 3. Further requirements

- > Proven ability to finance complete project investment
- > Interest in potentially developing further units



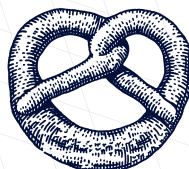
THERE ARE BRÄUHÄUSER AROUND THE GLOBE. EACH ONE BOASTS A BREWMASTER TRAINED BY PAULANER WHO, USING THEIR OWN RECIPES, BREWS AND SERVES THE UTMOST IN BREWING MASTERY.

Paulaner exports to more than  
**70**  
countries

The most popular pet among Germans still remains the "halbes Hähnchen" or half roasted chicken.



Lovin' from the oven



According to legend, the pretzel was invented by a baker who lost his life to his lord by committing a crime. However, since the baker previously served the lord well, he decided to give the baker a second chance. "Bake a cake my dear friend, through which the sun shines times three, and you shall not be hanged but set free." The baker went to work and invented the pretzel.



PAULANER IS ONE OF THE GLOBAL MARKET LEADERS IN THE WHEAT BEER SEGMENT.



**BEER COLOR**  
BEER GETS ITS COLORING FROM THE MALT USED. DARK BEERS ARE MADE USING DARK OR ROASTED MALT THROUGH A SPECIAL PROCESS INVOLVING MALTING AND DRYING IN A KILN (DRYING THE GERMINATED BARLEY).

Prost from Munich to the World!

"PROST"  
[pro:st]

The Bavarian way of saying 'Cheers'.

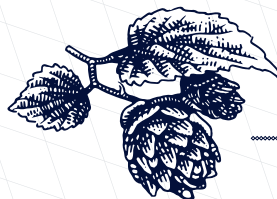


O'ZAPFT IS

Oktoberfest in Munich (in dialect "Wies'n") is the world's largest folk festival. It has been held on the "Theresienwiese" in Munich since 1810.

# ENJOY THE PAULANER EXPERIENCE

**A** for "Aroma" — A BEER'S AROMA DEPENDS ON VARIOUS FACTORS. THE BREWING PROCESS IS JUST AS IMPORTANT AS THE TYPE OF YEAST USED, FERMENTATION AND MATURATION, RIGHT DOWN TO FILLING.



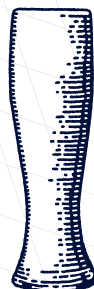
HOPS GIVES BEER ITS SHELF LIFE AND THE TYPICAL BITTER TASTE, AMONG OTHER THINGS.

## FACT OR FANTASY

The popular belief that beer contains a lot of calories is false. Beer has about 450 kcal per liter, depending on the type. Only mineral water, coffee (without milk and sugar) and tea (also without milk and sugar) have fewer calories. Milk has 600 calories per liter, for example, wine 700 calories, and spirits have 3000 calories per liter.



**IDEAL DRINKING TEMPERATURE**  
THE IDEAL DRINKING TEMPERATURE FOR BEER IS BETWEEN SEVEN AND NINE DEGREES CELSIUS.



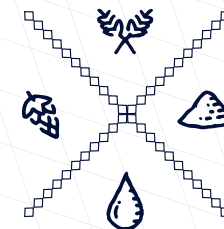
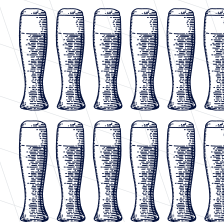
SCIENCE MEETS BEER

CENOSILICAPHOBIA IS THE FEAR OF AN EMPTY BEER GLASS.



## ANNUAL BEER CONSUMPTION

GERMANS DRINK AN ANNUAL AVERAGE OF ABOUT 107 LITERS (28 GALLONS) OF BEER PER PERSON. AT THE TOP OF THE LIST IS THE CZECH REPUBLIC. AN AVERAGE AMERICAN CONSUMES 23 GALLONS OF BEER PER YEAR.



## BAVARIAN PURITY LAW

According to the Bavarian Purity Law from 1516, the only ingredients that could be used to brew beer are water, malt, hops and yeast.

The world's largest beer festival is the Oktoberfest. Held annually in Munich, Germany, it is a 16-day funfair that runs from late September to the first weekend in October with more than 6 million visitors from around the world attending the event each year.





## Contact



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≡  
**Prost to a refreshing and  
long-lasting franchise partnership!**  
≡



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