

## HIDEAWAY LICENSING ENQUIRIES

We are currently looking to collaborate with partners keen to open their own *Hideaway* overseas.

Please find below FAQ's which we hope will answer a few of the broader questions that you may have.

If after reading you would like to explore a potential collaboration, please contact Paul at [licensing@hideawaylondon.co.uk](mailto:licensing@hideawaylondon.co.uk)



# FAQ

## IS HIDEAWAY A FRANCHISE OPPORTUNITY?

Good question, no it is not.

In technical terms we would be looking to enter into a License Agreement rather than a Franchise Agreement, they are similar but there are subtle but significant differences in the two models.

## DO I NEED PREVIOUS EXPERIENCE OF RUNNING AN F&B BUSINESS?

In short, yes you do.

Our Licensees are typically experienced operators with good knowledge of their local markets or they are investors who have sourced a local operator to run the business on their behalf.

In order to ensure the integrity of the *Hideaway* operation & the brand we can only really look to partner with experienced operators – the *Hideaway* London team would be available for advice, consultation & on-going training but would not be involved in the day to day running of the business.

## DO I NEED TO FIND A SITE?

Yes, a License Agreement will cover a geographical area, either a city, region or country. Within that territory we would agree in realistic terms how many *Hideaway* cafés would work.

## CAN I OPEN MORE THAN ONE SITE?

Yes, Licensees need to find the best locations, prime sites where they think that *Hideaway(s)* would thrive.



# FAQ

## HOW MUCH WILL A HIDEAWAY LICENSE COST ME?

As far as fees are concerned, these are dependent on the scale of the exclusive territory agreed, length of License Agreement, number of units etc.

To give ballpark guidance, the Territory Fee would typically be a six-figure sum & the Unit Fee for each additional unit opened approx. a quarter of that figure.

A typical License Agreement is for 10 years, with the option to renew with the agreement of all parties.

As soon as we have a good understanding of your situation, we will propose an equitable fee schedule looking to work within the following framework:

- Territory Licensing Fee – poa, specific to the size, location etc of the particular territory agreed
- Unit Fee for any additional permanent *Hideaway* sites that are opened as per the license agreement
- Monthly Royalty Fee of Gross Turnover, tbc



# FAQ

## CAN I OPEN EXTRA POP-UP SITES?

Absolutely, for a nominal unit fee we are happy for our Licensee partners to take advantage of any commercial opportunity they identify within their territory.

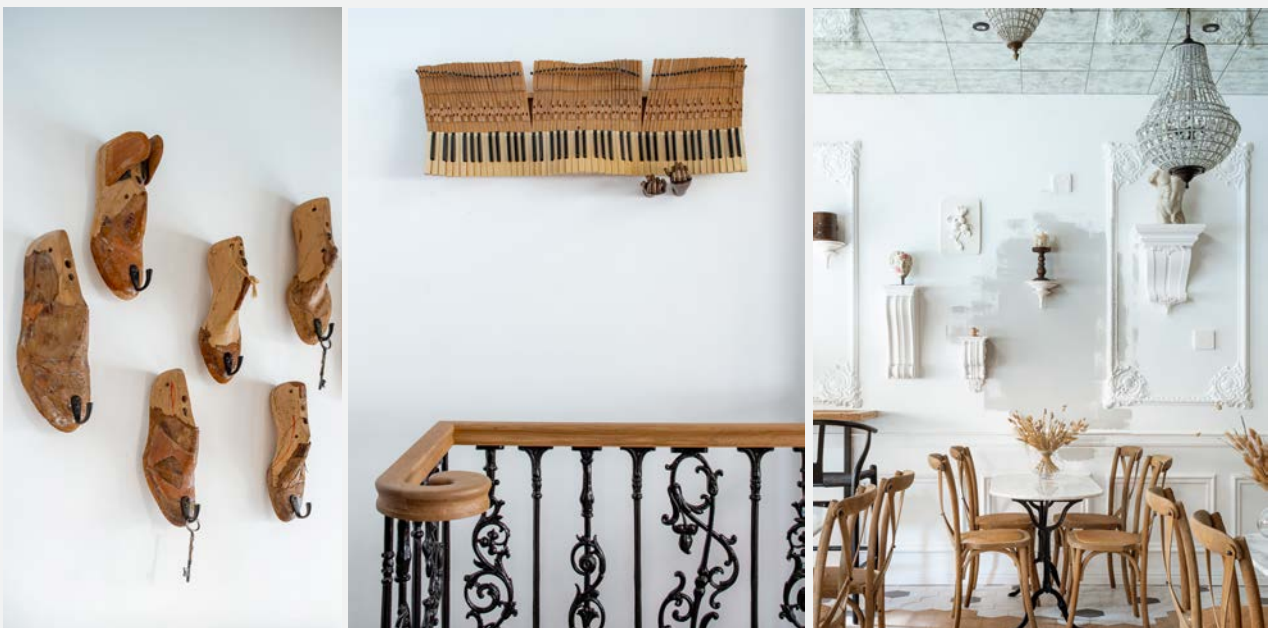
## WHO DESIGNS EACH HIDEAWAY?

Each cafe is a bespoke design, recognisably a *Hideaway* in its essence but with its own particular character & playful identity, reflecting local influences in subtle & charming ways.

*Studio Caché* are our designated design partner. They would liaise with you directly at every stage of the design process.

## DO I PAY A DESIGN FEE?

Yes, *Studio Caché* fees would be charged based on the size & scale of the site.



# FAQ

## AS A LICENSEE, WHAT WOULD I GET FOR MY MONEY?

As well as the *Hideaway* IP rights for the territory for the length of the License Agreement, as a Licensee you would receive *The System* for *Hideaway*.

*The System* is contained in *The Manual*, which is everything your team needs in order to run a successful *Hideaway* site. *The Manual* contains all Standard Operating Procedures (SOPs) as well as Menus, Recipes, Training, Branding etc for running a *Hideaway*.

Just as importantly though our team of experienced operators will work with you advising you at every stage, including weekly meetings, as you progress through from finding to opening *Hideaway* sites.

## WHAT ABOUT PRE & POST OPENING TRAINING?

A thorough & detailed training programme will be created for your team. They will receive bespoke staff training both pre & post opening, including weekly remote meetings in the run up to opening.

Key staff will be offered the opportunity to join our team in London for fully immersive stage training at both *Hideaway* London & in our Michelin\* restaurant *HIDE* where all dishes for *Hideaway* are developed.

There will be full support for Management, Kitchen & FOH teams in country during the opening period, including in-person training conducted by our our Michelin\* team. Our highly experienced *Hideaway* London staff will visit as frequently as required to help you optimise the performance of your *Hideaway* site(s).



# FAQ

## WOULD WE HAVE A BESPOKE MENU?

Our team of Michelin\* chefs will work with you refining the menu to suit local markets & tastes.

*Hideaway* has an excellent core of signature dishes – we would look to blend & evolve the menu however you wish, being led by your local knowledge.



# FAQ

## HIDEAWAY BRAND

*Hideaway* has extremely high brand recognition value amongst our incredibly loyal HNW international client base.

*Hideaway by HIDE* is a highly sustainable business model blending strong margin & top-quality produce in a unique environment.

If you would like to further explore Licensing a *Hideaway* overseas, please contact Paul at [licensing@hideawaylondon.co.uk](mailto:licensing@hideawaylondon.co.uk)

