

SWENSEN'S®

# Swensen's International Overview

Prepared by Saidtavut Phataichant 2020



# The SWENSEN'S story

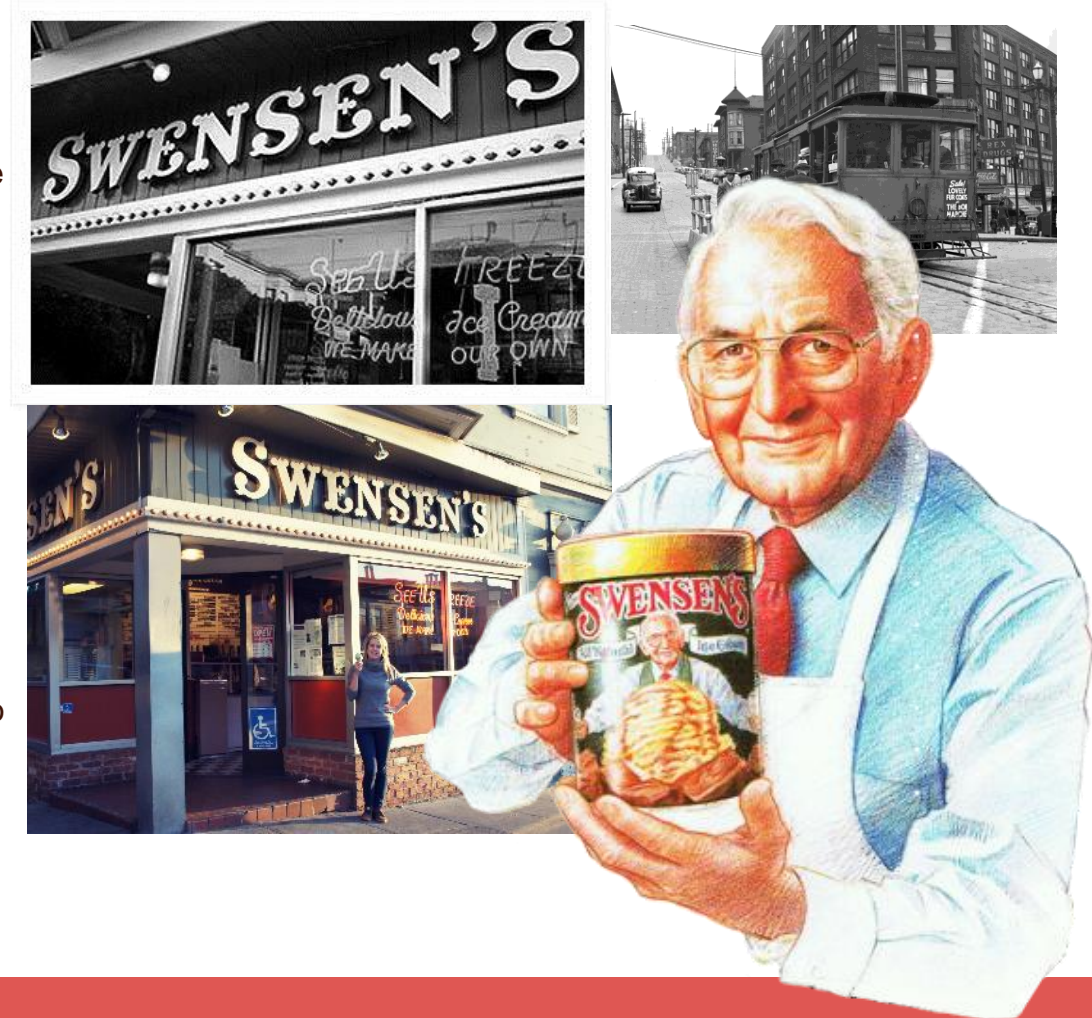
SWENSEN'S

MINOR  
FOOD

## America's Favorite Ice Cream Since 1948

The first Swensen's Ice Cream Store opened at the corner of Union & Hyde in San Francisco in 1948, and a new American Icon was born. Founder Earle Swensen knew he could succeed if he gave his customers three things... quality, quantity, and value for their money. His recipes called for using only the finest ingredients and exacting ice cream making techniques. By good old-fashioned trial and error, Earle Swensen developed a perfect blend to ensure that Swensen's customers would get the maximum taste from each and every flavor.

But the key to lasting success is keeping up with the times. Over the years Swensen's has recognized that America is changing the way it indulges itself as more and more folks are becoming conscious of their diets and modifying their lifestyles accordingly. We felt that shouldn't have to mean sacrificing the fun of eating Swensen's Ice Cream, so we developed a whole line of lifestyle products that still give our customers all the delicious taste they've come to expect at Swensen's. So, if you have a special dietary concern such as fat and cholesterol, we think we've got a product just for you. Just ask your server for an information pamphlet.





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## NEW STORE OPEN IN CAMBODIA

Swensen's Heritage Walk in Siem Reap city



## NEW STORE OPEN IN PAKISTAN

Swensen's Zulekha in Karachi 2<sup>nd</sup> Store



## NEW STORE OPEN

SWENSEN'S VINCOM METROPOLIS in HANOI  
TOTAL 9 STORES in VIETNAM



## NEW STORE OPEN

SWENSEN'S SENSE CITY PHAM VAN DONG in HO CHI MINH CITY  
TOTAL 10 STORES in VIETNAM



## Swensen's Around The World

In 1986, Minor Food took on the franchise for Swensen's, the beloved ice cream parlor established in San Francisco in 1948 and developed it into Thailand's largest premium ice cream brand. Under Minor Food's direction, the Swensen's brand has evolved from simple scoops to a variety of sundaes, and today it provides consumers all over Asia with an ice cream experience no other brand can provide. Minor Food acquired the master franchise rights to 32 countries across the Middle East and Asia, with the first launch of the international franchise in 2004.



## Why Swensen's ?

The Minor Food Group has been responsible for the development and success of Swensen's in Thailand over the past 30 years. Today, Swensen's has more than 300 ice cream shops in Thailand and more than 75% share of premium ice cream market in Thailand.

The Minor Food Group has supported the evolution of the Swensen's brand over the past two decades and is the largest owner and operator of Swensen's Ice Cream parlors worldwide. Under our direction, the Swensen's brand has evolved over time from simple scoops to sundaes. Today it provides consumers all over Asian with an experience no other ice cream brand can provide.



## MINOR FOOD'S Footprint

Restaurant Outlets in **26** Countries

- Thailand
- Australia
- Bahrain
- Cambodia
- Canada
- China
- Indonesia
- Jordan
- Kuwait
- Laos
- Lebanon
- Malaysia
- Maldives
- Myanmar
- New Zealand
- Oman
- Pakistan
- Poland
- Romania
- Saudi
- Seychelles
- Singapore
- Slovakia
- UAE
- UK
- Vietnam





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A Dine-In Experience: While most ice cream brand are primarily focused on serving scoops in take away format, Swensen's provides a unique, fun, dine –in experience where customers enjoy ice cream sundaes sitting at the table.

Specializing in Sundaes: Any international ice cream band can sell scoops, but few can sell ice cream sundaes like Swensen's. While scoops are available, Swensen's customers prefer our sundaes. Over the years, we have developed sundaes that are know worldwide by providing our customers with the most satisfaction via our unique signature, "The Ultimate Sundae Experience"



## 4 Design segmentation

# Store Design Classification

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*Iconic*



*Tourist*



*Classic*



*Basic*

**Swensen's** store design offers a range of identity and ambience - Iconic, Tourist, Classic and Basic – to suit Locations and client profile. The Iconic design is for hi-class location. The Tourist design for heritage location with important number of foreigners. The Classic one targets leading malls or commercial district site. The Basic design is suitable for smaller malls and suburb locations.

# Supporting Our Franchisees

Having owned, operated and franchised hundreds of quick serve and fast casual restaurant brand for more than 50 years, we have developed easy-to-use franchise operating systems that support the growth and development of the Swensen's brand and ultimately the success of our franchisees.

We know what it takes to help new franchisees quickly get. Our own Swensen's proprietary technologies and training programs are applied worldwide to support the quality, consistency and success of the restaurants.

From business planning and site selection to equipment sourcing and training to marketing and operating, the Swensen's international franchise team provide the support and assistance franchisees need to quickly start and manage a restaurant business to world class standards.

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