




FRITES
ATELIER
AMSTERDAM


FRITES
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The Brand

—○—
Michelin starred chef goes fast casual

ABOUT THE LOVE FOR FRITES



This brand story is written for our future partners, which might be YOU. Please take a moment to read and feel our love for Frites and the concept of the Frites Atelier brand.



THE ORIGIN

Meet Sergio Herman, the Michelin starred chef with a crush on Frites. This is how the Frites Atelier story kicked-off, simply because his love for Frites, made from the finest potatoes from Holland, transformed into a culinary experience.

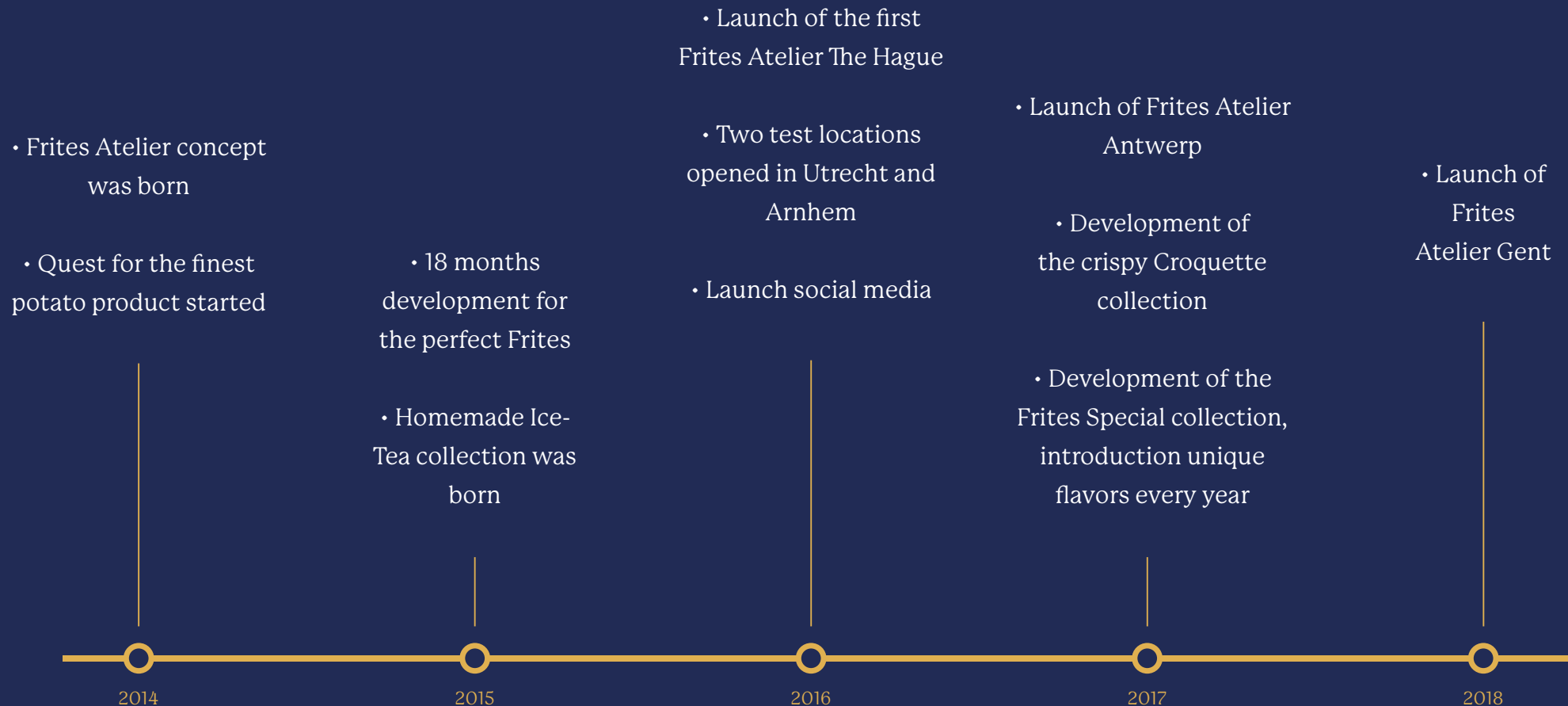
Today one of the most prominent and unorthodox chefs in the world is spearheading this innovative fast casual concept.



“I believe Frites to be a main course rather than a side dish and aim to have every Frites Atelier guest share in our culinary experience”

Sergio Herman

MILESTONES OVERVIEW





THE CONCEPT





IT'S FAST CASUAL

Fast casual is the lovechild of fastfood and casual dining and caters to a growing need for convenience.

The principle of fast casual focuses on offering a quick and simple meal with value for money, without compromising on quality. Typical to a fast casual concept, often built around one product, is a clear identity and a distinctive appearance.

At Frites Atelier we are immersed in the culture of the potatoes, and we specialized ourselves in the preparation of the Frites. With a dedicated team of professionals from the hospitality field, we created a whole universe around this single product. The Ateliers are the result of an extensive and thorough design brief, with a focus on craftsmanship and tradition. This results in an unforgettable fast casual hospitality experience.

Innovation is always stronger than imitation. The urge to create a signature concept in the world of street food shops around the globe led to a profound attention to detail. The Michelin starred chef and his team are fundamental believers of this vision. It is the basis to our future where innovation is key.



FRITES
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THE MENU

Nothing beats tasty Frites with a perfectly paired sauce. Years of development created today's famous flavours and Frites Specials, where burgers and croquettes play a leading role.

Frites Atelier classics are Flemish Beef Stew, Indo Peanut and the Parmesan & Basil and available year-round on every menu complemented by limited editions which are guided by seasonal ingredients or inspired by Sergio's creativity.









FRITES ATELIER

GROENTENMARKT

OLATES

FRITES ATELIER

THE ATELIERS

Frites, the word we use for our key product. Our perfect Frites deserve to be served in a wonderful setting. Out of this principle the Ateliers were born.

The atmosphere of an iconic brasserie was translated into the design of a Frites Atelier. The dark blue facade is an elegant entrance to the altar taking center stage. The brutal oven, the handmade ceramic sauce pots, the masterpiece mosaic logo, all exclusively designed for Frites Atelier, and the fashionable crew of Frites artists are just a few examples of the innovative concept

Attention to comfort, style and eye for detail were important; the choice of warm textures and solid materials such as marble and wood obvious. Detailed finishing of the exclusive and cosy interior creates an enormous impact on guest experience. The Frites Atelier 'brasserie' brings a new standard to the world of fast casual food and promises energy and taste to urban areas.





FRITES ATELIER



FRITES ATELIER BRUXELLES			
FRITES SPECIALS	SNACKS	DRINKS	PLATS DU JOUR
SHAWARMA SURPRISE 12.90 Poulet, viande de porc ou viande de boeuf, légumes frais, sauce spéciale, pain pita *Menu végétarien disponible sur demande	COQUELLETTES ZEELAND SWAMP 12.90 Poulet, viande de porc ou viande de boeuf, légumes frais, sauce spéciale, pain pita *Menu végétarien disponible sur demande	NON-ALCOOL 5* BEERHALL 4.90 Stella, Amstel, Heineken, Beck's, Pilsener, Lager, etc. 5* BEERHALL 4.90 Stella, Amstel, Heineken, Beck's, Pilsener, Lager, etc.	BAVETTE BARKMISE 28.90 Bavette, viande de porc ou viande de boeuf, légumes frais, sauce spéciale, pain pita *Menu végétarien disponible sur demande
SMASH BASH 12.90 Poulet, viande de porc ou viande de boeuf, légumes frais, sauce spéciale, pain pita *Menu végétarien disponible sur demande	SMASH BASH 12.90 Poulet, viande de porc ou viande de boeuf, légumes frais, sauce spéciale, pain pita *Menu végétarien disponible sur demande	5* BEERHALL 4.90 Stella, Amstel, Heineken, Beck's, Pilsener, Lager, etc.	STEAM VANDER 28.90 Steak, viande de porc ou viande de boeuf, légumes frais, sauce spéciale, pain pita *Menu végétarien disponible sur demande
SMASH BASH 12.90 Poulet, viande de porc ou viande de boeuf, légumes frais, sauce spéciale, pain pita *Menu végétarien disponible sur demande	SMASH BASH 12.90 Poulet, viande de porc ou viande de boeuf, légumes frais, sauce spéciale, pain pita *Menu végétarien disponible sur demande	5* BEERHALL 4.90 Stella, Amstel, Heineken, Beck's, Pilsener, Lager, etc.	LOTTE MOUSSELINE 28.90 Lotte, viande de porc ou viande de boeuf, légumes frais, sauce spéciale, pain pita *Menu végétarien disponible sur demande



BRAND VALUES

QUALITY

Always in search of the most extraordinary culinary experience. Perfect taste can be seen from the outside, but mainly comes from inside.

Our vision of quality starts with the careful selection of products and the partners we work with. Topped with a positive review from our guest. This process is nurtured since the start of Frites Atelier and never loses attention to detail.

CRAFT

Craft is the most important keyword describing the Frites Atelier brand. With this approach we distinguish ourselves from the broader fast casual concepts. Craft is a lifelong of practice, craft is discipline, craft is hard work and when executed in the right manner, craft is art

HOSPITALITY

Our effortless service exceeds expectations. We give our guests a warm welcome, personal attention, and a profound sense of comfort. We are hospitable to our family, to our partners, to our friends, to our relations, to our colleagues and therefore to all our guests!

UNIQUENESS

We see ourselves as pioneers and explorers, as architects and creators. We challenged the status quo on multiple levels by confronting fixed values and shook up the market through our unique production process of the carefully sourced potato and star quality snacks.

Michelin starred chef Sergio revolutionized the fast casual dining scene by introducing inventive Frites Specials that captivate the palates of our guests with their gastronomic flair.







CULTURE



Guests make conscious choices for the destinations they visit. They highly value good food in creative spaces. Our guests are seeking additional value in their culinary explorations and do not fit traditional demographic characteristics. Furthermore Frites Ateliers guests cherish the flavors of exceptional cuisine and are prepared to invest in this culinary excellence.

The smart crew of Frites artists live and breathe a kind and smiling service. Frites Atelier is built upon the pillars of warm hospitality, despite the fast casual approach. Our personal approach is widely appreciated, next to the amazing taste. These are the X-factors we embrace. Hospitality is anchored in the heart of the company and therefore we created our own Frites Atelier Academy.

Although we may appear exclusive, we are diverse and inclusive, welcoming everyone.



COMMUNICATION, MARKETING & MEDIA





In today's rapidly evolving consumer landscape, effective communication is essential. We meticulously organize photo shoots regularly and have compiled a database of product and lifestyle images for all our partners. Additionally, we produce video clips and tutorial instructions, along with online campaigns, to actively engage consumers with our brand. Our innovative concept has garnered widespread support from influencers, the press, and our guests alike.

-  @fritesatelier
-  @fritesatelier
-  @fritesatelier



«Rock'n'Roller» Sergio Herman

Gnadenlos in seinen Ansprüchen an sich selbst. Das ist das Niveau der Küche seiner Restaurants: der Niederländer Sergio Herman. © Charlotte

STARCHEFS
Vier Starchefs – und es gibt Pommes frites!
LE SOIR

ACCUEIL • SOCIÉTÉ

Sergio Herman, le chef multi-étoilé, débarque à Bruxelles avec Frites Atelier

Frites Atelier, un snack haut de gamme qui revalorise le fast-food.



TENNISPLAZA

ATP » Tsitsipas, Thiem en Fils smullen van frietjes en blikken vooruit op European Open



Tsitsipas, Thiem en Fils smullen van frietjes en blikken vooruit op European Open



Ode aan frites

TRENDS, TOPPINGS EN U

Waarom elke ondernemer zich juist nu zou moeten verdiepen in de wereld van frites: publiekshelling, maar ook lastpak. Hoe de trendgevoelige en vooral culinaire kanten van frites kunnen zorgen voor extra omzet. En hoe het begrip 'loaded fries' langzaam in ons taalgebruik kon sluipen.

TEXT: Puck Kerkhoven FOTO'S: Chantal Arnts, Ashkan Mortezaipour Photography, Pim Ras

Als we odes brengen aan vegan, de keukens van het Midden-Oosten en foodpairing met rum, waarom dan niet eens een ode aan zoetsaai basics als friet? Of zoals we in het hogere segment zeggen: frites. Want friet is populair, toch? "Ik dacht het wel", zegt foodservicewatcher en frietfanaat Ubel Zuiderveld. De oud-hoofdredacteur van het vakblad Snackcoerier en auteur van vele fastfood-gerelateerde boeken waaronder het nostalgische fotoboek De Frietstream (2020) haalt de cijfers erbij: "Tussen de negen en twaalf miljoen en een miljard porties eten we

Markt onploft: Frites zien we als begin met een burger, schintzel of gezonde boerderij, ook in een nieuwe glansrol die van drage bereide, culinaire toppings, zoals Belgisch Limburgs zuurvlees, smoked en pulled pork en mushrooms, wat-dan-ook. We hebben trendy loaded fries, een begrip dat al aardig begint te raken. Voor restaurants in het hogere segment en voor themarestaurants de huisgemaakte toppings van de eigen chef uitgelezen kans om zich te profileren samen



Vacatures Markt Leveranciers Partners Events Digitaal magazine RESTAURANT HOTEL CAFE CORONA FASTSERVICE MEER THEMA'S

SERVICE SERGIO HERMAN OPENINGEN FRITES ATELIER
26 okt 2018 | Laatst gewijzigd 26 okt 2018 | 4067x gelezen
Herman opent grootste Frites in Gent

an heeft op donderdag 25 oktober de tweede vestiging van in België geopend. De vestiging aan de Groentemarkt 20 is de grootste tot nu toe, met naast friet ook salades, hamburgers en bier.



Dennis van A

Delen:

TOPJOBS

Souschef/keuken | Fine-dining | De

Sergio Herman en Yossi Eliyahoo gaan samen voor loaded

es snijdt aan twee kanten: The Butcher gaat mee in de hype van loaded fries en Frites. Restaurantchef Sergio Herman kan z'n Zeeuwse piepers tijdelijk kwijt in de hoofdstad.

DOOR BEN KUENEN - GEPUBLICEERD OP: 25/02/2024



STEFANOS TSITSIPAS

alleen is het niet zo goed nadien, want er zitten heel wat calorieën in.

KLIJK. Tennistoppers bakken frietjes in zaak van Sergio Herman: "Ik hou er enorm van"

Redactie 16 okt. 2023 | Laatste update: 16-10-23, 14:02

Wil je elke dag de Sportnieuws nieuwsbrief van HLN ontvangen via e-mail?

E-mail

Ja! Ik wil de nieuwsbrief

NET BINNEN

- 08:30 16 jaar en al meteen tegen Nadal: wie is Amerikaans toptalent D
- 22-04 Neemt hij afscheid op z'n Federer: Nadal bevestigt deelname aan Laver
- 17-04 Geen 13de eindzege in Barcelona: Nadal moet tijdens gravelcomeback
- 14-04 België kansloos uitgeschakeld: Billie Jean King Cup na nederlaag...
- 12-04 HLN Klein geschut versus gro... kanonnen: wie zijn de vier Belgische...

MEER BERICHTEN

FRANCHISE





FRANCHISE PROFILE

Over the past few years, we've established several test sites where we've experimented with different layouts and logistics across varying square footage. In diverse urban settings, we've introduced concepts ranging from, take away corners, outdoor terraces, take out shops and full service brasseries.. Through these initiatives, we've acquired valuable insights that have guided us in crafting the ideal Frites Atelier experience.

Where do we see a perfect Frites Atelier?

The perfect Atelier is situated in a busy (shopping) street in a large city with tourist appeal. Very visible because of the terrace and possibly in a corner building. Trendy shops and other food concepts are in the immediate vicinity.



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FRANCHISE TERMS

WHAT WE OFFER:

- A proven fast casual food brand
- Handcrafted recipes (specials, classics & limited editions) by Sergio Herman
- Support in design and developing process
- Sourcing and supply support
- On-site training & on-boarding
- Operation manuals and quality control
- Communication, marketing, and media support

WHAT WE ASK FOR:

- Strong identification with our concept, high quality product & service
- Extensive operational knowledge and skills in the restaurant and hospitality industry
- A solid network and knowledge of the local market, possible partners, and suppliers
- A suitable location, with great visibility, terrace, located in a prominent and busy spot
- Access to financial resources



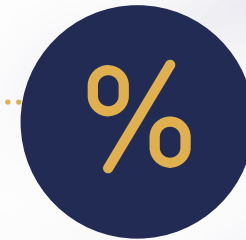
CONTRACT
10 years



SIGNING FEE
€ 30.000 to €45.000
per location



MARKETING FEE
2% of gross sales



FRANCHISE FEE
6% of gross sales



CAPEX NEW STORE*
Approximately
€500.000



REVENUE INDICATION*
from €1.300.000
to €1.700.000

*Capex new store and revenue indication are based on our company owned stores in Belgium and may differ in a specific market



IT'S ABOUT YOU

Franchising is a deliberate process and at the same time a profound belief to grow Frites Ateliers to a new horizon. Our strategy is simple. We need to believe our partners share the same dedication and live by the same values. May we invite you to share your interest with us? A personal call or visit at one of our Frites Ateliers can be scheduled at your convenience.

IT'S ABOUT US

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