

VAPIANO

# **A RECIPE** *for success*

**Franchise with us**



**1. What we are**  
**2. Market gap**  
**3. Food and menus**  
**4. Financials**  
**5. Positioning and demographics**

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**WHAT WE ARE**



# **FRESH ITALIAN** *shaped by you*

Vapiano stands for fresh, affordable, high-quality Italian favourites. Founded in Germany in 2002, we're now over 120 restaurants across 30 countries and five continents.

**Fast-casual dining, delivered profitably.**

Over the past 20 years, we've perfected a high-margin model based on four non-negotiable pillars:

## **Fresh pasta, made every morning**

Made on-site, allowing us to achieve an industry-leading cost-of-goods (COGS) of 18-22%.

## **Kitchen theatre**

Open kitchens build trust and transparency, creating a feeling that's both 'destination' and 'home'.

## **Personalisation as standard**

Guests can tailor their meal to their exact taste, ensuring high satisfaction levels, and making us the go-to for groups with diverse dietary requirements.

## **5-star ingredients, 3-star prices**

Using fresh, high-quality, local produce makes us price-competitive, driving daily frequency and long-term loyalty.

**Vapiano is a global brand delivering an Italian-style experience rooted in what works locally. Joining us means joining a global success story!**

# THE PLACES WE CALL HOME

## EUROPE

Austria  
Bosnia  
Czechia  
Estonia  
Finland  
France  
Germany

Hungary  
Kosovo  
Latvia  
Serbia  
Slovakia

Spain  
Sweden  
Switzerland  
UK



## MIDDLE EAST

Bahrain  
Egypt  
Kuwait  
Qatar  
Saudi Arabia  
UAE



## NORTH AMERICA

Mexico  
USA



## AUSTRALIA



## SOUTH AMERICA

Chile  
Colombia



**MARKET GAP**

# THE GAPS WE FILL

Our success is based on filling three market gaps

## 1 The affordable-upgrade gap

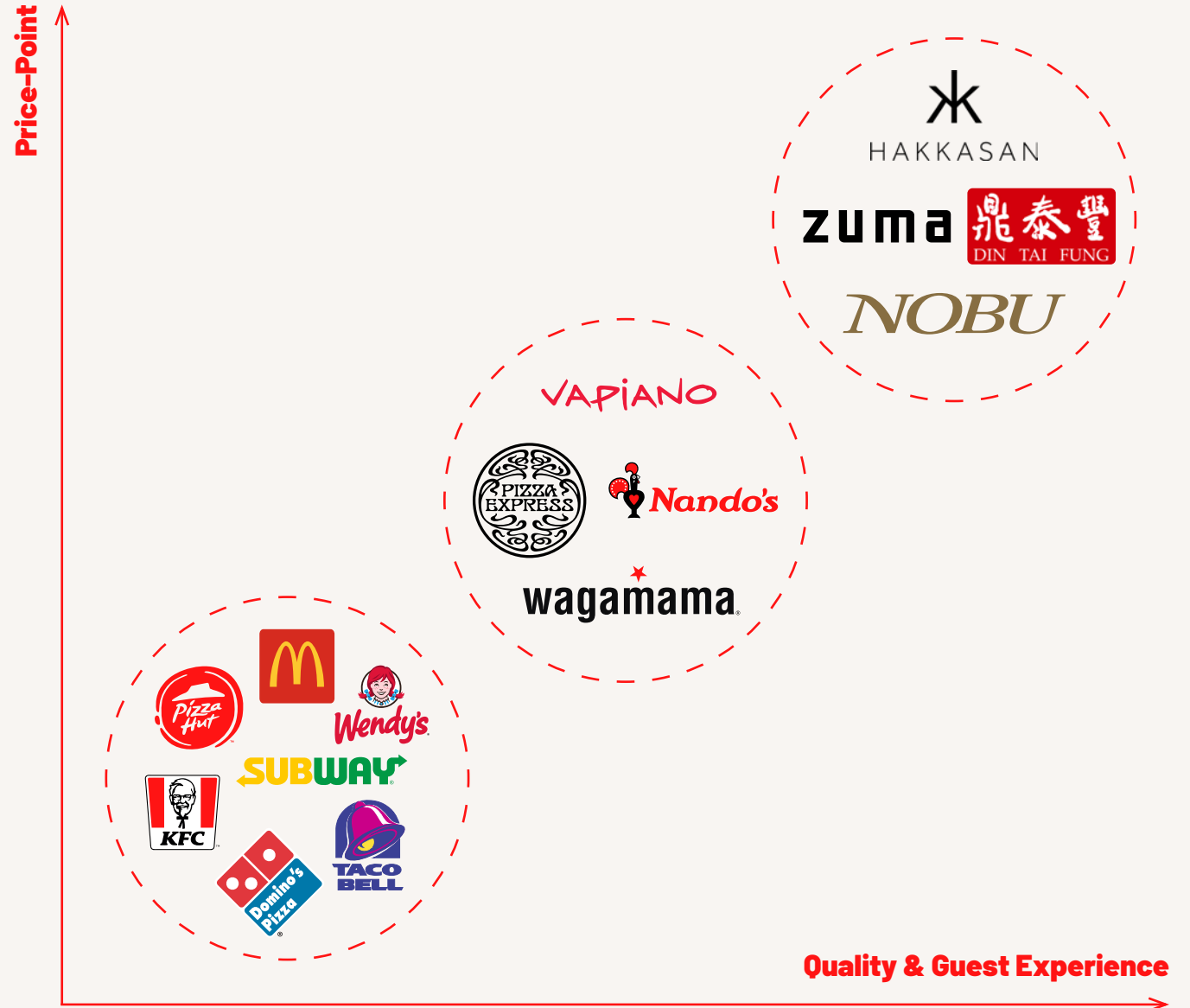
Guests want more than fast food, but not a full fine-dining experience. They need an affordable upgrade: **fresh, made-to-order food, served quickly in a stylish, welcoming space.** That's where we sit.

## 2 The quality gap

Guests want 'fresh and local', but they won't wait long for it. **Our handmade pasta arrives in minutes.**

## 3 The value gap

Offering **5-star ingredients at 3-star prices** allows us to occupy a special, relatively uncontested spot in the market. Vapiano represents a logical and emotional choice for middle-class guests seeking an aspirational experience.



# **FOOD AND MENUS**

# ITALIAN FAVOURITES *for everyone*

Our offering is simple. It's rooted in Italian culinary traditions, but adaptable to our guests' preferences, and modern dietary trends.





# SHAPED *by you*

The menu listing is the starting point. We encourage guests to co-create their meals. This level of personalisation improves their experience and increases average transaction values through simple, high-margin additions.

## **Fresh foundations**

6+ pasta shapes, made fresh on-site every morning.

## **Their way**

Every dish can be personalised – guests can add, swap, or remove ingredients.

## **Kitchen theatre**

Dishes are cooked right in front of our guests.

# OUR PASTA





# PIZZA AND INSALATA

# INCLUSIVE *by design*

**Food should unite people and exclude no one,  
and that's exactly what our menu does.**

We're proudly plant-forward, with vegetarian and vegan options being core to our offering, not afterthoughts. Indeed, we can 'veganise' almost all of our classic dishes instantly, keeping our inventory streamlined.



## WELCOME TO VAPIANO

Simply scan the QR code on your table to order, customise your dish and pay online. Your freshly prepared food and drinks will be brought to your table. Dishes are served as soon as they are cooked so may arrive at slightly different times.



Need a hand? We're here to help!

## TO START or share

|                                                     |      |                                                      |      |
|-----------------------------------------------------|------|------------------------------------------------------|------|
| <b>Italian Olives</b> <sup>VE</sup>                 | 3.45 | <b>Gamberetti Bruschetta</b>                         | 8.95 |
| Marinated in fresh garlic & basil                   |      | Toasted ciabatta topped with                         |      |
| <b>Garlic Dough Balls</b> <sup>v</sup>              | 4.95 | grilled king prawns, marinated                       |      |
| Handmade dough balls                                |      | Heirloom tomatoes & fresh basil                      |      |
| with basil aioli dip                                |      | <b>Italian Meatballs</b> <sup>H</sup> <sup>new</sup> | 7.95 |
| <b>Cheesy Garlic Bread</b> <sup>v</sup>             | 6.95 | Beef & fresh herb meatballs                          |      |
| Sourdough pizza garlic bread                        |      | baked in our house Italian tomato sauce              |      |
| with mozzarella & garlic butter                     |      | with mozzarella & Grana Padano                       |      |
| <b>Garlic Bread</b> <sup>VE</sup>                   | 5.95 | <b>Limone Chicken Skewers</b> <sup>H</sup>           | 7.95 |
| Sourdough pizza garlic bread                        |      | Lemon marinated chicken breast                       |      |
| with garlic oil                                     |      | with basil aioli dip                                 |      |
| <b>Burrata Piccante</b> <sup>v</sup> <sup>new</sup> | 7.95 | <b>Harissa Chicken Skewers</b> <sup>H</sup>          | 7.95 |
| Sourdough pizza garlic bread                        |      | Spicy harissa chicken breast                         |      |
| topped with burrata & crispy chilli                 |      | with basil aioli dip                                 |      |

## INSALATA

|                                            |       |                                                     |       |
|--------------------------------------------|-------|-----------------------------------------------------|-------|
| <b>Caesar Pollo</b>                        | 13.95 | <b>Caesar</b>                                       | 10.95 |
| Grilled chicken breast, ciabatta croutons, |       | Ciabatta croutons, Grana Padano,                    |       |
| Grana Padano, baby gem lettuce             |       | baby gem lettuce leaves                             |       |
| <b>Burrata Pomodoro</b> <sup>v</sup>       | 12.95 | <b>Insalata Violina</b> <sup>v</sup> <sup>new</sup> | 12.95 |
| Burrata with marinated Heirloom tomatoes,  |       | Roasted butternut squash, goats' cheese,            |       |
| rocket, ciabatta croutons                  |       | toasted seeds, honey & mustard dressing             |       |
| & fresh basil                              |       | with mixed baby leaves                              |       |

## Extras

Add extras to customise your dish  
Chicken +3.95 • Plant-based 'Chicken' +3.95 • 6 King Prawns +3.95  
Milanese Chicken +4.95 • Hot Smoked Salmon +3.95 • Burrata +5.95

## SIDES

|                                            |      |                               |      |
|--------------------------------------------|------|-------------------------------|------|
| <b>Vapiano Fries</b> <sup>v</sup>          | 5.25 | <b>Rucola</b>                 | 4.95 |
| Seasoned with our house mix spice, served  |      | Rocket leaves with grated     |      |
| with Catabrian ketchup                     |      | Grana Padano & a red wine     |      |
| <b>Mista Piccola</b> <sup>VE</sup>         | 4.95 | vinaigrette                   |      |
| Mixed leaves with cherry tomatoes, radish, |      | <b>Ciabatta</b> <sup>VE</sup> | 0.95 |
| pickled red onion, vinaigrette             |      | Two slices of ciabatta bread  |      |

## FRESH PASTA

We make our own fresh pasta here every single day, using premium durum wheat semolina and water. Our pasta and pizza sauce are made to our own recipe from tomatoes harvested in Emilia Romagna.

## Six pasta shapes to choose from



**GO GRANDE**  
+3.95  
enjoy a larger bowl of pasta

Gluten free pasta available on request +1.95

## The Pasta Edit

Add extras, to customise your dish  
Mushrooms +0.95  
Roasted Tomatoes +0.95 • Rocket +0.95 • Chicken +3.95  
Plant-based 'Chicken' +3.95 • Hot Smoked Salmon +3.95  
6 King Prawns +3.95 • Milanese Chicken +4.95 • Burrata +5.95  
Full list of extras on the app

|                                                     |       |                                        |       |
|-----------------------------------------------------|-------|----------------------------------------|-------|
| <b>All'arrabbiata</b> <sup>VE</sup>                 | 9.95  | <b>Carbonara</b>                       | 13.95 |
| House Italian tomato sauce, roasted                 |       | Pancetta cooked in our classic         |       |
| cherry tomatoes, fresh chilli & garlic              |       | carbonara sauce made with free range   |       |
| <b>Pesto Basilico</b>                               | 9.95  | egg yolk & cream                       |       |
| Basil pesto with toasted pine nuts                  |       | <b>Chicken Alfredo</b> <sup>H</sup>    | 13.95 |
| <b>Pasta Alla Vodka</b> <sup>v</sup>                | 9.95  | Chicken breast, mushrooms & sweet      |       |
| Creamy Italian tomato sauce with                    |       | onions in a cream sauce                |       |
| fresh garlic & vodka                                |       | <b>Pollo Vesuvio</b> <sup>new</sup>    | 14.95 |
| <b>Pomodoro</b> <sup>v</sup>                        | 9.95  | Chicken breast, 'Nduja, roasted cherry |       |
| House Italian tomato sauce with                     |       | tomatoes, double cream, fresh spinach  |       |
| roasted cherry tomatoes, topped                     |       | & sweet onions with fresh lemon        |       |
| with Fiore di Latte cheese                          |       | <b>Hot Smoked Salmon</b>               | 14.95 |
| <b>Crema di Funghi</b> <sup>v</sup>                 | 12.95 | Hot smoked salmon, garlic, spinach     |       |
| Fresh mushrooms, garlic, Italian                    |       | & fresh lemon in a herby cream sauce   |       |
| Riserva vegetarian cheese, in a                     |       | <b>Gamberetti e Spinaci</b>            | 14.95 |
| herby, porcini cream sauce                          |       | King prawns, cherry tomatoes &         |       |
| <b>Marry Me Chicken</b> <sup>H</sup> <sup>new</sup> | 13.95 | spinach in a pesto cream sauce         |       |
| Chicken breast, sun blushed tomatoes,               |       | <b>Beef Shin Ragù</b> <sup>H</sup>     | 15.95 |
| onions, spinach & spices in a herby                 |       | Beef shin ragù cooked low & slow       |       |
| cream sauce                                         |       | <b>Lasagna</b>                         | 14.95 |
| <b>Bolognese</b>                                    | 13.95 | Classic beef lasagna, made with        |       |
| Classic beef Bolognese with red                     |       | red wine & Italian tomato sauce        |       |
| wine & fresh basil                                  |       |                                        |       |

CREATE YOUR OWN PASTA DISH! <sup>new</sup>

You decide what goes in your bowl + 13.95

Select a pasta, a protein, a sauce and two extras - see all options on the app



<sup>V</sup> = Vegetarian <sup>VE</sup> = Vegan <sup>H</sup> = Halal

Many of our dishes are available as vegan. See app for the full range of dietary options

## SOURDOUGH PIZZA



Our pizza sauce is made to our own recipe from tomatoes harvested in Emilia Romagna.  
Swap to vegan cheese for +1.50

Extra pizza toppings are available and listed on the app

|                                        |       |                                            |       |
|----------------------------------------|-------|--------------------------------------------|-------|
| <b>Marinara</b> <sup>VE</sup>          | 8.95  | <b>Quattro Formaggi</b> <sup>new</sup>     | 12.95 |
| Fresh basil & garlic on our            |       | Goats' cheese, Grana Padano,               |       |
| house Italian tomato sauce             |       | Gorgonzola Piccante & mozzarella           |       |
| <b>Margherita</b> <sup>v</sup>         | 9.95  | <b>Pesto e Pollo</b> <sup>new</sup>        | 13.95 |
| The classic! House Italian tomato      |       | Basil pesto base, marinated                |       |
| sauce, mozzarella & fresh basil        |       | chicken breast, sun-blushed tomatoes,      |       |
| <b>Funghi</b> <sup>v</sup>             | 10.95 | pine nuts, rocket & mozzarella             |       |
| Mushrooms & smoked mozzarella          |       | <b>Prosciutto e Funghi</b>                 | 14.45 |
| <b>Pepperoni</b>                       | 10.95 | Cotto ham, crispy prosciutto,              |       |
| Italian pizza sauce, topped with       |       | Grana Padano, mushrooms & chives           |       |
| Italian pepperoni. Add hot honey       |       | <b>Italian Meatball Pizza</b> <sup>H</sup> | 14.45 |
| for spice and sweetness + 95p          |       | Italian seasoned beef meatballs,           |       |
| <b>Nonna's Hot One</b>                 | 12.95 | with mozzarella finished at the table      |       |
| Pepperoni, jalapeño & pickled          |       | with Italian Riserva cheese                |       |
| red onions. Switch to halal on request |       | <b>Pizza Carbonara</b>                     | 14.45 |
| <b>Pizza Bolognese</b>                 | 12.95 | Carbonara sauce base with pancetta,        |       |
| House bolognese sauce, with            |       | topped with fresh free range egg yolk,     |       |
| creamy bechamel                        |       | flamed at the table                        |       |
| <b>BBQ Pollo</b> <sup>H</sup>          | 12.95 | <b>Burrata Volcano</b>                     | 14.45 |
| Marinated chicken breast, pickled      |       | Creamy Italian tomato sauce                |       |
| red onions, smoked mozzarella          |       | base, burrata, prosciutto,                 |       |
| & BBQ sauce                            |       | hot honey & rocket                         |       |

ADD A HOMEMADE DIP FOR YOUR PIZZA CRUSTS  
Garlic Butter, Calabrian Ketchup, Basil Aioli +0.95

## RISOTTO

Your favourite Vapiano pasta flavours now available as a risotto.  
Made with Arborio rice

|                                                    |       |                                            |       |
|----------------------------------------------------|-------|--------------------------------------------|-------|
| <b>Crema di Funghi</b> <sup>v</sup> <sup>new</sup> | 12.95 | <b>Gamberetti e Spinaci</b> <sup>new</sup> | 14.95 |
| Fresh mushrooms, garlic, Italian                   |       | King prawns, cherry tomatoes               |       |
| Riserva vegetarian cheese in a                     |       | & spinach in a pesto cream sauce           |       |
| herby, mushroom cream sauce                        |       |                                            |       |
| <b>Chicken Alfredo</b> <sup>H</sup> <sup>new</sup> | 13.95 |                                            |       |
| Chicken breast, mushrooms &                        |       |                                            |       |
| sweet onions in a cream sauce                      |       |                                            |       |

## DOLCI &amp; GELATO

|                                                      |      |                                       |      |
|------------------------------------------------------|------|---------------------------------------|------|
| <b>Tiramisù</b> <sup>v</sup>                         | 6.45 | <b>Gelato</b>                         | 4.95 |
| Handmade tiramisù served at                          |      | Choose two scoops from the            |      |
| the table                                            |      | following flavours                    |      |
| <b>Pistachio Tiramisù</b> <sup>v</sup>               | 7.45 | • Vanilla Gelato <sup>v</sup>         |      |
| Handmade pistachio tiramisù                          |      | • Birthday Cake Gelato <sup>v</sup>   |      |
| served at the table                                  |      | • Salted Caramel Gelato <sup>VE</sup> |      |
| <b>Chocolate Brownie</b> <sup>v</sup> <sup>new</sup> | 5.95 | • Chocolate Gelato <sup>v</sup>       |      |
| Double chocolate brownie with                        |      | • Pistachio Gelato <sup>v</sup>       |      |
| vanilla ice cream, chocolate sauce                   |      | • Lemon Sorbet <sup>VE</sup>          |      |
| & crumbled chocolate                                 |      |                                       |      |

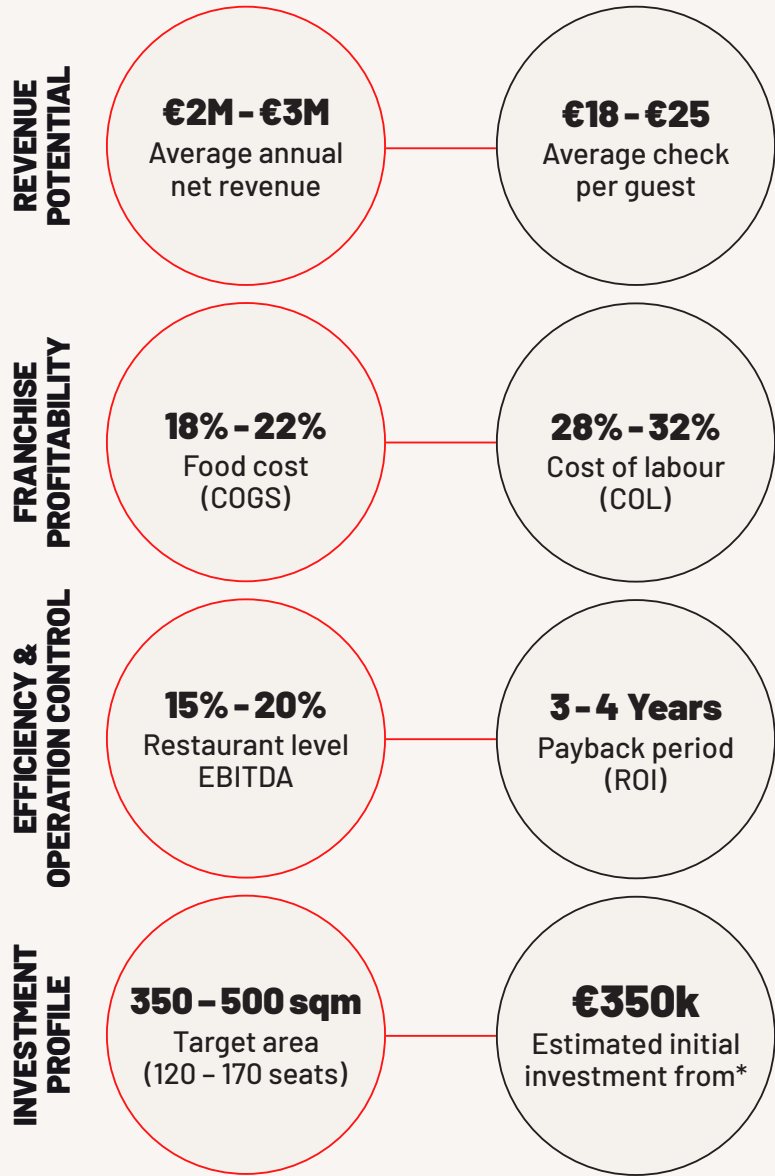
# FINANCIAL OVERVIEW

# A RECIPE *for growth*

Our kitchen layout, which is replicated across all restaurants, is designed to allow us to absorb large guest flows during peak hours, while also allowing us to optimise the number of Vapianisti working at any time of day.



Vapiano  
**BY NUMBERS**



**Industry-leading COGS**

Making our pasta in-house significantly reduces our raw-material costs, with target COGS of 20%, less than our competitors who buy pre-made, processed ingredients.

**Labour efficiency**

Kitchen theatre and digital-ordering journeys reduce the need for front-of-house Vapianisti while enhancing the guest experience. Our model builds a 100% multi-skilled workforce, ensuring maximum flexibility during peak periods whilst maintaining lean, cost-effective operations during off-peak hours. The variety of work experienced by our Vapianisti means that turnover is low and retention is high.

**Space optimisation**

Our model maximises covers per square meter across the day (lunch, aperitivo, dinner).

\*Includes CAPEX, franchise fee and pre-opening costs.  
DISCLAIMER: The figures shown are network averages and do not guarantee future results. Individual performance depends on management, location, and other factors. A detailed business plan will be provided to qualified candidates.

# **POSITIONING AND DEMOGRAPHICS**



# DESIGNED FOR *every moment*

**Sit where you like.**

**Stay as long as you want.**

**Come solo or bring the family.**

Our guests' experiences are dictated by them, so our restaurants naturally adapt. Our guests aren't from a single demographic. Instead, we cater for a variety of 'moments' that keep our seats occupied all week.

# A PLACE FOR EVERYONE

## Family gatherings

Kids love watching the 'kitchen theatre' of their meals being made, parents love that it's fresh and fast.

## Friends meeting

Big groups or small, our restaurants are made for getting together.

## Weeknight treats

For those who want a 'proper' meal but don't feel like cooking.

## School holidays

Perfect for parents looking for a reliable restaurant that uses fresh ingredients to take the kids to.

## Business catch-ups

With complimentary wifi, we're the ideal spot for a no-time-pressure meeting where things get done.

## Solo dining

Our long tables and bar seating make solo guests feel welcome and at home.

With the exception of local holidays, our restaurants are open from noon until late, seven days a week. Whether they're after a spot for lunch, a base to work and snack from in the mid-afternoon, or somewhere to spend all evening, **we offer our guests the place – and the space – they need.**

**75%**  
**under 35**

**65%**  
**female**

**76%**  
**full-time  
workers**

**Digitally  
native**

**Culturally  
diverse**

**High social  
and moral  
values**

Based on UK Survey 2022-2023

**DELIVERY  
TAKE AWAY  
DIGITAL**

# NO RULES: INCLUDING WHERE – AND HOW – WE’RE ENJOYED

**In 2025, 15% of worldwide sales were off-premises.**

We’re no longer an exclusively dine-in brand. We’ve adapted to entice the takeaway market, without affecting the atmosphere of our restaurants.

We’re also leveraging digital to make our dine-in guests’ experiences smoother: driving loyalty, and promoting return visits and positive sentiment.

## **Bespoke packaging**

Our iconic delivery packaging ensures our meals can be enjoyed at the right texture and temperature in our dine-out guests’ homes.

## **Data-driven loyalty**

We use digital insights to understand guest habits and drive repeat visits.

## **Click-and-collect**

Dedicated pick-up zones ensure delivery drivers don’t interfere with dine-in guests’ experiences.

## **Pay your way**

We integrate kiosks, QR ordering, and third-party delivery into one seamless kitchen flow.



**SUPPORT  
PACKAGE**

# SUPPORTING YOUR GROWTH *at every stage*

## **Our global support team are with you every step of the way**

Becoming a Master Franchisee doesn't just mean buying into a brand; it means connecting with a global infrastructure designed to ensure your stores are high-performing assets from day one.

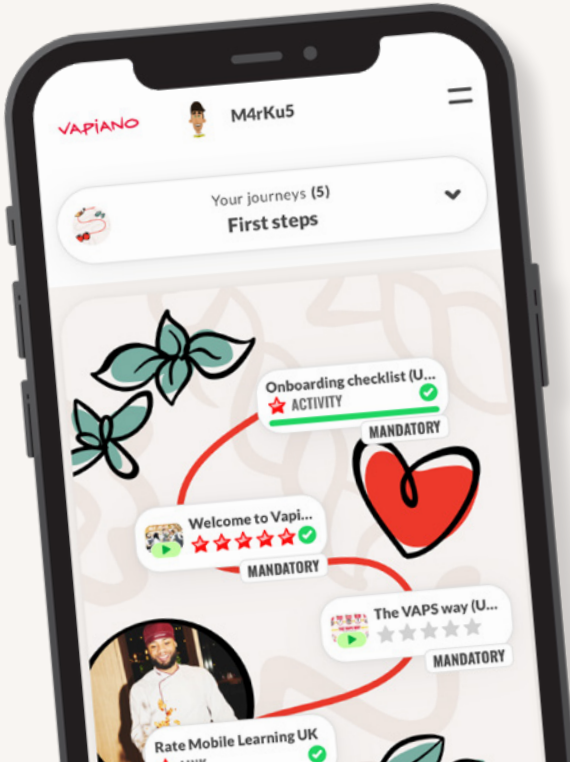
A team of 35 franchising professionals based across 10+ countries are here to enable your success. With expertise covering every aspect of your business's set up, launch, and ongoing operations — if you need it, we've got it.



# INDUSTRY-LEADING support

## THE V-ACADEMY

A world-class training platform that enables local staff to reach Vapianisti standards in weeks.

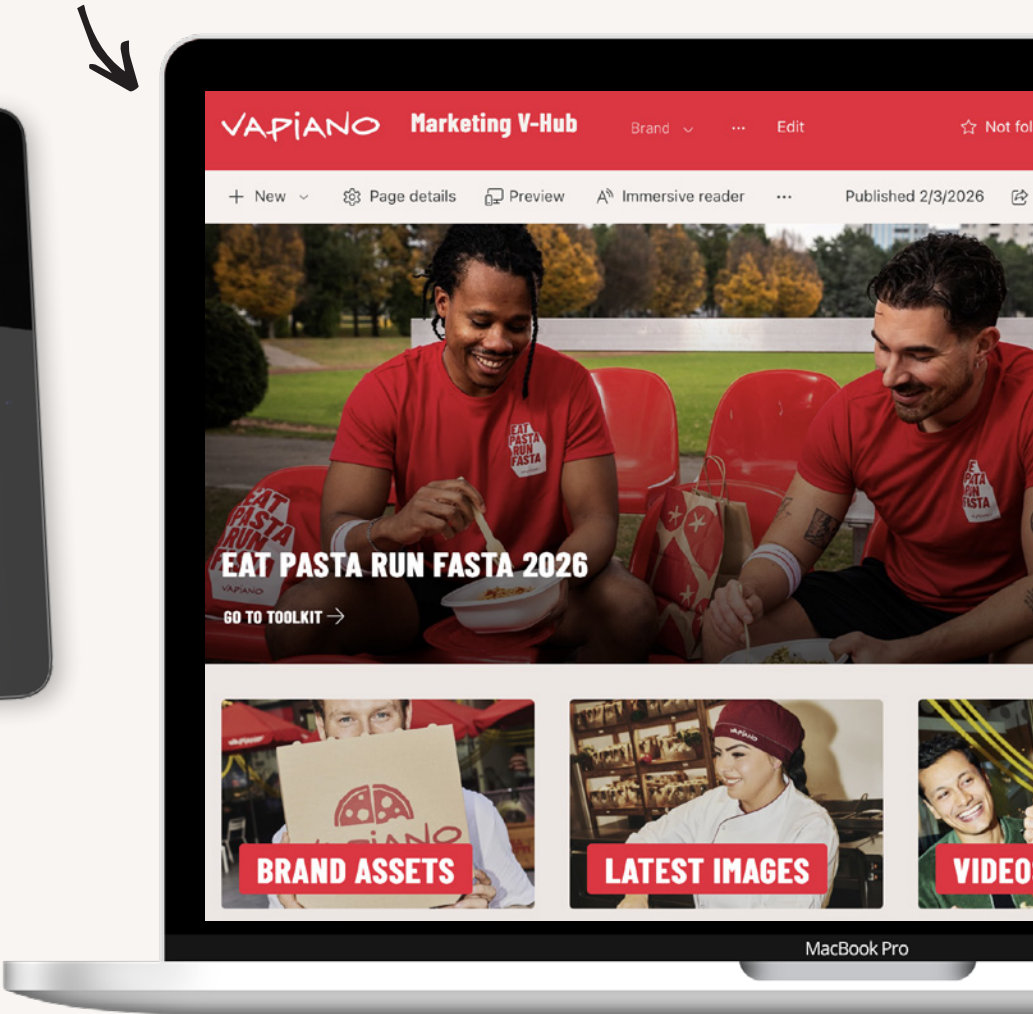


## VAPIANO CENTRAL

A state-of-the-art video and online content library, there to train, develop, and guide you in running the perfect Vapiano restaurant.

## THE V-HUB

Our digital library of high-quality marketing assets and campaign templates, ready for you to personalise.



# MARKETING



# LAYOUTS AND LANDLORD PACKAGES

# TAILORED TO *prime locations*

## Vapiano isn't a one-size-fits-all concept.

Our modular system is designed to scale into almost any real-estate opportunity, while maintaining the feel of the brand, including our signature 'kitchen theatre'. The technical pack assists in fast-tracking lease negotiations and fit-outs.



# WE OFFER THREE PACKAGES

*each adaptable to your space*



## MINI

**50–300 sqm**

Designed for food halls, travel hubs,  
and shopping malls.



## STANDARD

**300–500 sqm**

Perfect for urban locations  
and shopping malls.



## FLAGSHIP

**from 500 sqm**

Ideal for super-prime urban locations  
and shopping malls.



**VIEW ONE**



**VIEW TWO**

# **FINANCIAL DEEP DIVE**

# Provable RETURN-ON-INVESTMENT

Our business model has been honed and developed using years of data from high-performing international sites. Vapiano is a disciplined, scalable framework.

|                           | Example 1   | Example 2   | Example 3   | Example 4   |
|---------------------------|-------------|-------------|-------------|-------------|
| Annual sales              | € 2,309,528 | € 2,161,832 | € 2,511,850 | € 1,993,306 |
| Transactions              | 119,541     | 94,651      | 99,322      | 87,387      |
| Average guest transaction | € 19.32     | € 22.84     | € 25.29     | € 22.81     |
| WPSA*                     | € 44,414    | € 41,573    | € 48,304    | € 38,332    |
| WPTA**                    | 2,299       | 1,820       | 1,910       | 1,681       |
|                           |             |             |             |             |
| Cost of sales (COGS)      | 22.0%       | 25.7%       | 18.6%       | 18.6%       |
| Labour costs (COL)        | 15.3%       | 14.8%       | 14.6%       | 13.9%       |
| Semi-controllables        | 10.0%       | 9.5%        | 8.4%        | 9.2%        |
| Total rent & occupancy    | 18.5%       | 16.8%       | 28.0%       | 19.2%       |
| Marketing                 | 2.0%        | 3.4%        | 2.0%        | 2.1%        |
|                           |             |             |             |             |
| Annual EBITDA             | € 526,572   | € 412,909   | € 638,009   | € 607,958   |
| EBITDA Margin %           | 22.80%      | 19.10%      | 25.40%      | 30.50%      |

\*Weekly Per Store Average Sales, \*\*Weekly Per Store Average Transactions

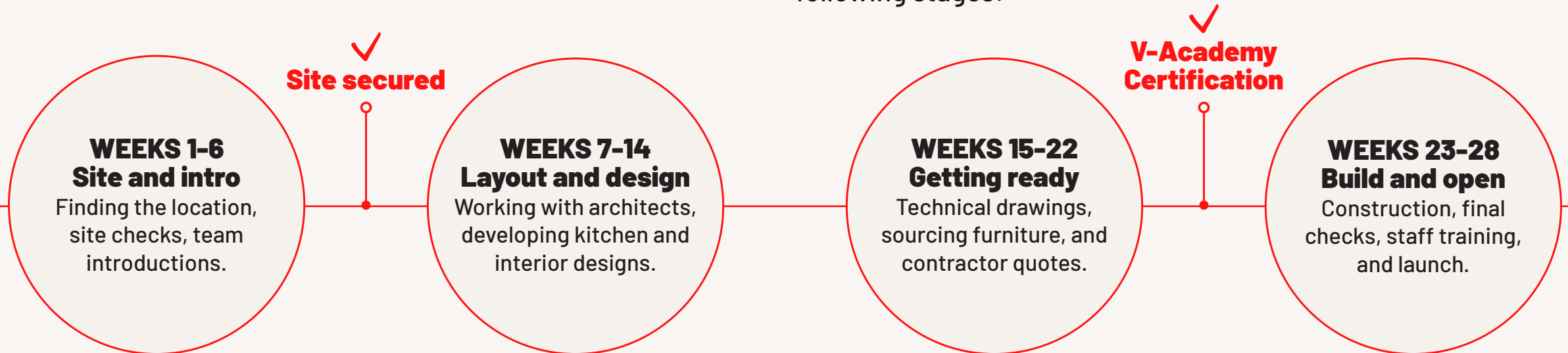
# **NEXT STEPS**

# FROM ZERO TO GRAND OPENING

**Wherever you are in the world, opening a Vapiano restaurant is a structured process.**

**First, the handshake:** This includes a business-plan review, territory agreement, and the finalising of contracts. On average, this phase of the process takes two to three months.

**Then, the nine-month countdown,** which includes the following stages:



# LET'S BUILD SOMETHING *together*



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