

beard papa's Franchise Information Brochure

*Bring Sweet Smiles
to Your Town!*



beard papa's
fresh and natural cream puffs

What is beard papa's?

Cream Puff Specialized Store

At beard papa's, we take pride in baking our cream puffs fresh in-store each day and preparing our signature custard cream using only all-natural ingredients. The inviting aroma of baked pastry and rich, sweet custard fills the store, creating a warm and welcoming atmosphere. Each cream puff is carefully filled in front of the customer, ensuring optimal freshness and quality. We are committed to offering cream puffs that are consistently fresh, naturally made, and crafted with care.



500+ Stores Worldwide



Founded in 1999, beard papa's has built a trusted reputation over 25 years for its high-quality, freshly made cream puffs. With over 500 stores across 14 countries, our brand continues to grow and is beloved by customers around the world for its commitment to freshness, quality, and care in every bite.



What does beard papa's offer?

Standard Products



Pie Cream Puff

The pie cream puff has a unique two-layer shell: crispy pie crust on the outside and soft choux pastry on the inside. This special combination creates a delicious contrast of crunch and fluff in every bite.



Cookie Cream Puff

A crispy cookie topping is baked onto our original shell, creating a sweet, buttery crunch. As the butter melts in the oven, it forms a crisp, golden layer on top. Sweeter and crunchier than our original pie cream puff.



Croquant Stick Cream Puff

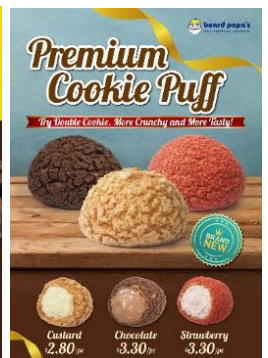
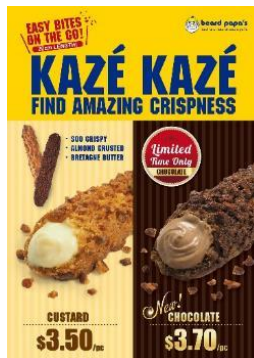
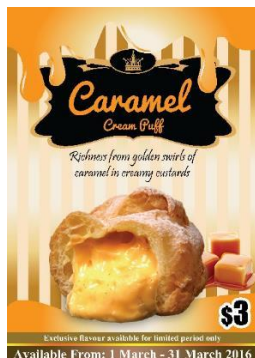
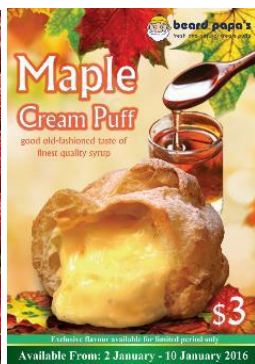
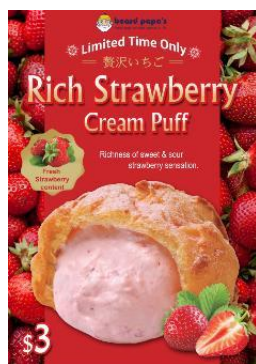
A crispy almond topping is baked onto a stick-shaped choux pastry, delivering an irresistible nutty crunch in every bite. Its handy shape makes it perfect for enjoying anytime, anywhere—just like a portable snack.



Paris Brest

This ring-shaped cream puff is made with choux pastry blended with almond powder, offering a rich, aromatic flavor. The golden outer shell is crisp, while the inside remains soft and airy—delivering a harmonious balance of texture and taste in every bite.

Seasonal Flavors



Why Choose beard papa's?



25 YEARS OF PROVEN SUCCESS

Over 25 years of proven success with beloved, high-quality products



UNIQUE CONCEPT

Unique concept with no direct competitors in the market



SAFE MANAGEMENT

Trusted, responsible management with a strong operational foundation



CORDIAL SUPPORT

Friendly and supportive franchise system with hands-on training



FLEXIBILITY

Flexible model that fits a wide range of locations, sizes, and menus



EFFICIENCY

Small space required for opening a store with low initial investment



CUSTOMER SATISFACTION

Strong track record and customer satisfaction in existing markets



GROWING BUSINESS

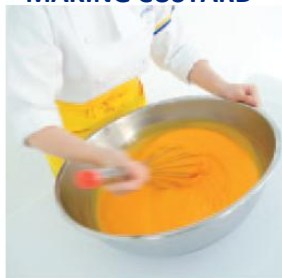
A stable and scalable business with over a decade of growth in many countries



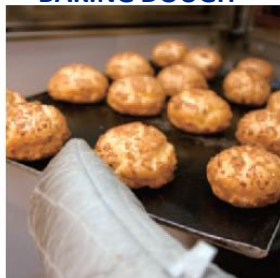
What support is provided?

With over 25 years of experience operating stores in 14 countries around the world, our experienced global support team provides a wide range of support, including store design, store management, staff training, sales promotion, new product introduction, raw material selection, and distribution advice.

MAKING CUSTARD



BAKING DOUGH



CREAM FILLING



CUSTOMER SERVICE



PROPRIETY DOUGH DISTRIBUTION



CLASSROOM EDUCATION



ON-SITE TRAINING



CONTINUED EDUCATION/ DEVELOPMENT



We provide a variety of promotional materials for franchisees, including product photos, promotional videos, character images, poster data, website, social media contents, and promotional ideas.

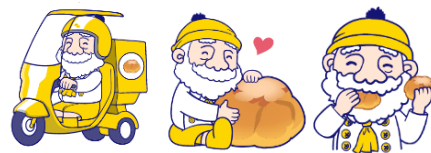
PRODUCT PHOTOS



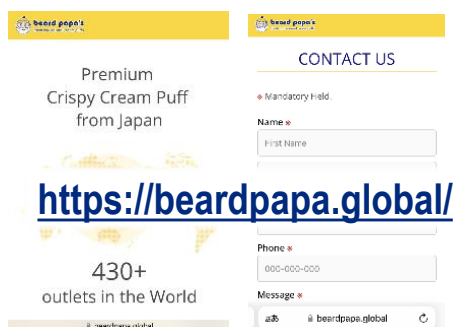
PROMOTION VIDEOS



CHARACTER IMAGES



WEBSITE



Which location fits for beard papa's?

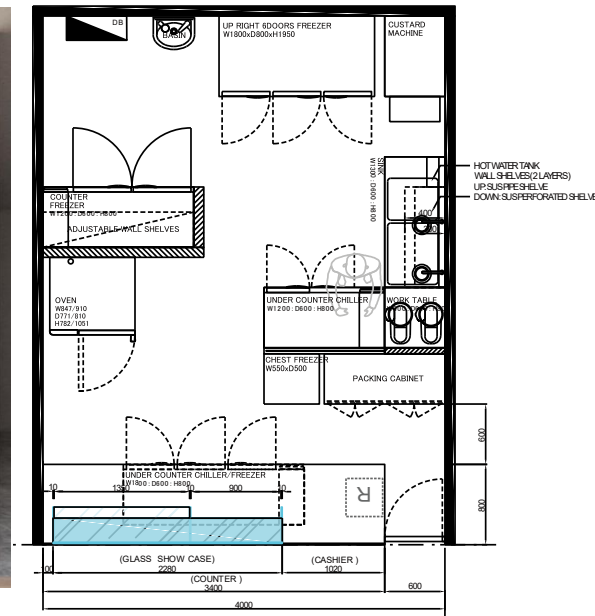
Our beard papa's store concept can be adapted to fit any location franchisees prefer – whether it's for take-away (kiosk), dine-in, and café style. Menu can also be flexible depending on store types and locations.

<Take-Away type>

3 – 4 m wide counter | 15 – 30 SQM (recommended)

Fits with 2-3 walls-open or island type

Mainly cream puffs only / Some beverages as option

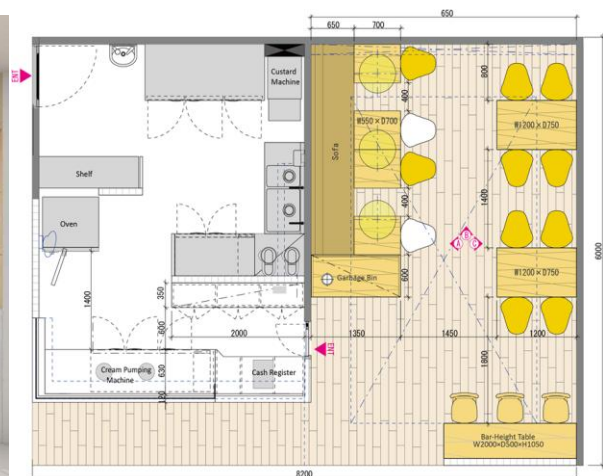


<Eat-in/Cafe type>

3 – 4 m wide take-away counter | 15 – 30 SQM + another 20 – 30 SQM for seating area

Fits with 2-3 walls-open or island type too

Cream puffs and variety of beverages



Our existing beard papa stores are located in various places such as airports, stations, shopping malls, roadside stores, hospitals, and universities.

What is the timeline for the first store?

6 months prior



First meeting

Feasibility Study Ingredients

Selection

4-5 months prior



Sign-up on Franchise Agreement

Site Selection

Store Design Starts

3 months prior



Import Frozen Dough and Equipment

Appoint Manager(s)

Purchase Custard Machine and Oven

Set up Warehouse

2 months prior



Training in Singapore or Japan

Purchase Equipment

Construction Starts

Open SNS

Hire Staffs

1 month prior



Constructions Done

On-site Training Opening

Promotion

CONGRATULATIONS!!



What is the core conditions?

<Master Franchisee>

In each country, we typically appoint either a single master franchisee or multiple regional master franchisees to oversee operations across the entire nation or designated regions.

Key Conditions:

- 1. Payment of a master franchise rights fee
- 2. Initial franchise fee for each store
- 3. Monthly royalty payments
- 4. Mandatory purchase of frozen dough exclusively from DAY TO LIFE or its affiliated companies
- 5. Purchase of custard machines and ovens from our designated suppliers
- 6. Creation and management of a local beard papa’s website and/or social media pages for branding purposes

The master franchisee is granted the following rights:

- 1. Authority to appoint sub-franchisees within their territory
- 2. Permission to establish a central kitchen
- 3. Flexibility to develop localized product flavors
- 4. Ability to source additional ingredients and equipment locally

** Terms may vary by country or region.*
** Franchise agreement terms and conditions apply.*

<Single Store Franchisee>

Initial cost for establishing one store – 115,000 Euro ~

INITIAL COST (Estimated)	Ca. 115.000 ~ 300.000 €
Initial Franchise Fee	15.000 €
Designated Machines (Oven, Custard Machine)	35.000 €
General Kitchen Equipment	35.000 – 50.000 €
Construction costs (*)	30.000 – 200.000 €

**Construction costs vary depending on the size and type of the store, location, and other factors.*



We're here to help.

If you have any inquiries or would like to explore this opportunity further, we warmly invite you to get in touch with us.

Contact Person: Kayo Matsuda
kayo-matsuda@daytolife.co.jp

DAY TO LIFE Co., Ltd.
2F AS building 3-13-20 Nishitenma
Kita-ku, Osaka 530-0047, Japan
TEL: +81-6-6361-7788
<https://www.daytolife.co.jp/>