





Founded the same year as Jules Vernes "Around the world in 80 days" JANAT represents the life journey in a cup of tea

### Lucky Tea Journey Since 1872

JANAT tea is about greatness of each human and reminding the power of love with each cup of tea!

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### MAISON DE THÉ DEPUIS 1872

• 82 rue des Entrepreneurs, 75015 Paris – FRANCE •

## Legend of JANAT

#### An inspiring true story of two French cats

JANAT legend began in 1872 in the heart of the Provence in France. Founder Jean Dores travelled from the port of Marseille all over the world and brought back tea, coffee and cocoa.

It was in India that they called him Janat instead of Jean and as this name brought him luck, he called the company JANAT TEA Paris .

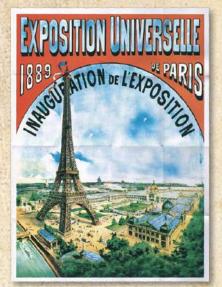
During the travel of Mr Dores, and without any modern communication tools, no one knew when he coming back home and only his two cats "Sam" and "Beau" always felt the presence of their master and waited for him at the door precisely on the day of his return. They are considered as lucky charm by a lot of customers in France and Japan.

At the Paris universal expo of 1889, JANAT tea was served as Janat Dores was one of tower investor and friend of Gustave Eiffel.

Today, the two cats represent JANAT's "entrepreneurship" and "passion" of making dreams come true.

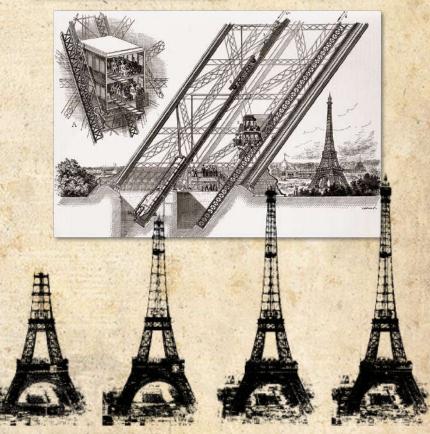
"Fortunate are those who have dreams and do the impossible to make them reality." – Janat Dores

"Today after 150 years of heritage about voyage, cats and entrepreneurship, Janat brand wish to inspire women to inspire kindness and empathy over each cup of tea" Machiko Gozen - President









## Visionary & Imagination

1872 - For the love of cats

After long trip, as a true story, Janat Dores two cats 'Sam & Beau' always waited for him at the door precisely on the day of his return event no one in his family knew in advance when he would come back. But his cats always sensed the presence of their master. The statues of these cats are still visible today on rue des Entrepreneurs in Paris, where they are considered to be lucky charms for Parisians

Travelling the world, he encountered marvelous visionaries like Jules Verne who wrote the book "Le tour du monde en 80 jours (Around the World in Eighty Days)" whose story started the same year as JANAT.

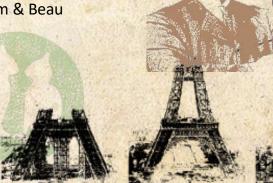


Original edition books / édition originale

Founded the same year as Jules Vernes "Around the world in 80 days" JANAT represents the life journey in a cup of tea"



The 2 cats Sam & Beau







iffel Tower construction 1887 / 1889 – Construction de la Tour Eiffel 1887 / 1889

## Gustave Eiffel Heritage

1889- "Imagination is more important than reality"

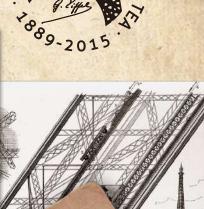
Janat Dores and Gustave Eiffel met in 1888 during the construction of the Eiffel Tower as the Janat Paris family was one of the shareholders of the "Société de la Tour Eiffel", an iconic project that created the most inspiring monument on Earth.

Today, the Janat family owns a unique collection of more than 20 personal objects from Gustave Eiffel, including an original piece from the staircase of the Tower.

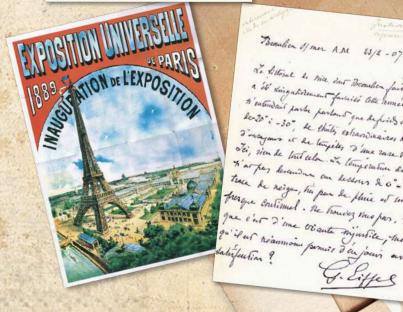
#### **Authentic Eiffel Tower Tea**

Their common vision allowed the invention of the JANAT French Oak Tea that was served at inauguration of the Exposition Universelle of 1889. Using French Oak Barrel to age the tea leaves, this process grants a unique deep flavour appreciated by world's top sommeliers. Today, The Oak barrel is made in France by traditional craftsmen from Champagne recognized Entreprise du Patrimoine Vivant (Company of French living heritage). This crafted tea is the essence of Janat family house's spirit of extraordinary voyage.





Janat DORES & Gustave EIFFEL



### World's First & Only French Oak Barrel Tea

### 1889 - Craftsmanship meets perfection engineering



- Using French Oak Barrel to age the tea leaves, creating a unique deep flavor appreciated by world's top sommeliers. Unique barrel from a traditionally crafted oak barrel, made in France by a Tonnelerie in the Champagne region.
- Each barrel is unique from its material to its crafting, giving the tea subtle nuances between each barrel and making each cup of tea unique. It is patented.
- Other spices or ingredients can be added inside the barrel for more specific and more complex tastes. "Customized and tailored to fit customers envy."
- Unique process: Tea leaves are inserted inside the barrel and matured. The oak gives to the leaves its particular and unique smoky flavor.



### Heritage Eiffel Tower Staircase

### - "Imagination is more important than reality"

JANAT is the proud owner of an Original staircase of the Eiffel Tower, which is exhibited around the world to inspire and share French heritage.

Our purpose exhibiting the Original Eiffel Tower staircase is to remind to everyone the vision of making an extraordinary impossible mission into a possible one in each one life. The whole project is about audacity and experience with your community something that has never been done before.





## Janat Tea Paris selected by Louis Vuitton Guide Book Since 2013





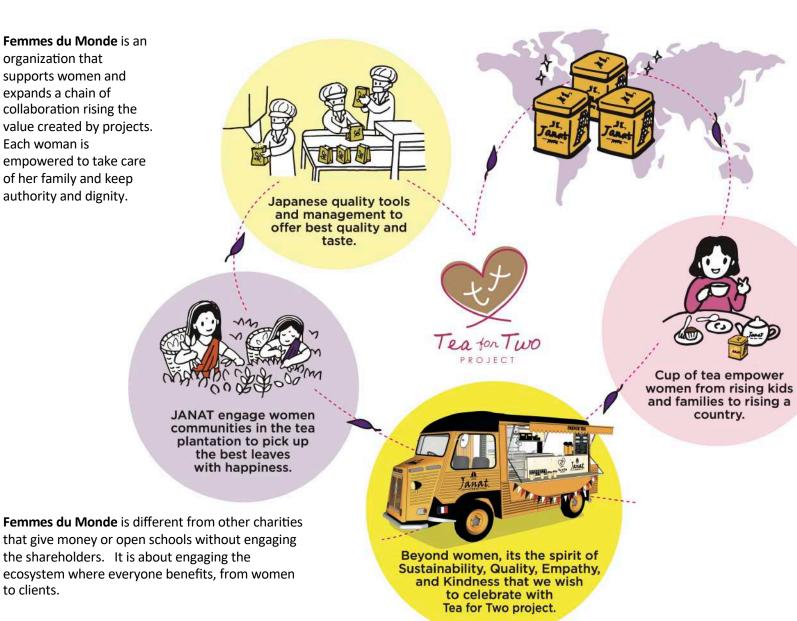




### **JANAT PURPOSE Women Empowerment**

#### SUPPORTS WOMEN FROM PLANTATION TO ENTREPRENEUR PROJECTS

Femmes du Monde is an organization that supports women and expands a chain of collaboration rising the value created by projects. Each woman is empowered to take care of her family and keep authority and dignity.



The aim is to become the world that women can live better life through the improvement of working and life environment.

to clients.

### **JANAT PURPOSE Women Empowerment**

SUPPORTS WOMEN FROM PLANTATION TO ENTREPRENEUR PROJECTS





Tea for Two Collaboration with Visionaries

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## ORIGINAL EIFFEL TOWER STAIRS AT EXPO 2020

A section of the original Eiffel Tower's staircase was unveiled in a ceremony at Expo 2020 Dubai.

The segment was used to ascend to the top of France's iconic landmark when it opened at Expo 1889 Paris. Ninety Four years later, the stairs were replaced with a lift.

Celebrating the spirit of travel and discoveries, the staircase has been brought to Expo 2020 Dubai by Janat Paris, a tea house that served its beverages at the opening of the Eiffel Tower.







## EIFFEL TEA STATION AT EXPO 2020

Mission is to inspire kindness and mindfulness over each cup of tea.

It's a new dimension of engaging and connecting the tea industry with hospitality leaders to give purpose of spreading kindness over tea experience.

The Eiffel Tower tea station represents an opportunity to engage with a sustainable project and a hope of making kindness as value of the smart humans.



## COLLABORATION WITH DUBAI CARES

Machiko Gozen in collaboration with HE Tariq Al Gurg, CEO of Dubai Cares in various Humanity project during Expo2020 and recent International Day of Charity.





## CELEBRATING VISIONARIES

In Dedication to Great Leaders Bridging People's Mind through Time



Mr. Ahmed Al Khatib in Dubai Expo 2020



Jaime Augusto Zobel de Ayala, CEO of Ayala Malls



Thierry Mathou, French Ambassador



Leni Robredo, Vice-President of the Republic of The Philippines and **Thierry** Mathou, French Ambassador in 'JANAT Tea for Two' event Manila



Nayla Al Khaja, UAE's 1st Female Film Director/Writer

## CELEBRATING VISIONARIES

In Dedication to Great Leaders Bridging People's Mind through Time



Her Royal Highness Princess Ashi Pema Lhadon Pem Pem Wangchuck from the Kingdom of Bhutan





Franchise Offer
(1) French Oak Tea Lounge

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### MAISON DE THÉ DEPUIS 1872

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### 1 – FRENCH OAK TEA LOUNGE

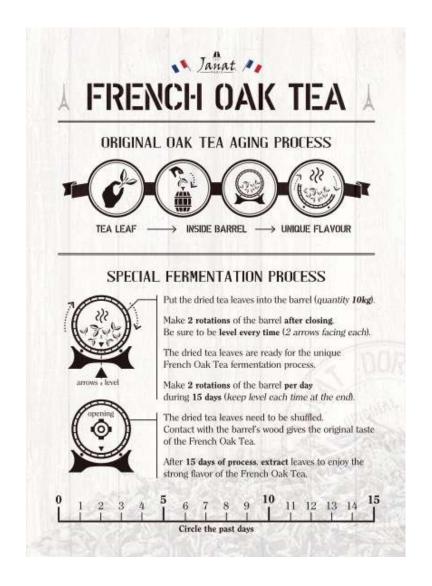
In 1888 during the construction of the Eiffel Tower, Janat Dores, founder of Janat Paris, met with Gustave Eiffel, visionnaire and father of the Eiffel Tower which was served during the "Exposition Universelle" of 1889 in Paris.

By using a French Oak Barrel for aging the tea leaves, this created a unique deep flavor appreciated by world's top sommeliers. The French Oak tea is made using a traditionally crafted oak barrel, made in France by "tonnelliers" in the Champagne region.

Each barrel is unique from its material to its crafting, giving the tea a subtle nuances between each barrel and making each cup of tea unique.

The tea leaves are poured inside the barrel and matured. The oak wood of the barrel gives to the leaves a particular and unique smoky flavor.

## World's First & Only French Oak for Afternoon Tea





### Gustave Eiffel Limited Edition Afternoon Tea at Grand Hyatt Tokyo

#### • DESCRIPTION:

Janat Original French Oak Tea was served at the Exposition Universelle of 1889, only tea in the world aged in oak barrel and the design of the tin is inspired by Gustave Eiffel Oak Barrel.

#### • AROMA & TASTE:

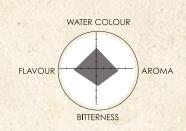
Smoky & sophisticated. The experience is rich and the fruity notes are enhanced by hints of vanilla & raisins & woody notes unfold perfectly, creating a rich, structured ensemble.

#### • INGREDIENT:

Black Tea

• INFUSION:

3 minutes

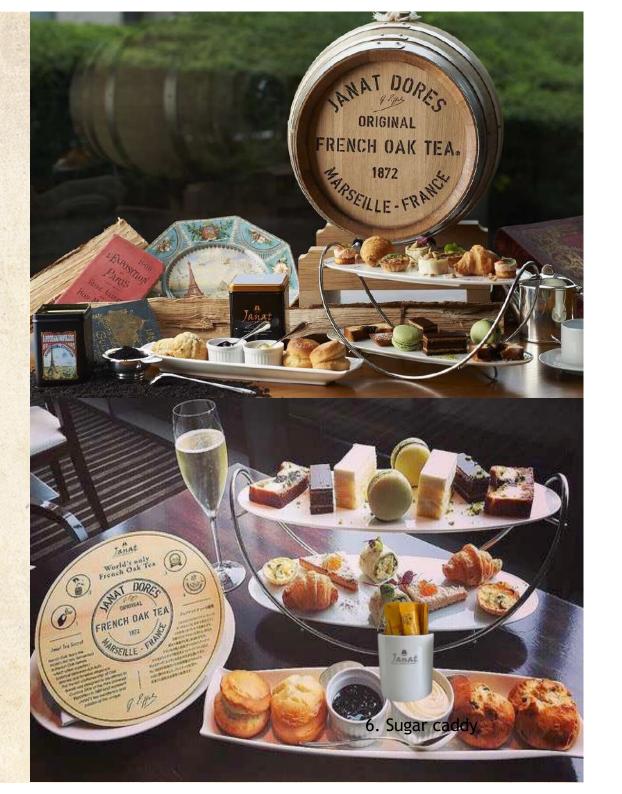


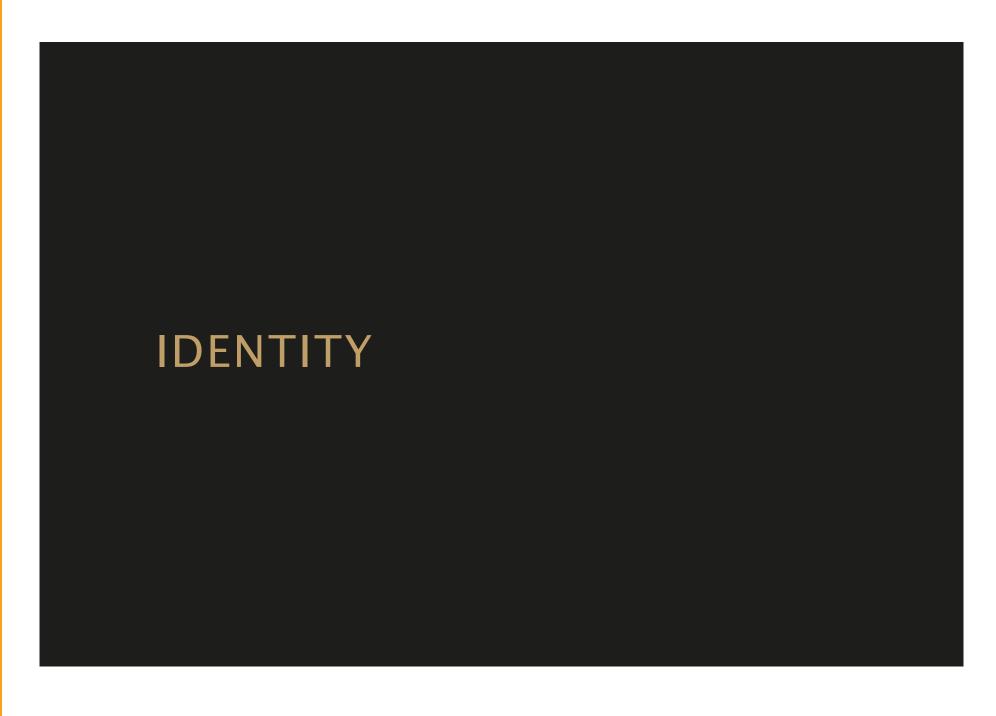
#### • FOOD COMBINATION:

Bread toast with jam. Ideal for breakfast.











### **JANAT French Oak Tea / Identity**









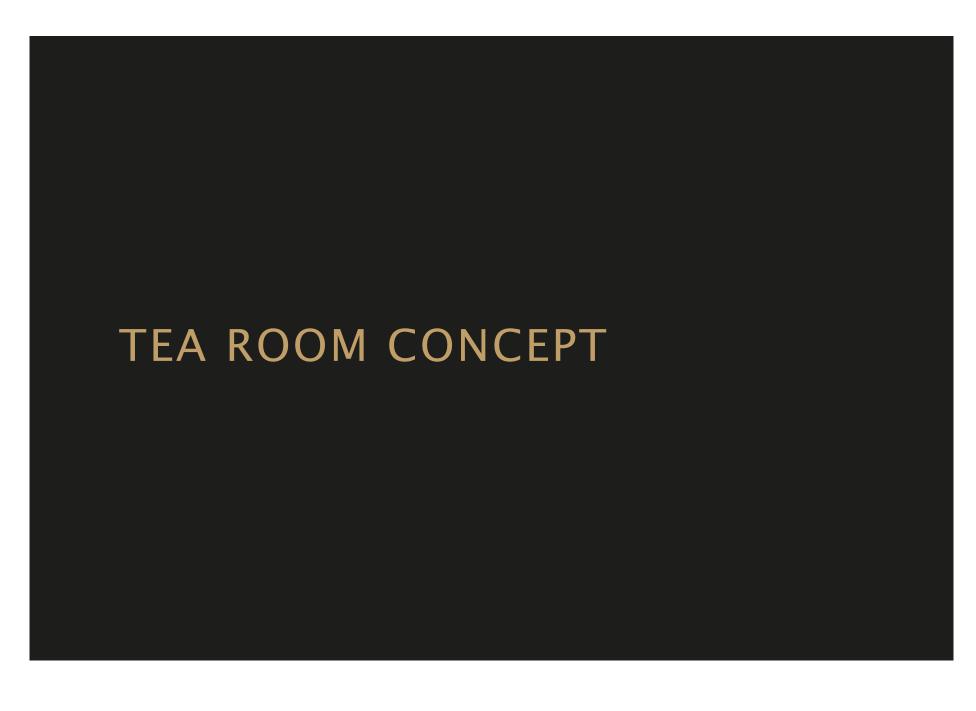
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### **JANAT French Oak Tea / Identity**









### JANAT French Oak Tea / Tea Room Concept / Interior



# COMPISIONE







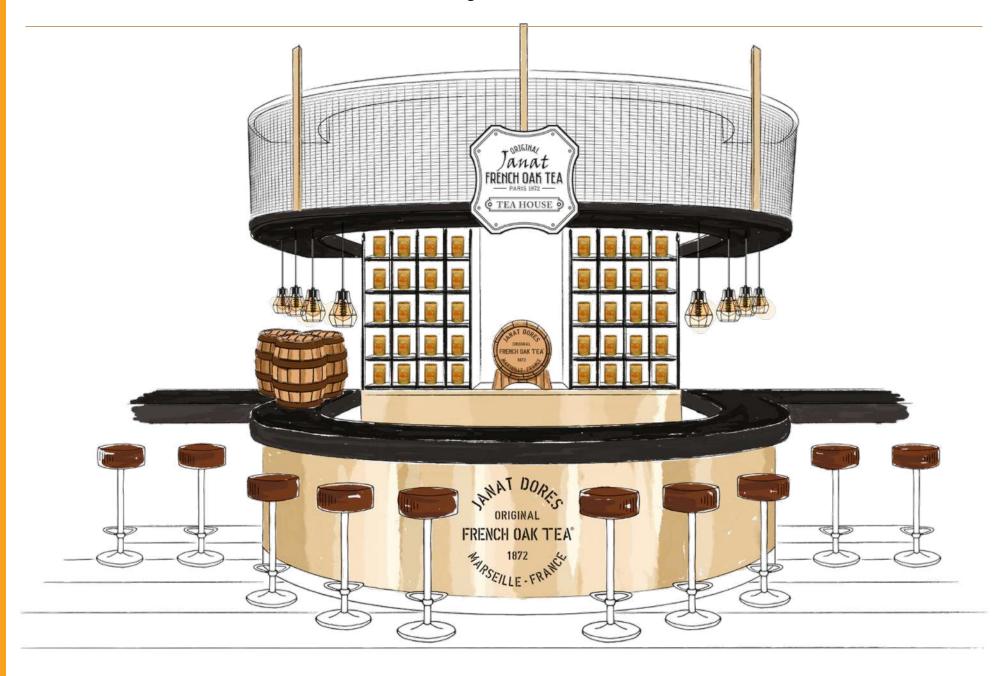








### JANAT French Oak Tea / Tea Room Concept / Interior



## FRENCH OAK TEA PACKAGING and PRESENTATION

### JANAT French Oak Tea / Packaging / Luxury Magnet Box (9 SKU)



### JANAT French Oak Tea / Packaging / Luxury Magnet Box (9 SKU)



### JANAT French Oak Tea / Packaging / Leaflet



### JANAT French Oak Tea / Packaging / 10 Tea Bag Box (9 SKU)







### JANAT French Oak Tea / Packaging / 10 Tea Bag Box (9 SKU)



### JANAT French Oak Tea / Packaging / Shopper Bag





### JANAT French Oak Tea / Tableware / Signature Double Wall Glass



### JANAT French Oak Tea / Tableware / Oak Thermos



### JANAT French Oak Tea / Tableware / Stainless Muddler



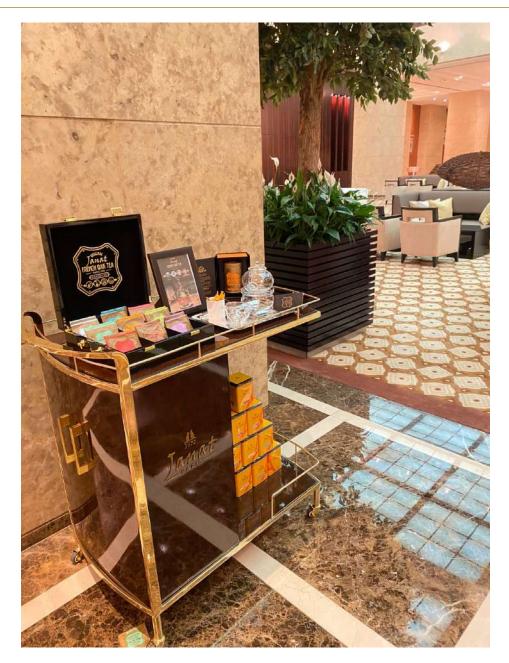


# OAK TEA UNIQUE OFFER TO HOTELS

# JANAT French Oak Tea / Hotel Tea Bag Series Box



### JANAT French Oak Tea / Hotel Tea Bag Series Box





### JANAT French Oak Tea / Hotel Tea Bag Series



#### ORIGINAL FRENCH OAK TEA

French Oak Tea is the world's first tea brewed in oak barrel to create a subtle tea with oak wood and vanilla perfumes. This unique tea has been created by Janat Dores and its famous ingenious friend Gustave Eiffel.



A timeless classic crafted from the most precious black teas, for a rich and full-bodied blend with a malty character.



#### **EARL GREY**

Dimbulah tea aged in Oak barrel with JANAT signature flavor of Earl Grey. Savour this authentic tea scented with selected Bergamot oil following the same recipe since 1923.

Janat

FRENCH OAK TEA

CAMOMILE VERBENA

CAMOMILE VERBENA



#### FRENCH CARAMEL

A slightly sweet, mellow and light bitter caramel scent that is a perfect cup of tea.



#### FOREST FRUITS

Sweet & fruity scent of four red fruits: strawberry, raspberry, redcurrant and cherry.



#### JASMINE

A superb and fragrant jasmine flower tea known as the tea for beauty.



#### **ENGLISH BREAKFAST**

The perfect cup of tea before bedtime when you want to relax or spend a peaceful time



#### MOROCCAN MINT

No. 1 Moroccan Mint with organic sweet mind made by Japanese blenders. Drinking a cup of Moroccan mint tea will make you feel refreshed, clean and ultimately vibrant.



#### **GREEN TEA**

This sophisticated Japanese green tea is refreshing, tasty, and perfect for pairing with meals.



PACKAGING

60 Tea Bag (2g each TB)

Aroma and Freshness

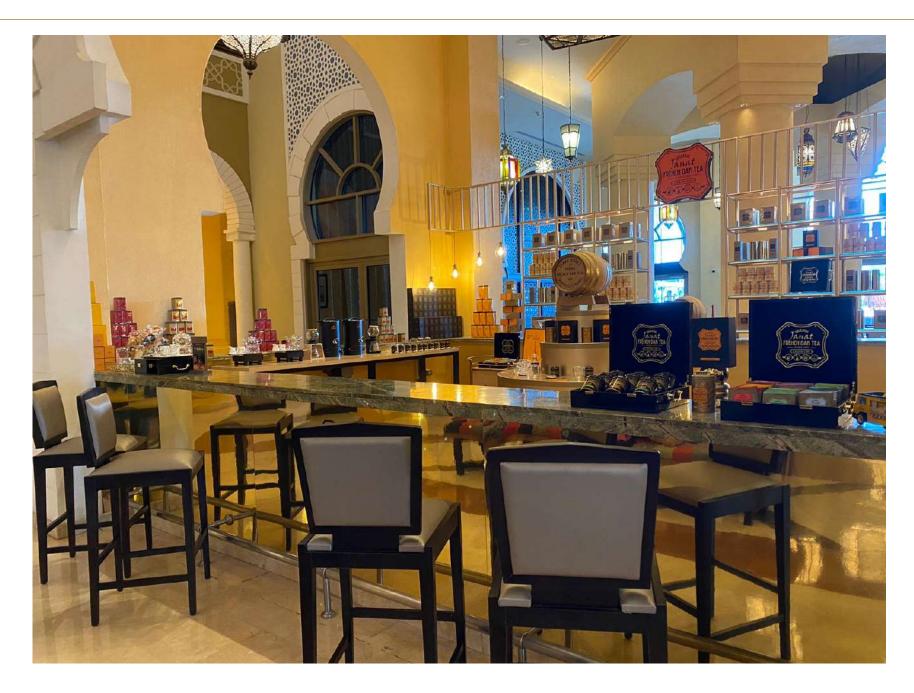
Packed in a Ziplock to maintain

IN ROOM TEA BAGS (200 grams / PACKED of 60 in a Ziplock to maintain Aroma and Freshness.





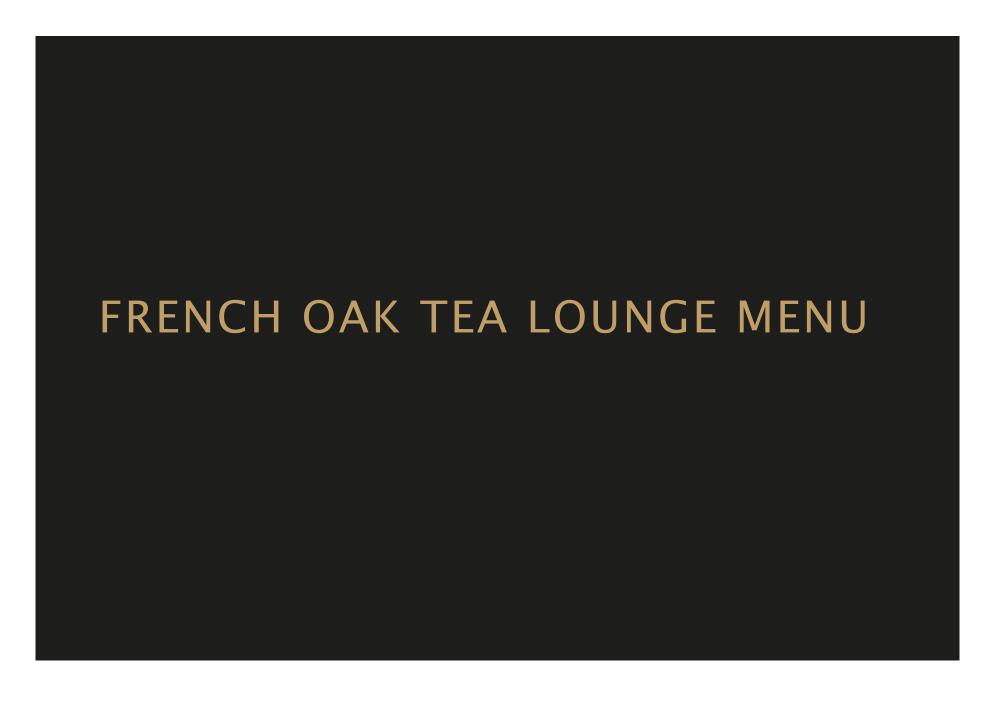












### JANAT Oak Tea Lounge MENU / Japan Tea Room Menu / Afternoon Tea



### JANAT Oak Tea Lounge MENU / Japan Tea Room Menu / Afternoon Tea

### Janat

### L'HEURE DU THÉ

ルー・ドュ・テ(ケーキセット)

¥1,300



Gake of your choice Tea or coffee ・お好きなケーキ1種類 ・お好きな紅茶(またはコーヒー)

"Llease choose a cake of your choice from "Gateaux de Voyage". Llease select a tea of your choice from the tea list.

\*デザートは「ガトー・ド・ヴォヤージュ」より 一品をお選びください。 \*紅茶は「ジャンナッツ セレクトティー」 メニューより 1種類をお選びください。

\* All prices are tax included. / 表示価格は全て税込み価格です。

#### Janat

### GÂTEAUX DE VOYAGE

ガトー・ド・ヴォヤージュ (ケーキ/焼き菓子)



#### Le Gâteau de Janat v 11 h - F 5 + v + v y y

Gake infused with Janat's Earl Grey tea leaves and lemon. アールグレイの茶葉とレモンを使った ベイクドケーキです。

> 単品 | Ala carte ¥ 700 ケーキセット | Gake set ¥1,300



# Lyramide Aztèque 275777

Rich chocolate cake with roasted bananas.

ローストしたバナナが入った 濃厚なチョコレートケーキです。

単品 | Ma carte ¥ 700 ケーキセット | Gake set ¥1300



# Gustave Eiffel Cheese Cake #1279-# 17711 4-154-4

Cheese cake with prunes from Corsica Island.
コルシカ産のプルーンを入れたチーズケーキです。

単品 / Ala carte ¥700 ケーキセット/ Cake set ¥1,300

\* The photograph is an image only. / 写真はイメージです。
\* All prices are tax included. / 表示概略は全て根込み始終です。

### JANAT Oak Tea Lounge MENU / Japan Tea Room Menu/ Afternoon Tea

### Janat

### GÂTEAUX DE VOYAGE

ガトー・ド・ヴォヤージュ (ケーキ/焼き菓子)



#### Madagascar マダガスカル

Vanilla cake served with a rich caramel sauce and diced almonds.

伝統菓子からインスピレーションを受けたケーキです。 バニラ入りケーキに濃厚なキャラメルソース、 アーモンドダイスを添えて。

> 単品 / Ala carte ¥ 700 ケーキセット / Gake set ¥1,300



#### Scones スコーン

Fresh scones with French jam and flavoured tea cream.

温かいスコーンに、フランス製ジャムと 紅茶風味のクリームを添えて。

単品 | Ala carte ¥ 700 ケーキセット | Gake set ¥1,300



#### Sablé サブレ

Special sable baked with Janat tea. \*Single item only, not with a cake set

ジャンナッツの紅茶を使った特製サブレです。 ※サブレは単品のみのご注文になります。

単品 / Ala carte ¥300

<sup>\*</sup> The photograph is an image only, / 写真はイメージです。

<sup>\*</sup> All prices are tax included. / 表示価格は全て概込み価格です。

### JANAT Oak Tea Lounge MENU / Japan Tea Room Menu



### JANAT Oak Tea Lounge MENU / Japan Tea Room Menu / Mains

#### Janat

### À LA CARTE

フードメニュー

When you order a drink with a set menu, you will have a 100 yen discount. / ドリンクメニューとご一緒にご往文の場合, お会計が100円引きになります。



Janat Salade Niçoise Originale ジャンナッツ オリジナル ニース風サラダ

A refreshing Niçoise salad made of seasonal vegetables with original dressing (with baguette).

みずみずしい新鮮な野菜と自家製ドレッシングを 使ったオリジナルニース風サラダです。 (クピド!のパゲット付)

> 単品/Ala carte ¥1,200 ランチセット/Linch set ¥1,500



Janat Ratatouille au Loulet ジャンナッツラタトゥイユ オプーレ

> A dish of chicken cooked in tomato sauce with ratatouille, mixed black rice.

チキンのトマト煮込みに、ラタトゥイユと 黒米入りライスを添えたワンプレートです。

> 単品/Ala carte ¥1,200 ランチセット/Lunch set ¥1,500



Groque Gapitaine クロックキャプテン

Janat original style of Croque Capitaine topped with three kinds of cheese and soft boiled egg

3種のチーズをたっぷりのせて半熟卵をトッピング。 ジャンナッツオリジナルのクロックムッシュです。

> 単品|.lla carte ¥1,200 ランチセット|funch set ¥1,500

\*The photograph is an image only / 写真はイメージです。
\*The menu and ingredients may be changed depending on the season, / 天阪等により、食材等を変更する場合がございます。
\*All prices are included. / 表の調明は今年8点を開せても、

#### Janat

#### JANAT SANDWICH SET

ジャンナッツ サンドイッチ セット

¥1,300

・お好きなサンドイッチ1種類・ミニサラダ・本日の紅茶(またはコーヒー)

Sandwich of your choice Mini salad Fea of the day or coffee.

\*紅茶はマグカップでの提供になります。 "The tea will be served in a mug.



Ratatouille Sandwich ラタトゥイユ サンドイッチ

Flavorful sandwich with Janat's special ratatouille sandwiched in a baguette with tryffe oil.

プチバゲットにジャンナッツ特製ラタトゥイユをサンド。 トリュフオイル香る風味豊かなサンドイッチです。



Brosciutto and Mozzarella Cheese Sandwich 生ハムとモッツァレラチーズのサンドイッチ

Prosciutto and Mozzarella cheese sandwiched in a baquette.

プチバゲットに生ハムとモッツァレラチーズをサンド。 塩味と旨味を楽しめるサンドイッチです。

#### Set with Tea Lot (+1-#11 NOTITY) + 7300

Sandwich set with tea served in tea pot. Llease select a tea of your choice from the tea list.

ティーポットへのサイズアップで紅茶をゆっくりお楽しみいただけるオブショナルセットです。 紅茶は「ジャンナッツ セレクトティー」メニューからお選び頂けます。

Take away (サンドイッチのお持ち帰り)

¥500

Only sandwich. (Salad and drinks excluded) サンドイッチ単品でのお持ち帰りになります。(サラダ、ドリンクは含まれません)

\*The photograph is en image only, / 写真はイメージです。
\*The menu and ingredients may be changed depending on the season. / 天殿寺により、食材秀を変更する場合がございます。
\*All prices are tax included, / & Poisille 2でありませる場合が、

### JANAT Oak Tea Lounge MENU / Japan Tea Room Menu / Mains

# Janat JANAT DÉJEUNER ジャンナッツ・デジュネ (ランチセット) ¥1,500 11:00 - 14:30 ・お好きなフード1種類 Food of your choice ・ 本日の紅茶(またはコーヒー) Tea of the day or coffee \*The tea will be served in a muy. \*紅茶はマグカップでの提供になります。 Set with Tea Pot (+1-#1) + 4800 Lunch set with tea served in tea pot. Llease select a tea of your choice from the tea list. ティーポットへのサイズアップで紅茶をゆっくりお楽しみいただけるオプショナルセットです。 紅茶は「ジャンナッツセレクトティー」メニューからお選び頂けます。 Set with Dessert (32474-1) + \\ 300 Llease ask our salon staff for the cake of the day. 本日のケーキはサロンスタッフにお尋ねください。 \* All prices are tax included, / 表示順格は全て税込み価格です。

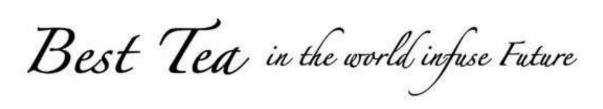
# FRENCH OAK TEA JAPANESE NO. 1 TEA JOURNALIST

MAYUMI SATOI











### JANAT French Oak Tea No. 1 Tea Journalist / Mayumi Satoi



里井 真由美

フードジャーナリスト、スイーツ・甘味専門家。15の食の資格を持ち、テレビやwebなどメディア出演多数。現在スイーツは年間3000種以上食べ、日本全国のお取り寄せやデパ地下スイーツにも詳しい。2015年から農林水産省にて食料・農業・農村政策審議会委員をつとめ、国産食材を応援するアンバサダーやお砂糖を応援する「ありが糖運動」委員としても活躍中。



### JANAT French Oak Tea No. 1 Tea Journalist / Mayumi Satoi





Franchise Offer
(2) Janat Tea Shop Concept

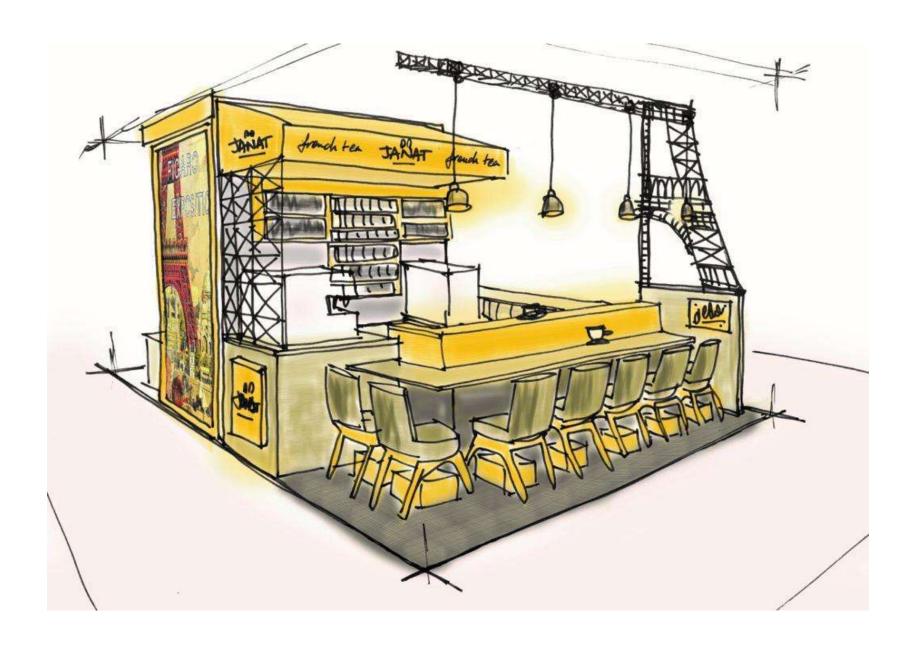
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2 - Janat Tea Shop Concept

### **JANAT Tea Shop Concept**



# **JANAT Tea Shop Corner Concept**



# **JANAT Tea Shop Corner Concept**





JANAT Tea Room
International Success

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# MAISON DE THÉ DEPUIS 1872

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# JANAT PARIS & JAPAN

#### From Paris to Tokyo, flagships designed as ships to transport customers into a Journey.

At the entrance of each store, the symbol of the two adored cats by Jean Dores, Sam and Beau, await you and bring you happiness and luck once you have crossed the doorstep.

Each boutique transports you to the world of the traveller that was Jean Dores and revives your curiosity and entrepreneurial spirit.

These spaces are designed to welcome you in the best way and let your imagination wanders and your dreams to come true.

JANAT tea shop in the heart of Paris, at the very place where Mr Janat Dores' office was located.







Salon the Thé JANAT 5-46-10 Jingumae, Shibuya-ku Tokyo, 150-0001 JAPAN





# WHY PARTNER WITH US?

#### **VALUE PROPOSITION:**

- 1 Japanese Craftmanship with Japanese Managers at all stages
- 2 Teas are Vertically Produced from Own Plantation
- 3 Absolute Quality Process
- 4 Advanced Agriculture
- 5 Value Creative Empathy and Kindness Purpose
- 5 With Entrepreneural Spirit

#### **BRAND USP:**

- 1 A True French Legend
- 2 Unique Parisian Tea Experience
- 3 World's First and Only French Oak Tea
- 4 With Best Tea in the World Award
- 5 With Janat Paris Love Project

#### FRANCHISE BENEFITS:

- 1 Sustainable Investment Cost
- 2 High Profit Margin
- 3 Minimal Staff Requirements
- 4 Fully Ready to run set-up provided
- 5 Support with Japanese Omotenashi Service Training throughout the activation.
- 6 Marketing support through Tea Guild UAE



# **GLOBAL SALES OFFICES**

#### **HQ OFFICE:**

#### Japan:

Gozen K.K. Atelier / Shintomi HJ Building 5F, 1-12-7 Shintomi, Chuo-ku, Tokyo, 104-0041, Japan +81 3 5244 9288

#### **Head Office Contact:**

Machiko Gozen President WhatsApp: + 81 90 3576 4952 m.gozen@gozen-samurai.com

#### **GLOBAL SALES:**

Dubai Office and Showroom Maho Asada + 81 80 4619 8008

#### FACTORY AND LOGISTICS CENTRE:

#### **United Arab Emirates:**

Gozen Global LLC #12 Industrial First, Al Quoz Dubai, UAE +971 4 323 3386

#### **Business Sales Contact:**

Rosalie Timoteo Country Manager Call & WhatsApp: +971 55 449 3472 sales@vendomev.com

#### **GLOBAL PARTNERSHIP & FRANCHISE:**

France Factory and Showroom Corinne Le Brun + 34 606 535 262

# THANK YOU!



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