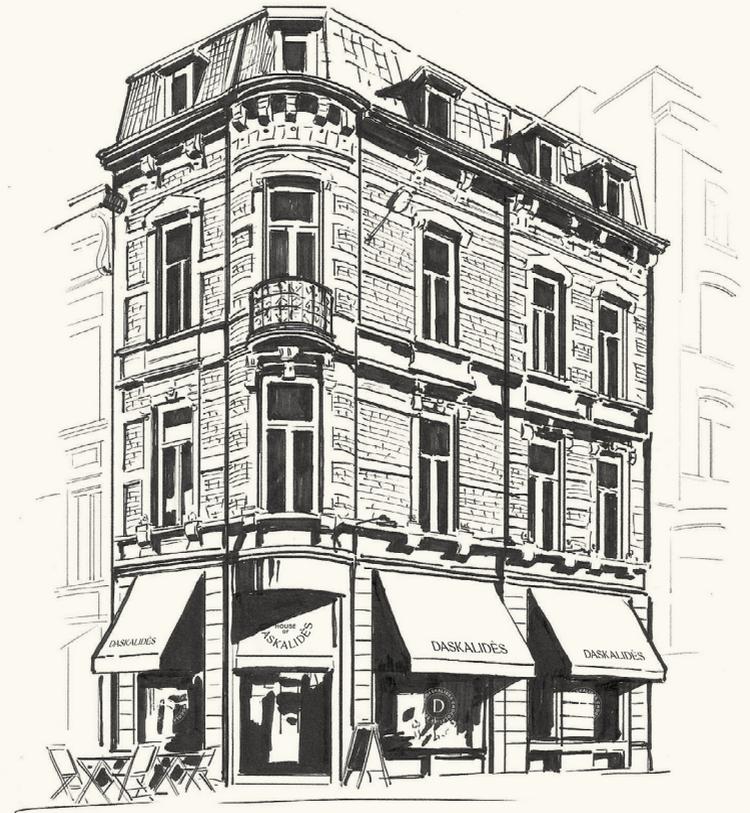


DASKALIDÈS

LIVE YOUR OWN
DASKALIDÈS-DREAM



HOUSE
OF
DASKALIDÈS



DEFINED BY HISTORY, REMEMBERED
BY TASTE. ESTABLISHED IN 1931.



Daskalidès Chocolatier T +32 (0) 56 379150
Noordlaan, 10 daskalides.com
B-8520 Kurne,
Belgium

DASKALIDÈS

DEFINED BY HISTORY, REMEMBERED

BY TASTE.



ESTABLISHED IN 1931.



Daskalidès has been serving moments of pure chocolate happiness since 1931. Thanks to traditional recipes, advanced techniques and the very best quality ingredients, we develop taste sensations that continue to surprise.

Be enchanted by timeless finesse and discover a tasteful ganache of modern craftsmanship under a crackling layer of warm family tradition.

Our secret? We combine Belgian craftsmanship with a touch of Greek passion. Familiar and nostalgic, but also a tad surprising and unexpected. That's what makes our chocolate so special.

BELGIAN FAMILY HISTORY WITH GREEK ROOTS

1923

Arrival of the still unknown Greek family Daskalidès-Kestekides in Ghent.

1931

Papa Daskalidès opens the tastiest place-to-be on Veldstraat: Tearoom Fritz. And launches the brand's first artisanal chocolates there.



1979

Son Jean takes over the management. Daskalidès is already making mouths water in 40 countries worldwide.

1987

Like father like son: son Alexandre takes over.

2004

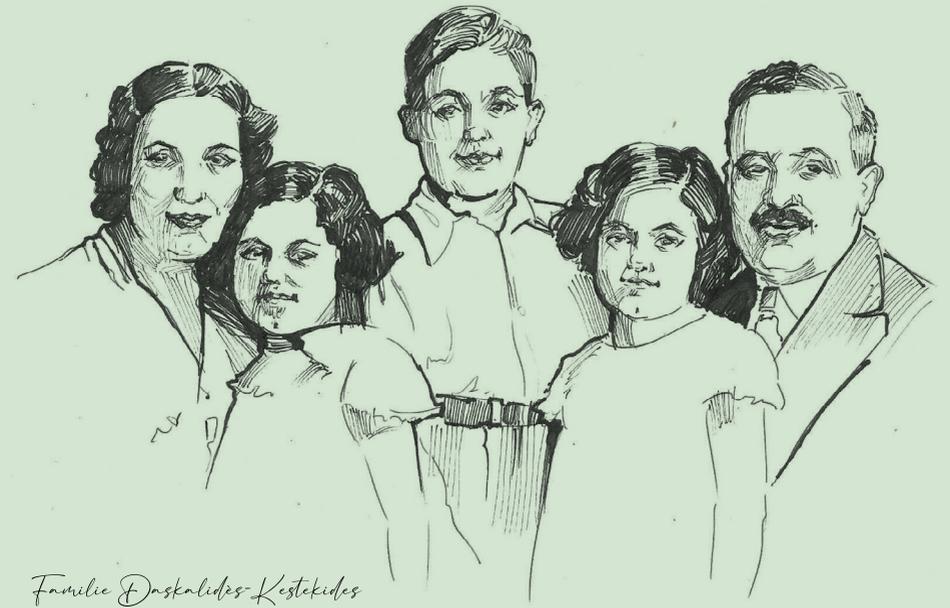
Takeover by another Belgian quality chocolatier: Bouchard l'Escaut, a member of the family holding company SEA-invest.

2016

Daskalidès is acquired by an illustrious Belgian confectionery family and continues to branch out all over the world.

2020

At the beginning of the corona crisis, Dimitri Daskalidès - cousin of Alexandre - together with two Flemish investors, take charge to safeguard his grandfather's life's work.



2021

New CEO Georgy Helssen takes the helm and, together with a new management team, maps out a tasteful future.

2022

To conquer further territory, Daskalidès takes on a contemporary look. The soul, tradition and quality - with which it all started - remain unchanged.





THE CHOCOLATE SKY IS THE LIMIT

At Daskalidès, we build for the future, on the solid foundations of our family history brimming with quality traditions. We do this with a renewed, modern vision that offers endless possibilities. The sky is the limit!

The Middle East and France are our largest sales markets, but we also want to let a sweet Daskalidès wind blow across Belgium and other countries. So we are investing in additional franchise locations and franchisees.

Are you cut from the right cloth?
Take the test!

- Are you enterprising?
- Do you like chocolate?
- A challenge doesn't scare you?

and

- Do you want to contribute to an attractive growth story?
- Want to be your own boss, but still be supported by a strong brand?
- Want to let customers enjoy the best "sweet sin" in the world?

All boxes ticked? Then you're the right franchise candidate for Daskalidès.



A GOOD START THANKS TO OUR COACHING

An adventure as an independent entrepreneur gives you wings, especially with the wind in the sails of a strong brand like Daskalidès. You will be building on our many years of expertise, and you can count on professional support.

In short, you'll receive all our success ingredients to give your new challenge every chance of success:

_ You can count on a brand-new store concept that you implement yourself at your location.

_ You'll get all the point-of-sales and promotional materials you need, from posters and displays to diverse communication media.

_ You'll receive an education at our factory in Kuurne, where our chocolatiers immerse you in the wonderful world of chocolate. This will help you sharpen your product knowledge in a short time.

_ You'll receive on-site guidance from our in-house coach during the first days at your own establishment. From the practical start-up to placing orders, stock management and other business tips & tricks ... you'll be prepared in no time to get started independently and without problems.

Thus we give future chocolate entrepreneurs all the tools they need to develop a thriving business.

Something for you? A great challenge awaits you, because you'll be part of the start an attractive growth story in which opportunities and possibilities are still very much up for grabs.



HAVE A LOOK AT OUR CONCEPT AND ... MAKE YOUR CHOICE

Want more? Discover our Daskalidès shop concept here and make your choice. Will you opt for an all-in boutique, prefer a charming corner in your existing shop, or is a coquettish kiosk more for you?

CORNER (SHOP IN SHOP)

Expand your offerings in your own existing shop and allow a new, sweet breeze to blow with a Daskalidès corner. Invite your customers to get to know our quality confectionery. A real asset to your existing offerings!

- _ Location: your own air-conditioned shop (20°C)
- _ Surface area: (5 m² on the ground floor)
- _ Investment: ... per m²

KIOSK

Open your own sweet mini-shop in a pleasant shopping centre and surprise passers-by with the tasty treasures of Daskalidès. Want to bet they'll be wanting more?

- _ Location: Shopping centre
- _ Surface area: between 25 and 36 m²
- _ Investment: ... per m²

ALL-IN BOETIQUE

Dive into the magical world of chocolate with our complete shop concept. Introduce your customers to the complete Daskalidès range, from chocolate, confectionery and biscuits to a tasty cup of tea or coffee. In short: you'll be the ambassador of everything that has given our reputation so much flavour since 1931.

- _ Location: commercial location, in a city centre or shopping centre
- _ Surface area: between 30 and 90 m²
- _ Investment: ... per m²



YOUR OWN CHOCOLATE DREAM IN THREE STEPS

Ready for a sweet adventure?
Get started in three easy steps:

- _ Contact us. Tell us by email: info@daskalides.com or telephone +32 (0) 56 379150 what your ideas and expectations are.
- _ We'll invite you to discuss your entrepreneurial dreams.
- _ You search for a site with a good location. Need advice? Our experts are happy to assist you.

See you in chocolate heaven!

DASKALIDÈS PARTNERS GIVE YOU A FORETASTE

MARINE DRONSART, COMMUNICATION AND MARKETING
MANAGER AT DASKALIDÈS AND DASKALIDÈS SHOP OWNER
IN MÉRU (FRANCE):

“The best thing about my job as a shop owner for Daskalidès? You're close to your customers and you can be a (sweet) part of the important moments in their lives. Because there is something for every occasion at Daskalidès. Whether for a birthday, a birth, an engagement or any other happy event... You'll surprise everyone with top-shelf chocolate and confectionery, won't you?

And don't underestimate the effect of a piece of quality chocolate as a daily 'treat'. Our products make your customers' lives just that little bit sweeter, literally and figuratively.

Are you commercially minded, want to learn everything about the wonderful world of chocolate, creative and like to make the taste buds of your customers dance with delicious creations? Then you certainly have everything you need to be a good Daskalidès shop manager.

Every day I still enjoy being a part of an enticing story that has been passing on its tasty history since 1931. And never lost its family character! You can reinvent yourself and your business every day and develop your talents (and taste buds). Moreover, the range is wide and – depending on the seasons – varied enough to keep your sales up to standard.”





DONATIENNE..., SHOP MANAGER OF HOUSE OF DASKALIDÈS IN GHENT:

"I've been working for Daskalidès since the summer of 2021. After a few months, I became manager of House of Daskalidès in Ghent. I do this together with my daughter, my daughter-in-law and a few students who support us during busier periods. In addition to the chocolate shop, we also have a terrace with six tables where we serve coffee, tea, hot chocolate drinks and home-made iced tea. Together with a tasty praline of course!

What does my job entail? Introducing customers to delicious chocolate and making the shop shine visually: from shop windows to packaging... I like to take care of everything down to the last detail. In addition, I'm also responsible for personnel, administration, monitoring the chocolate stock, follow-up of orders, invoicing ... So extremely varied. Each day is different, because you always meet different people, and each season and each holiday brings new challenges. Never a dull moment!

Chocolate is also a delicious and rewarding product to work with. You really make everyone happy with it.

As a shop manager, organisation and a creative, commercial mindset are crucial, but I never feel like I'm on my own. I can rely on the dynamic and professional team behind Daskalidès, and there is always an opportunity to exchange ideas. You really are part of a greater whole. I also feel the brand growing. Daskalidès is constantly innovating: flavours are improved, new pralines are created, packaging is updated. It's very nice to experience this evolution, because it will offer many new and beautiful prospects for the future."