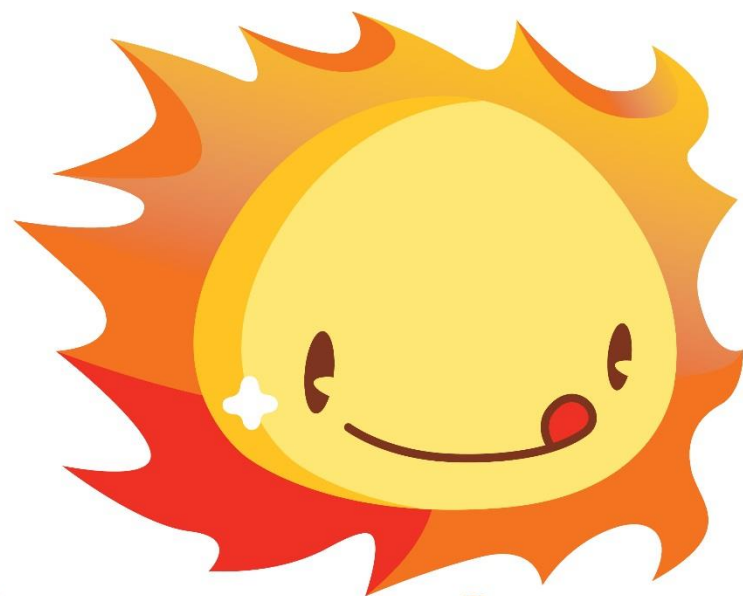




Chewy Junior

BRAND MANUAL

ABOUT US

SHARING HAPPINESS

Proud to Share ➦ Happy to Give ➦ Excited to Celebrate

Crispy on the outside, soft and chewy on the inside, each delicately baked cream puff is made with only the finest ingredients - our commitment to sharing happiness with you every bite of the way!

For founder Kevin Ong, Chewy Junior is a dream come true. What started as his accidental creation, has since evolved into an exciting enterprise with passion and innovation at its core, and a strong team as its supporting pillars propelling the brand forward.

Today with over a thousand puffs sold at each of our outlets across Singapore, Chewy Junior shares happiness the best way we know!

BRAND CONCEPT

Brand Story

It takes just three bites to finish a cream puff.

At Chewy Junior, we promise to make every bite worth while.

Chewy Junior puffs were first created in 2007 by combining flavoured inspirations from two countries. From there, we discovered the best way to savour our puffs is by sharing it!

Served fresh from the oven with only the finest ingredients, we hope that every chewy bite shared with your love ones brings a smile and carries forward the message: giving is receiving, sharing is happiness.

Everyday is a day worth celebrating. Share a cream puff with your loved ones and pass on the happiness!



BRAND CONCEPT

Vision, Mission & Promise

Vision

To be a global brand, recognized for spreading joy to customers all around the world with every chewy bite.

Mission

Our cream puffs are representative of our dedication to quality, constant innovation, efficiency and cost effectiveness. We are committed to building a long-term relationship with our customers as well as business partners. Likewise, we want to bring out the best in our Chewy Junior, encouraging them to grow together with us. Most importantly, Chewy Junior bakes whole heartedly by the principles of honesty, fairness and integrity in the oven!

Promise

Chewy Junior hopes to make everyday a day worth celebrating, by delighting you and your loved ones with our delicious chewy treats.



BRAND CONCEPT

Values

Reliable

We bring you deliciously healthy cream puffs of the finest ingredients, fresh from the oven.

Customer Centric

We strive to provide you with the best Chewy Junior experience with every bite.

Innovative

We are committed to constantly creating new and fun flavours to excite your taste buds.

Adaptive

We seize each opportunity to grow and improve, whilst never forgetting our roots.

Family First

We believe that family is at the core of sharing happiness.
Our fresh cream puffs are baked by the Chewy Junior family, for families everywhere.



BRAND CONCEPT

Tagline

**SHARING
HAPPINESS**

A Tagline that expresses the positioning and Core Values of **CHEWY JUNIOR**.

This Tagline is used in communication materials and is not part of the Logo.

BRAND IDENTITY

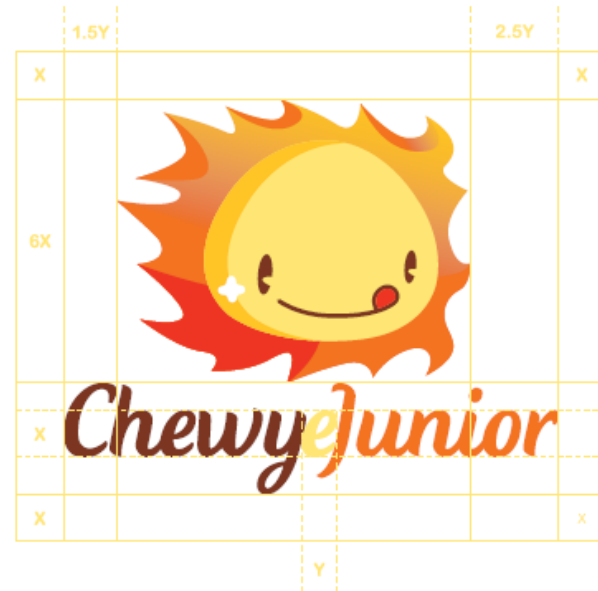
Logo Proportions



Symbol & Logotype

Ensure that the Symbol's position is in relation to the Logotype is as specified. The Chewy Junior Symbol and Logotype is at the core of our visual brand.

Never attempt to recreate it.



Minimum Clear Space

To ensure graphic integrity of the Chewy Junior Logo (Corporate Signature), an area of clear space should be left around the Logo.

This is denoted by the spacing - 'X'.

BRAND IDENTITY

Logo Minimum Sizes & Monotone

Minimum Sizes

To ensure the readability of Logotype, reproducing Logo does not go beyond the Minimum Sizes as stated.

For Printed Material



For Web @ 72dpi



Solid Monotone



On Colored Background

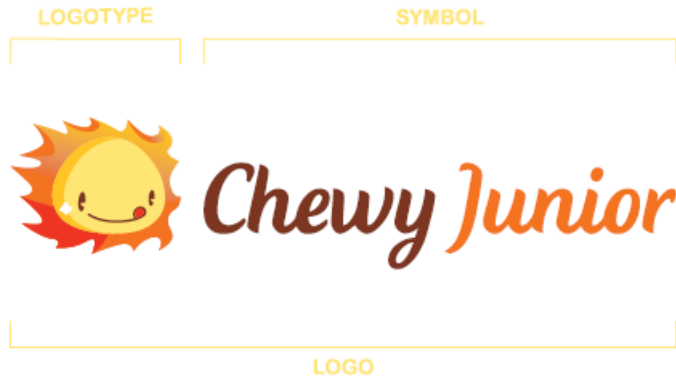


Outlined



BRAND IDENTITY

Logo In Horizontal Form



Minimum Clear Space

X		X
X		
X		
X		X

Minimum Sizes

For Printed Material



For Web @ 72dpi



Solid Monotone



Outlined



BRAND IDENTITY

Unacceptable Logo Usage



✗ Do not separate the Symbol or the Logotype



✗ Do not alter the color of the Logo



✗ Do not create any form of drop-shadow on the Logo



✗ Do not distort or alter the shape of the Logo



✗ Do not re-position the Symbol or the Logotype



✗ Do not frame-up or box-up the Logo



✗ Do not replace the Logotype font



✗ Do not rotate the Logo in any way

BRAND IDENTITY

Unacceptable Logo Usage



The above illustrates the kind of color and image backgrounds to be avoided.

BRAND IDENTITY

Colours

Primary Colors



PANTONE 123 C

PROCESS M20 Y80
RGB R255 G204 B78
HEX #FFCC4E



PANTONE 478 C

PROCESS M80 Y80 K60
RGB R123 G39 B19
HEX #7B2713

The **Primary Colors** is a key part of Chewy Junior Identity.

Secondary Colors can only be used for additional highlights and supporting elements on communication materials.

Secondary Colors



PANTONE 113 C

PROCESS M7 Y75
RGB R255 G229 B94
HEX #FFE55E



PANTONE 1665 C

PROCESS M80 Y100
RGB R241 G90 B34
HEX #F15A22



PANTONE 1795 C

PROCESS M100 Y70
RGB R237 G24 B71
HEX #ED1847

BRAND IDENTITY

Typography

Primary Typeface + Headline

ARISTA

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? @ # \$ % & () _ + { } \

LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? @ # \$ % & () _ + { } \

Secondary Typeface + Captions

Creamy Script

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? @ # \$ % ^ & * () _ + { } \

BRAND IDENTITY

Typography

Secondary Typeface ✦ Bodycopy / Captions

Arial Rounded MT

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}\\

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}\\

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}\\

BRAND IDENTITY

Mascot



Solid 1C



PANTONE 123 C
M20 Y80
R255 G204 B78
#FFCC4E

PANTONE 1795 C
M100 Y70
R237 G24 B71
#ED1847

PANTONE 197 C
M45 Y15
R246 G162 B175
#F6A2AF

PANTONE 196 C
M30 Y10
R249 G192 B199
#F9C0C7

PANTONE 113 C
M7 Y75
R255 G229 B94
#FFE55E

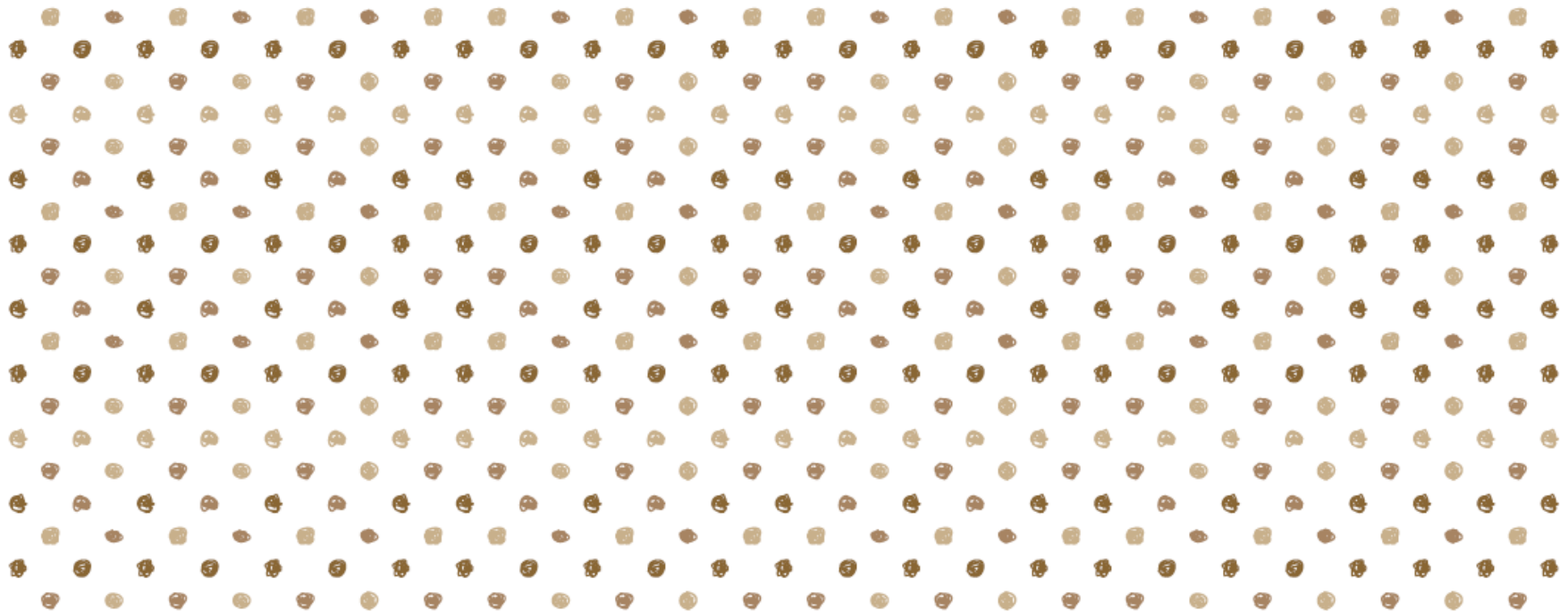
PANTONE 4695 C
M45 M75 Y80 K70
R65 G31 B18
#411F12

PANTONE 478 C
M80 Y80 K60
R123 G39 B19
#7B2713

PANTONE 484 C
M20 M90 Y100 K15
R176 G56 B35
#B03823

BRAND IDENTITY

Motif - Doodles



PANTONE 7505 C
M30 Y70 K55
R137 G101 B50
#896532

PANTONE 7504 C
M25 Y45 K40
R166 G132 B98
#A68462

PANTONE 7503 C
M12 Y35 K25
R200 G177 B139
#C8B18B

COLLATERALS

Brand Poster



COLLATERALS

Product Flyer

SHARING HAPPINESS

Sweet Chewy Cream Puff

\$1.70	\$1.70	\$1.70	\$1.70	\$1.70
Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch
\$1.70	\$1.70	\$1.70	\$1.70	\$1.70
Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch
\$1.70	\$1.70	\$1.70	\$1.70	\$1.70
Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch
\$1.70	\$1.70	\$1.70	\$1.70	\$1.70
Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch	Lemon Pie Crunch

Savoury Chewy Puff

\$1.70	\$1.70	\$1.70	\$1.70
Char Siew Chicken	Kong Pao Chicken	Black Pepper Chicken	Curry Chicken

Cotton Cheese Puff

\$1.70	\$1.70	\$1.70	\$1.70
Char Siew Chicken	Kong Pao Chicken	Black Pepper Chicken	Curry Chicken

Chewy Junior

Contact Kevin at +65 9100 3803 for Franchise Enquiry www.chewyjunior.com.sg

FLAGSHIP/BOUQUET STORES BUGIS JUNCTION 6333 5002 • RAFFLES CITY SHOPPING CENTRE 6333 9660 • ION ORCHARD 6884 3386 • JUNCTION 8 6734 8971 • AMK HUB 6484 0259 • NEX 6634 3710 • TAMPINES MALL 6786 5600 • LOT ONE SHOPPER'S MALL 8745 8788/878 2006 • CLEMENTI MALL 6559 4732

COLLATERALS

Promotional Flyer



A promotional flyer for Chewy Junior, featuring a background image of a chocolate cake topped with almonds. The flyer includes the Chewy Junior logo at the top left, a 15% discount badge at the top right, and a 'New Opening Special!' badge in the center right. Two cartoon characters, a girl with a strawberry hat and a boy with a chocolate hat, are positioned at the bottom. The text 'SHARING HAPPINESS' is centered above the characters. At the bottom, there are four identical price offers: 6 for \$9.20 and 9 for \$13.20. The footer contains contact information and a list of outlets.

Chewy Junior

15% DISCOUNT

New Opening Special!

SHARING HAPPINESS

6 for \$9.20
9 for \$13.20

6 for \$9.20
9 for \$13.20

6 for \$9.20
9 for \$13.20

6 for \$9.20
9 for \$13.20

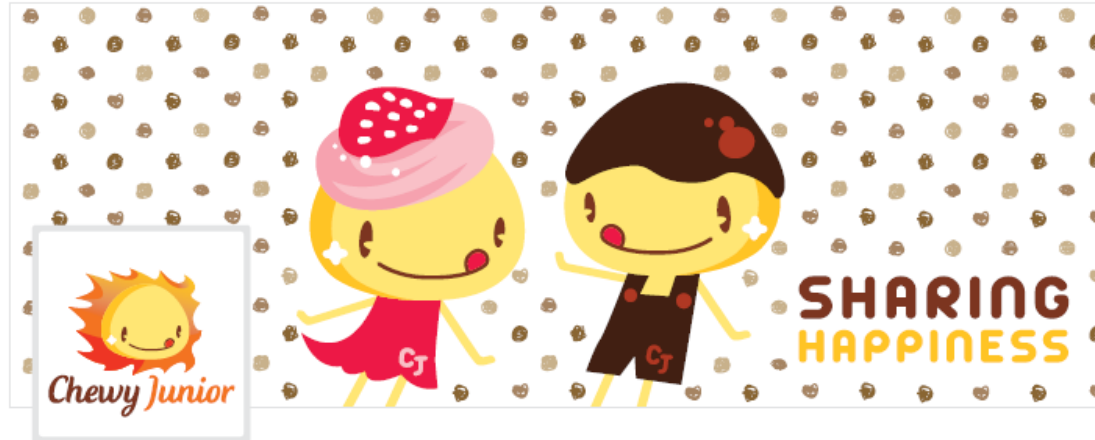
For Enquiry: +65 6276 0222 | chewy_junior@singnet.com.sg | www.chewyjunior.com.sg

SINGAPORE MAIN OUTLETS: JUDITH JUNCTION 8333 8807 • RAFFLES CITY SHOPPING CENTRE 8332 8880

SINGAPORE FRANCHISE OUTLETS: ORCHARD 8893 0086 • JUNCTION 8 8734 8971 • AMK HUB 8484 0258 • NEX 0693 3710 • TAMPINES MALL 9786 5633 • LOT ONE SHOPPER'S MALL 9745 3179 • 8878 2606 • CLEMENTI MALL 8668 4732

COLLATERALS

Facebook Banners



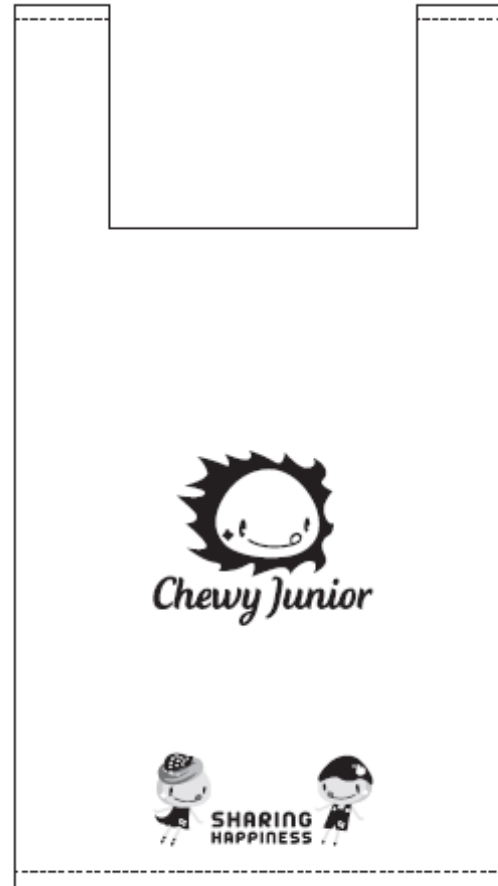
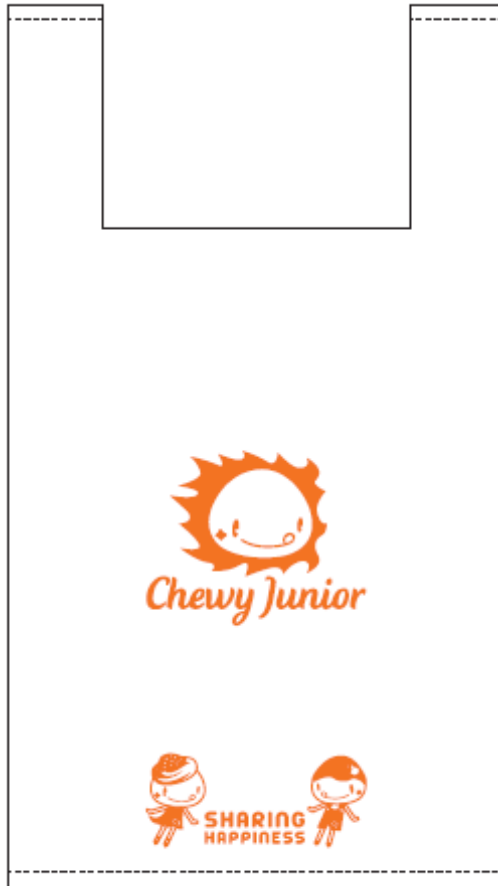
COLLATERALS

Packaging



COLLATERALS

Plastic Bag



COLLATERALS

Namecard



COLLATERALS

Email Signature

SPECIFICATIONS

Size	12pts
Font	Arial / Arial Rounded MT

Dear Customer,

Thank you for your feedback.

Best Regards,

Vicron Aw Shu Hui

Marketing & Enterprise Development Manager



Chewy Junior Pte Ltd

T/F + 65 6276 0223

www.chewyjunior.com.sg

SINGAPORE MAIN OUTLETS BUGIS JUNCTION 6333 5002 • RAFFLES CITY SHOPPING CENTRE 6333 9660

SINGAPORE FRANCHISE OUTLETS ION ORCHARD 6884 9386 • JUNCTION 8 6734 8971 • AMK HUB 6484 0259 • NEX 6634 3710

• TAMPINES MALL 6786 5600 • LOT ONE SHOPPER'S MALL 9745 9178/9878 2006 • CLEMENTI MALL 6659 4732

SINGAPORE • THAILAND • PHILIPPINES • VIETNAM • BRUNEI • CANADA • DUBAI • SOUTH KOREA • MALAYSIA • MYANMAR

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COLLATERALS

Letterhead

CHEWY JUNIOR PTE LTD T/F +65 6276 0323 W www.chewyjunior.com.sg	SINGAPORE • THAILAND • PHILIPPINES • VIETNAM • BRUNEI QATAR • DUBAI • SOUTH KOREA • MALAYSIA • MYANMAR	 Chewy Junior SHARING HAPPINESS
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COLLATERALS

Powerpoint Template



Chewy Junior

PRESENTATION

Some text about PROJECTS related goes here

**SHARING
HAPPINESS**

CHEWY JUNIOR PTE LTD. 52 INTERNATIONAL ROAD, #02-17, SINGAPORE 619326 T/F: +65 6276 0223 www.chewyjuniorsg.com



What Do We Do

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo co cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

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- Lorem ipsum dolor sit amet.



Chewy Junior

Prepared by Vicron Aw Shu Hui Marketing & Enterprise Development Manager vic_aw_chewyjuniorsg@hotmail.com

COLLATERALS

Franchise Brochure

Our Unique Product

Sink your teeth into a Chewy Junior puff and you will realize it is a cream puff like no other. A harmonious texture of crispy and chewy. It is filled with farm house vanilla cream, making it the perfect snack to munch on. Using only the finest quality ingredients, just one bite will keep you craving for more.

Customers are spoilt for choice with more than 50 selections, from the original sweet Chewy cream puff, to those with savoury fillings and the mini puffs perfect for sharing. It is no surprise that Chewy Junior which started from humble beginnings in 2007, has evolved with in a short few years to be come a big hit in Indonesia, Korea, London, Philippines, Vietnam and Middle East, on to puffs huge popular outlets all over Singapore.

While our bestsellers, such as our signature Coffee Caramel Raisin, Double Choc, Drunkard Strawberry Cheese, a real ready success among customers, we are constantly innovating to introduce new creations every 6 months, in an effort to keep customers coming back for more.

Our Commitment

Most importantly, Chewy Junior believes that all successes start from the family. As a part of the Chewy Junior family, we are committed to supporting the growth of everyone of our franchisees, with a common vision to be a global brand, recognized for spreading joy to customers all around the world with every chewy bite.

Key Strength

Chewy Junior is a unique creation that cannot be imitated easily, so there really is no direct competition. Think chewy cream puffs crossed with fancy donuts, and that's just the beginning! As a franchisee, it couldn't be easier to export, thanks to an effective operations system that uses premix to run.

It only needs a small retail space to yield good sales volumes and returns for business partners. Chewy Junior is committed to your every success as a franchisee, because this is a brand built with love and furnished with the best chewy cream puffs the world has ever known.



SHARING HAPPINESS

Sharing Happiness, Sharing Success

A unique twist on the ordinary cream puff, Chewy Junior's special product offering gives it an exclusive position in the market and a competitive edge against other competitors. Crispy on the outside, soft and chewy on the inside, a bite of Chewy Junior gives customers a pleasant surprise, and leaves them wanting for more.

A recognized brand with a universally appealing message of "Sharing Happiness" and a unique product offering makes Chewy Junior the perfect opportunity for franchisees who are looking for a brand with the potential to appeal to different markets and grow even further regionally and internationally.



SINGAPORE • THAILAND • PHILIPPINES • VIETNAM • BRUNEI
CHINA • DUBAI • SOUTH KOREA • MALAYSIA • MYANMAR

WITH OVER 50 VARIETIES TO CHOOSE FROM, YOU WILL BE SPOILT FOR CHOICE!

Sweet Chewy Cream Puff



Savoury Chewy Puff



Cotton Cheese Puff



Mini Chewy Cream Puff



LOCAL AND INTERNATIONAL FRANCHISING A SUCCESSFUL FORMULATION



CHEWY JUNIOR PTE LTD

52 ATTAR/ROSE ROAD, #02-17, SINGAPORE 439006

TEL: +65 6276 0233 www.chewyjunior.com.sg



Shop Space

200 - 300 Sq ft (Express/Take Away Concept)
400 - 700 Sq ft (Café style with sitting capacity)

Shop Requirement

Electrical 3 phase 60mp, water supply and floor trap.
Exhaust hood is optional depending on landlord requirement.

Franchisee Experience

Preferably with business experience and is currently running a successful business. Be committed and possess lots of energy, fun and passion. Financially sound.

Franchise Level

Master Country Franchise/Master Territory Franchise/Master Area Franchise

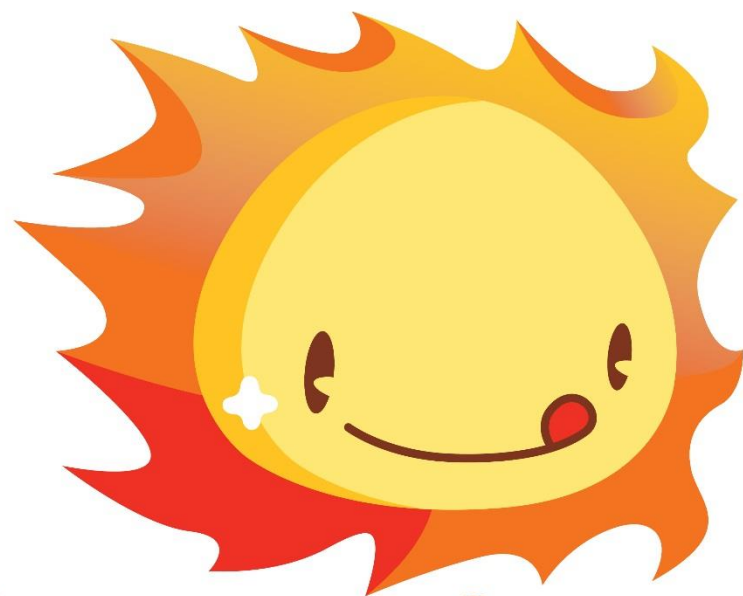
Franchise Investment Estimate

SGD 150,000 - SGD 200,000 (including equipments & renovation)

For Further Enquiry

Please write to us:
chevyjunior@chewyjunior.com.sg
or call Helen Ong at +65 94703833
helen.ong@chewyjunior.com
or call Ben Lee at +65 82782220

PLANNING OUTSIDE STORES: RUGBY JUNCTION 6355 0022 • RAFFLES CITY SHOPPING CENTRE 6355 9990
• SINGAPORE NEW BISHOP JUNCTION 8745 1887 • KAPAS BEACH 0844 0888 • MELBOURNE 0718 • TAMPA BAY 0780 1888
• 1/21 ONE SHOPPER'S MALL, 8751 STUBBINS ROAD • CLARENCE MALL 8808 4732



Chewy Junior

THANK YOU