



VAPIANO

**A RECIPE
FOR SUCCESS:
FRANCHISE
WITH US**

THE HOME OF FRESH PASTA

VAPIANO



Vapiano is the home of fresh pasta, universally loved in 32 countries. We make fresh pasta every morning, and our dishes are cooked right in front of you, just how you like it. Our democratic restaurant interiors mean you can sit where you want, for as long as you want, and always feel at home. Vapiano is and will always be like cooking with friends.

The first Vapiano opened on 22 October 2002 in Hamburg, Germany. Two years later, the founders set Vapiano on a world tour and today, wherever you travel, you're pretty much guaranteed to get yourself an exceptional bowl of Vapiano pasta.

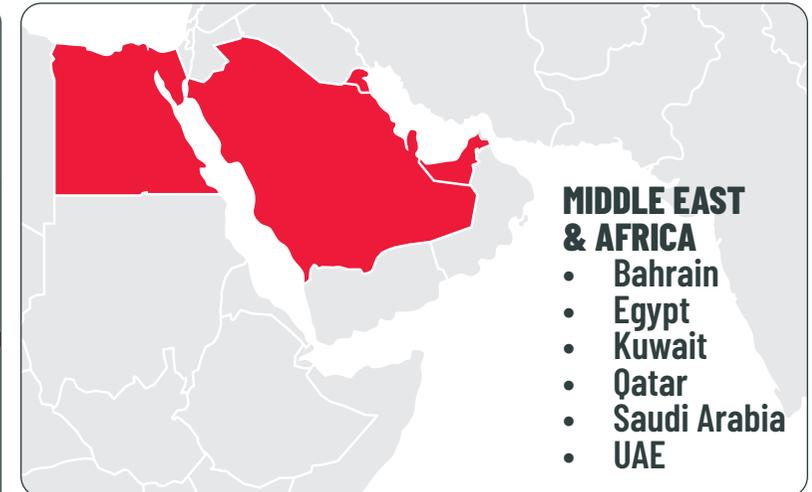
Pasta is at the heart of what we do.

A choice of shapes from fusilli to campanelle to linguine and tagliatelle are made fresh using the finest durum wheat semolina in each restaurant every single morning.

The way you can personalise your meal, handmade fresh pasta, pizza, sauces, dressings and dolci, the spacious, beautiful restaurant design, the fact you sit where you like and stay as long as you want, all create the laid back vibes we're known and loved for, and what makes Vapiano one of **the places to go**.

A GLOBAL BRAND, UNIVERSALLY LOVED

VAPIANO



A UNIQUE FRESH PASTA EXPERIENCE

VAPIANO



Fresh pasta, made every morning



Personalised, always fresh ingredients



Open kitchen theatre



Casual vibe, distinct atmosphere



Fast casual positioning



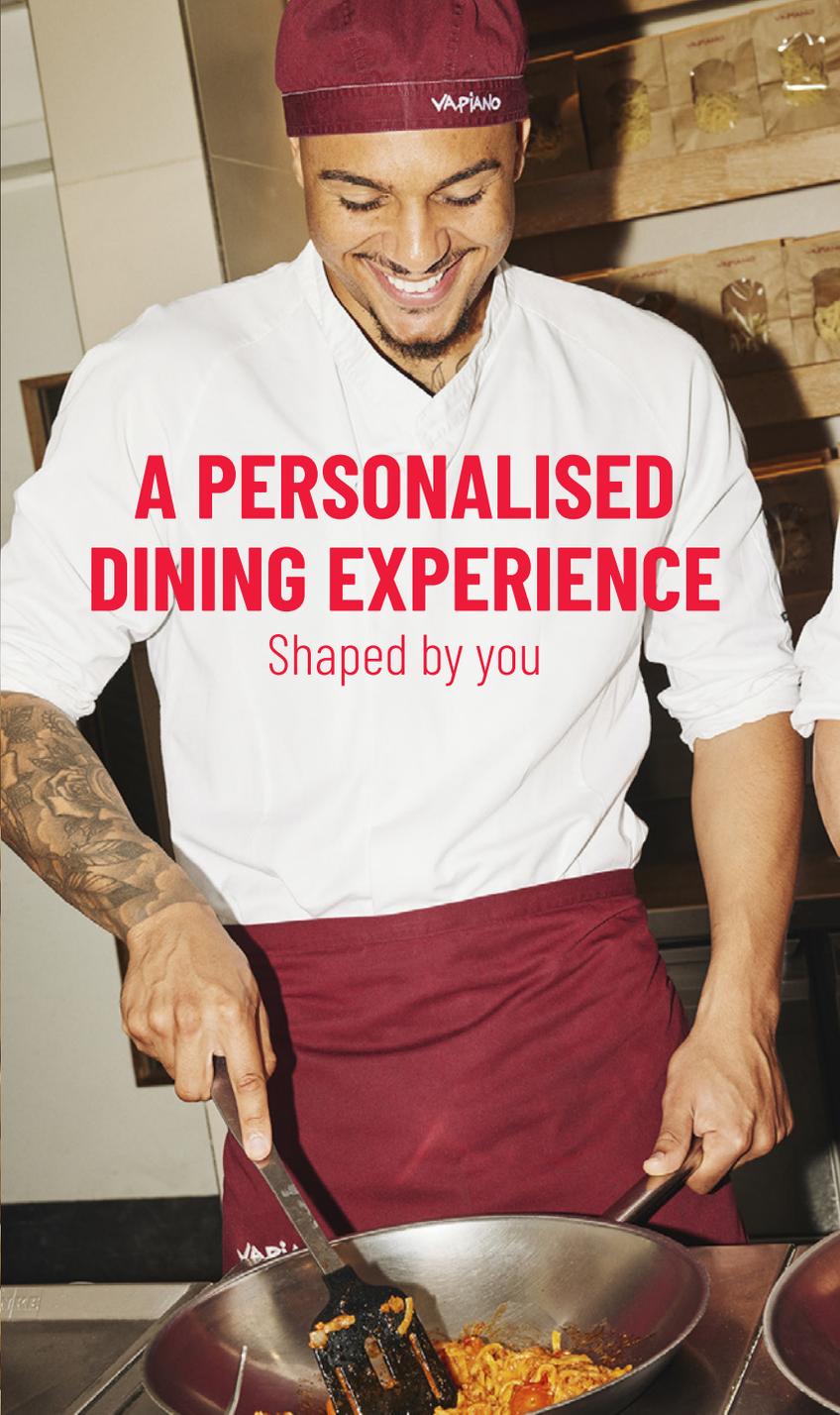
OUR FOOD

VAPIANO



**NOBODY MAKES
PASTA LIKE WE DO**

Fresh pasta, made every morning



**A PERSONALISED
DINING EXPERIENCE**

Shaped by you



**ALWAYS WITH
FRESH INGREDIENTS**

Locally sourced



**FRESH
PASTA**



**SOURDOUGH
PIZZA**



ANTIPASTI



INSALATA



DOLCI



COCKTAILS

EXAMPLE MENU

VAPIANO

WELCOME TO THE HOME OF FRESH PASTA

Simply scan the QR code on your table to order, customise your dish and pay online. Your freshly prepared food and drinks will be brought to your table. Dishes are served as soon as they are cooked so may arrive at slightly different times.

Need a hand? We're here to help!

VAPIANO

TO START OR SHARE

Italian Olives VE Marinated in fresh garlic & basil	3.45	Gamberetti Bruschetta Toasted ciabatta topped with grilled king prawns, marinated Heirloom tomatoes & fresh basil	8.95
Garlic Dough Balls V Handmade dough balls with basil aioli dip	4.95	Four Cheese Arancini V Gorgonzola, pecorino, parmesan & mozzarella with our house Italian tomato sauce & rocket	7.95
Cheesy Garlic Bread V Sourdough pizza garlic bread with mozzarella & garlic butter	6.95	Italian Meatballs H (NEW) Beef & fresh herb meatballs baked in our house Italian tomato sauce with mozzarella & Grana Padano	7.95
Garlic Bread VE Sourdough pizza garlic bread with garlic oil	5.95	Limone Chicken Skewers H Lemon marinated chicken breast topped with burrata & crispy chilli	7.95
Burrata Piccante V (NEW) Sourdough pizza garlic bread topped with burrata & crispy chilli	7.95	Harissa Chicken Skewers H Spicy harissa chicken breast with basil aioli dip	7.95
Classic Bruschetta VE Toasted ciabatta topped with marinated Heirloom tomatoes, fresh basil & extra virgin olive oil	6.95		

INSALATA

Caesar Pollo Grilled chicken breast, ciabatta croutons, Grana Padano, baby gem lettuce	13.95	Caesar Ciabatta croutons, Grana Padano, baby gem lettuce leaves	10.95
Burrata Pomodoro V Burrata with marinated Heirloom tomatoes, rocket, ciabatta croutons & fresh basil	12.95	Insalata Violina V (NEW) Roasted butternut squash, goats' cheese, toasted seeds, honey & mustard dressing with mixed baby leaves	12.95

Extras

Add extras to customise your dish
 Chicken +3.95 • Plant-based 'Chicken' +3.95 • 6 King Prawns +3.95
 Milanese Chicken +4.95 • Hot Smoked Salmon +3.95 • Burrata +5.95

SIDES

Vapiano Fries V Seasoned with our house mix spice, served with Calabrian ketchup	5.25	Rucola Rocket leaves with grated Grana Padano & a red wine vinaigrette	4.95
Mista Piccola VE Mixed leaves with cherry tomatoes, radish, pickled red onion, vinaigrette	4.95	Ciabatta VE Two slices of ciabatta bread	0.95

FRESH PASTA

We make our own fresh pasta here every single day, using premium durum wheat semolina and water. Our pasta and pizza sauce are made to our own recipe from tomatoes harvested in Emilia Romagna.

Six pasta shapes to choose from



GO GRANDE +3.95 enjoy a larger bowl of pasta

Gluten free pasta available on request +1.95

The Pasta Edit

Add extras, to customise your dish
 Mushrooms +0.95
 Roasted Tomatoes -0.95 • Rocket +0.95 • Chicken +3.95
 Plant-based 'Chicken' +3.95 • Hot Smoked Salmon +3.95
 6 King Prawns +3.95 • Milanese Chicken +4.95 • Burrata +5.95
 Full list of extras on the app

All'arrabbiata VE House Italian tomato sauce, roasted cherry tomatoes, fresh chilli & garlic	9.95	Carbonara Pancetta cooked in our classic carbonara sauce made with free range egg yolk & cream	13.95
Pesto Basilico Basil pesto with toasted pine nuts	9.95	Chicken Alfredo H Chicken breast, mushrooms & sweet onions in a cream sauce	13.95
Pasta Alla Vodka V Creamy Italian tomato sauce with fresh garlic & vodka	9.95	Pollo Vesuvio (NEW) Chicken breast, 'Nduja, roasted cherry tomatoes, double cream, fresh spinach & sweet onions with fresh lemon	14.95
Pomodoro V House Italian tomato sauce with roasted cherry tomatoes, topped with Fiore di Latte cheese	9.95	Hot Smoked Salmon Hot smoked salmon, garlic, spinach & fresh lemon in a herby cream sauce	14.95
Crema di Funghi V Fresh mushrooms, garlic, Italian Riserva vegetarian cheese, in a herby, porcini cream sauce	12.95	Gamberetti e Spinaci King prawns, cherry tomatoes & spinach in a pesto cream sauce	14.95
Marry Me Chicken H (NEW) Chicken breast, sun blushed tomatoes, onions, spinach & spices in a herby cream sauce	13.95	Beef Shin Ragù H Beef shin ragù cooked low & slow	15.95
Bolognese Classic beef Bolognese with red wine & fresh basil	13.95	Lasagna Classic beef lasagna, made with red wine & Italian tomato sauce	14.95

CREATE YOUR OWN PASTA DISH! (NEW)

You decide what goes in your bowl + 13.95
 Select a pasta, a protein, a sauce and two extras - see all options on the app



V = Vegetarian VE = Vegan H = Halal
 Many of our dishes are available as vegan. See app for the full range of dietary options

SOURDOUGH PIZZA

Our pizza sauce is made to our own recipe from tomatoes harvested in Emilia Romagna.
 Swap to vegan cheese for +1.50



Extra pizza toppings are available and listed on the app

Marinara VE Fresh basil & garlic on our house Italian tomato sauce	8.95	Quattro Formaggi (NEW) Goats' cheese, Grana Padano, Gorgonzola Piccante & mozzarella	12.95
Margherita V The classic! House Italian tomato sauce, mozzarella & fresh basil	9.95	Pesto e Pollo (NEW) The classic! House Italian tomato sauce, mozzarella & fresh basil	13.95
Funghi V Mushrooms & smoked mozzarella	10.95	Prosciutto e Funghi Cotto ham, crispy prosciutto, Grana Padano, mushrooms & chives	14.45
Pepperoni Italian pizza sauce, topped with Italian pepperoni. Add hot honey for spice and sweetness + 95p	10.95	Italian Meatball Pizza H Italian seasoned beef meatballs, with mozzarella finished at the table with Italian Riserva cheese	14.45
Nonna's Hot One Pepperoni, jalapenó & pickled red onions. Switch to halal on request	12.95	Pizza Carbonara Carbonara sauce base with pancetta, topped with fresh free range egg yolk, flamed at the table	14.45
Pizza Bolognese House bolognese sauce, with creamy bechamel	12.95	Burrata Volcano Creamy Italian tomato sauce base, burrata, prosciutto, hot honey & rocket	14.45
BBQ Pollo H Marinated chicken breast, pickled red onions, smoked mozzarella & BBQ sauce	12.95		

ADD A HOMEMADE DIP FOR YOUR PIZZA CRUSTS
 Garlic Butter, Calabrian Ketchup, Basil Aioli +0.95

RISOTTO

Your favourite Vapiano pasta flavours now available as a risotto. Made with Arborio rice

Crema di Funghi V (NEW) Fresh mushrooms, garlic, Italian Riserva vegetarian cheese in a herby, mushroom cream sauce	12.95	Gamberetti e Spinaci (NEW) King prawns, cherry tomatoes & spinach in a pesto cream sauce	14.95
Chicken Alfredo H (NEW) Chicken breast, mushrooms & sweet onions in a cream sauce	13.95		

POLLO MILANESE

A seasoned buttermilk chicken breast coated in panko breadcrumbs and Vapiano seasoning

Pomodoro Milanese (NEW) Marinated crispy chicken on herby pomodoro pasta	13.95	Insalata Milanese (NEW) Marinated crispy chicken, mixed leaves, gorgonzola, cherry tomatoes, toasted seeds in a honey mustard dressing	14.95
Classic Milanese (NEW) Marinated crispy chicken with Vapiano seasoned fries, rocket salad & garlic butter	14.95		

VAPIANO kids

Carrot & cucumber sticks, pizza or pasta & gelato 8.95

BARCELONA, SPAIN



OUR RESTAURANTS

SIT WHEREVER YOU LIKE.
STAY AS LONG AS YOU WANT.

VAPIANO



PARIS, FRANCE



SPREITENBACH, SWITZERLAND



VIENNA, AUSTRIA

FROM MIAMI TO SYDNEY, AN EXCEPTIONAL WELCOME AWAITS.

VAPIANO



LONDON, UK



BRISBANE, AUSTRALIA



DUBAI, UAE

FLEXIBLE MODELS

VAPIANO



COMPACT

SIZE-RANGE
50-300m²

MODEL

A compact Vapiano (50-300m²) designed for high-traffic, space-constrained locations such as food courts and travel hubs.

It delivers the Vapiano experience with speed, clarity, and guest-centric service in a streamlined footprint.



REGULAR

SIZE-RANGE
300-600m²

MODEL

A digitally optimized Vapiano experience for mid-sized venues (300-600m²) such as shopping malls or downtown locations.

Combining full service with a modern, tech-forward environment that removes traditional constraints



FLAGSHIP

SIZE-RANGE
600-900m²

MODEL

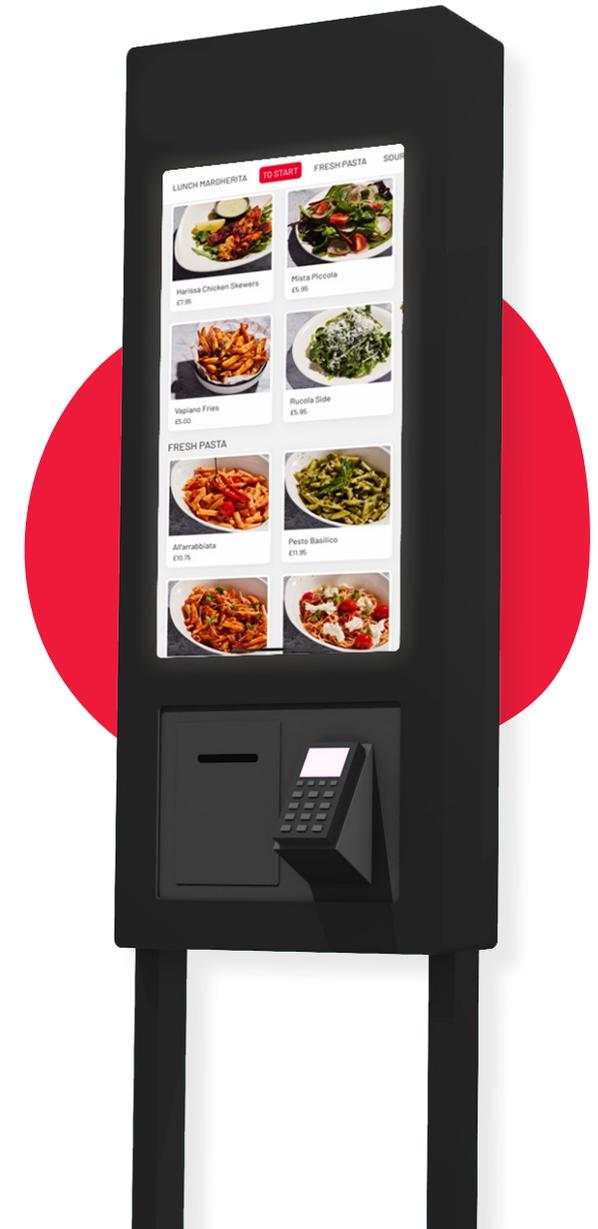
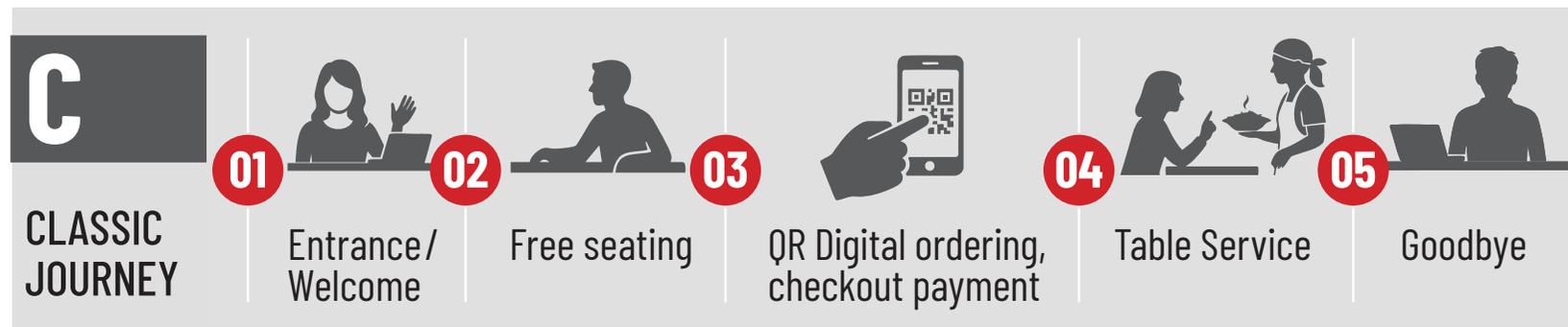
The signature Vapiano experience, authentic and immersive.

Ideal for flagship stores, standalone venues, or prominent urban/commercial hubs, offering a generous footprint with a memorable, theater-like dining environment.



FLEXIBLE GUEST JOURNEYS

VAPIANO



OUR GUESTS



OUR GUESTS

Our guests are welcome to sit where they like and stay as long as they choose – this flexibility and freedom is one of the many reasons we are loved around the world.

We live in the era of personalisation – and this is where we were way ahead of our time back when we started in 2002.

Our guests are culturally diverse and while we're popular with student and young workers, we're also loved by families to celebrities, and solo diners, all sharing the common love of quality fresh food in a great restaurant, welcomed by friendly teams.



**WHY FRANCHISE
WITH US?**

PROVEN MODEL A RECIPE FOR SUCCESS

REVENUE POTENTIAL

€2M - €3M

Average Annual
Net Revenue

€18 - €25

Average Check
per Guest

FRANCHISEE PROFITABILITY

18%-22%

Food Cost
(COGS)

28%-32%

Labor Cost
(COL)

EFFICIENCY & OPERATIONAL CONTROL

15%-20%

Restaurant Level
EBITDA

3-4 Years

Payback period
(ROI)

INVESTMENT PROFILE

350-500sqm

Target Area
(120 - 170 seats)

€350k

Estimated Initial
Investment from*

**Includes CAPEX, franchise fee & pre-opening costs.*

DISCLAIMER: The figures shown are network averages and do not guarantee future results. Individual performance depends on management, location, and other factors.

A detailed business plan will be provided to qualified candidates.

A 360° SUPPORT APPROACH

VAPIANO



A 360° SUPPORT APPROACH

VAPIANO

Design & Construction

- **Kickoff and design:** concept validation, space planning, and equipment specs
- **In-house design team** to support local partner on unique projects: floor plans, kitchen flow, and equipment specs tailored to each unit
- **Brand-aligned interiors:** fixtures, lighting, finishes that reflect Vapiano aesthetics
- **Sourcing & procurement:** vetted suppliers, bulk pricing, lead-time support
- **Construction management:** timeline tracking, site supervision, quality checks
- **Maintenance & parts:** maintenance plans, spare parts, and local service coordination
- **Upgrades and retrofits:** cost-effective improvements with minimal downtime



Radek Bartkowiak
Global Development

Training

- Recruitment & Onboarding guidelines
- Training deployment & mapping: schedule management and rollout
- Career plans, Rewards & Certification
- Mobile Learning (online training platform): we use gamification to as an effective tool for behavioral change interventions, built on the bedrock of sound science
- Fully customized on local needs
- Different languages
- Weekly/Monthly report tracker
- V-Academy (Vapiano ongoing training & learning)
- Star Behaviour Training: For all Vapianisti
- Epic Leadership: For managers



Annika Mersch
Global Head of Training

NPD & Supply Chain

- Full culinary creation, development and implementation support
- Recipes & Specifications manuals
- Specials development: seasonal or limited-time offers concepting and feasibility
- Local specials support development: adaptation and customization for regional markets
- Ready-to-use Vapiano products: curated, plug-and-play product kits and kits a franchisee can deploy quickly
- Supply chain, Sourcing & procurement



Neil McNab
Global Head of NPD

A 360° SUPPORT APPROACH

VAPIANO

Marketing

- Online portal for all brand assets and campaigns
- Logos, fonts, templates and asset vault
- Brand guidelines and marketing plans
- Videos, photoshoots and digital content
- Website and SEO support
- Social Media guidelines and support
- Case studies & best practices
- Brand global campaigns
- Local campaigns & LSM
- AI-powered review management software for SSMM
- Coaching & collaboration

Operations

- Operations manual
- Daily OPS tools: standard operating procedures, checklists, and best practices
- Pre-opening planning & New store readiness: pre-opening tasks, checklists, and readiness sign-off
- Franchise performance oversight: benchmarks, audits, and support
- Labor management: forecasting, scheduling, and productivity analytics
- Quality & continuous improvement: audits, corrective actions, best-practice sharing
- Hygiene & Food safety compliance: ongoing training, inspections, and incident management

IT & Systems

- Retail tech & POS integration: hardware/software support, payments, and uptime
- Workforce apps
- Infrastructure & cloud services: networks, servers, cloud
- Platforms, and reliability



Vikki O'Neill
Global Marketing Director



Laura Benitez
Head of Operational Standards



Michael Szubarga
Global Head of IT

OUR PEOPLE

VAPIANO



The Love & Food Restaurant Holding s.r.o. was set up by a hand-picked group of successful European restaurateurs and hoteliers to take over the Vapiano business:



Henry McGovern

McWin Capital, former CEO of the AmRest group of restaurants



Steve Winegar

McWin Capital, global restaurant entrepreneur



Sinclair Beecham

Co-founder of Pret a Manger



Vincent Van del Valk

Dutch hotelier and Vapiano franchisee for the Netherlands



Gregor Gerlach

Vapiano co-founder and owner of the Seaside Hotel Group



Mario Bauer

Former Board Member of Vapiano and serial entrepreneur

LET'S CHAT.

Book a call with us and let's see if Vapiano is right for you



Javier Ramos
Senior Franchise Development Lead
j.ramos@vapiano.eu

VAPIANO