

Shakeaway

The Original Re-inventors Of The MilkShake
&
The Worlds Largest MilkShake Bar Company
Since 1999

Shakeaway Franchise DVD



The Shakeaway Team

Shakeaway has a very experienced board of directors and senior management team with first class experience in Franchising, People Management Development & Training, Retail Operations, Brand & Promotions Marketing, Product Development, Finance and Systems, in both the UK and Internationally

Peter Dickson
CEO

Carole Camfield
Finance Director

Paul Prince
Retail Director

Brandy Waters
Head Office & Franchise Manager

Stephanie Howard
UK Product & Brand Manager

Jessica Hallas
Social media/ Marketing

Derek Howard
Store construction & Development Manager

Joseph Hart
Graphic Design & Store planning

Simon Shepherdson
Brand Manager

Lauren Kirby
Retail Operations Manager

Shakeaway Background

- Shakeaway is the original re-inventor of the Milkshake and started a cult following in 1999 with the first shop opening in the sunny seaside town of Bournemouth in the UK
- With more than 50 stores currently operating in the UK, Bahrain, Mexico, Malaysia, Lebanon, The Philippines, Timor Leste, Jordan, California & Georgia USA
- More than 20 stores opening in the coming year in The UK, Mexico, California, Georgia USA, Pakistan, Malaysia, Oman, Qatar, South Africa, Poland, Jordan, Lebanon, India and Colombia.
- We have further International franchisees pending in The UAE, Singapore and Thailand we are also in discussions with many other territories and US States.
- Shakeaway is a personality brand that has developed cult status helped by it's early adoption of social media, our customer base is extremely responsive and Interactive

We are not a short menu have a nice day concept

Shakeaway Menu Products



Shakeaway over the past 17 years has developed many secret ingredients and make methods that competitors are unable to copy which ensures market leadership.

All make method's are highly protected

International Menu

Based on our famous UK menu, tailored for local tastes, we will develop a country specific menu for each territory

Georgia USA Menu

the world's largest milkshake bar company



the original re-inventors since 1999

[illegible]

Bahrain Menu

the world's largest milkshake bar company



the original re-inventor of the milkshake

[illegible]

Ever Evolving Menu

An exciting, extensive and ever changing menu with over 180 different ingredients that are tailored by country to create millions of combinations that competitors find impossible to copy

- Exclusive low-fat crispy fries (no deep frying!)
- Our world famous 23ct edible gold Millionaire's Milkshake
- Smoothies re-invented
- Soda shakes – approved by Coca cola (World first)
- Fit & healthy shakes
- Hot Shakes “Our amazing hot shakes”
- Unique competition beating frozen yoghurt dessert that eats more like Ice cream
- Shaved Ice – Less an 160 calories per serving
- Caters for special dietary requirements; vegans, vegetarians, dairy and gluten intolerances, nut allergies
- Caters for religious restrictions



Live forever and never have the same shake twice

Ever Evolving Menu

Seasonal menu launches

Spring

- Fit & Healthy named shakes
- Limited edition smoothies

Summer

- Limited edition smoothies
- Limited edition brain freeze shakes

Autumn

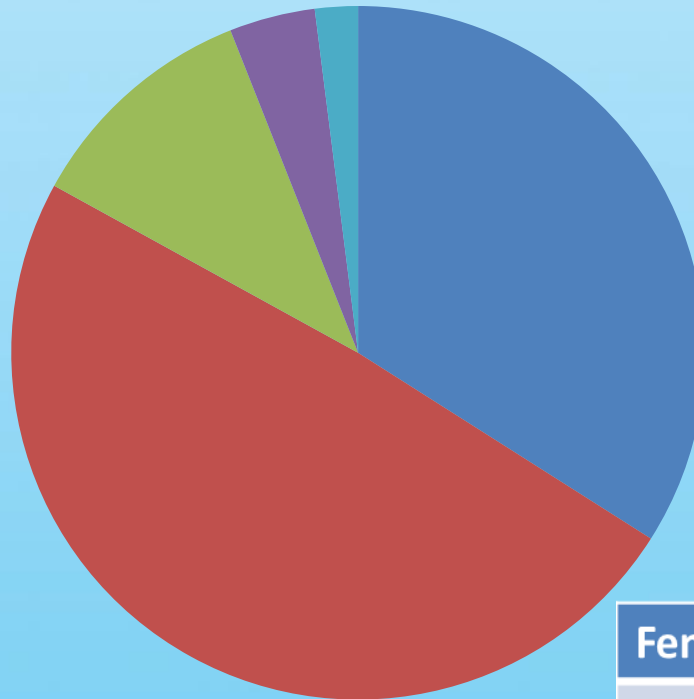
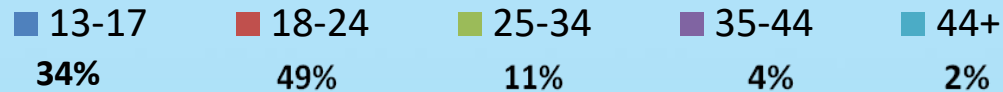
- Autumn all star named shakes

Winter

- Hot stuff menu
- Limited edition hot named shakes



Shakeaway Customers



60% of customers are aged 18 - 35

Female	Male
65%	35%

Shakeaway Customers

Typical Shakeaway customers



You are never too old for a Shakeaway MilkShake



Shakeaway Trip Advisor

"AMAZING"

🟢🟢🟢🟢🟢 17 Apr 2015 | Reviewed by Sophie97a

I visited this place recently, although there was a rather large queue we were served quickly and fantastically. The staff went above and beyond to help me find the perfect shake for me. I have already suggested this place to many of my friends! Will 100% return!

"Shake along to Shakeaway!"

🟢🟢🟢🟢🟢 27 Feb 2015 | Reviewed by Charlotte C

Great fun choosing your own shake! I've tried a variety of different flavours including their hot chocolate! Would recommend everyone tries it out - you won't be disappointed! Nothing better than having a shake in hand looking around the beautiful sites of Edinburgh! The staff are very friendly and recommend great flavours! I will definitely be going back again! 😊

"best milkshakes i've ever had"

🟢🟢🟢🟢🟢 28 Apr 2015 | Reviewed by sam b

there is no need for a huge paragraph, these milk shakes are the best things to be created in the milkshake world

"Fantastic Vegan shake! "

🟢🟢🟢🟢🟢 1 week ago | Reviewed by rogerssam

We had 3 vegan shakes made with soya milk and ice cream - all amazing, particularly the jelly tots one! Helpful staff and vegan menu! They even used a different blender. Room to sit inside.

"Favourite place In Windsor"

🟢🟢🟢🟢🟢 18 Dec 2016 | Reviewed by karolinasal

Good quality, nice stuff. When I'm in UK I always try to visit at least once. Dave is our number one!

Shakeaway's Rating: 73% 4/5 star

Branding

Shakeaway has more than 2M customers a year.

We drive significant valuable young adult footfall in every location.

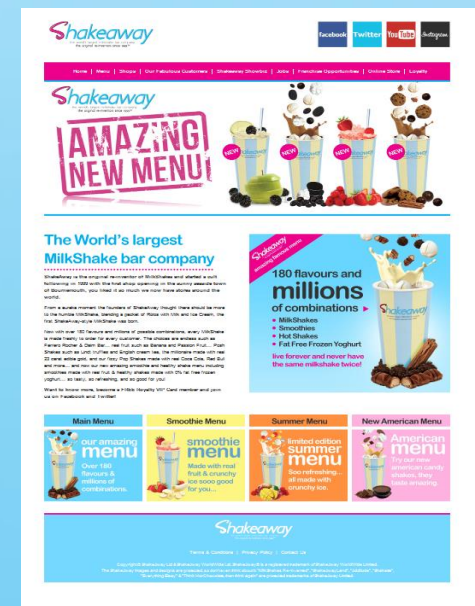
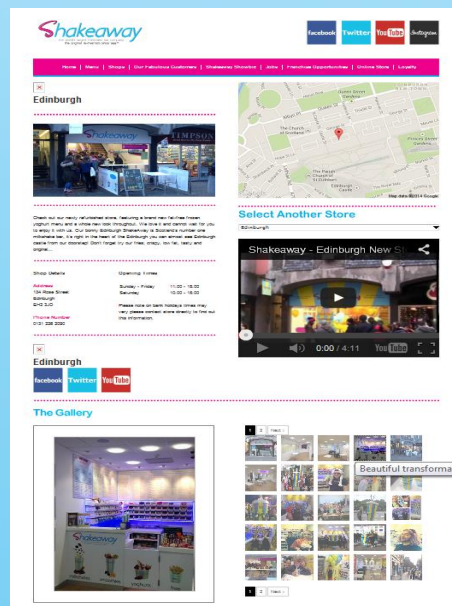
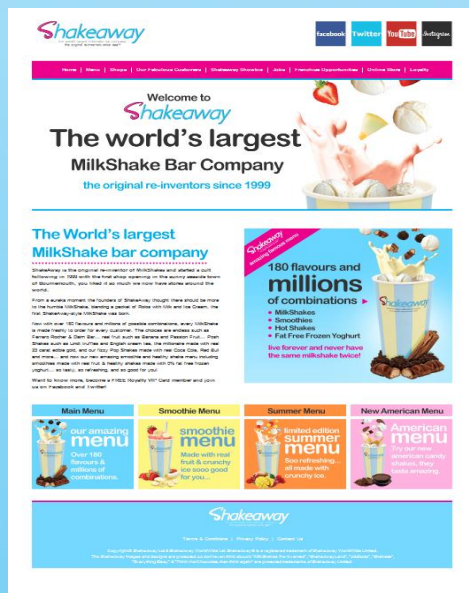
- Store shop fit in the unique Shakeaway style
- Clear refined branding to hit our target customer
- Shakeaway DJ Radio, playing in all stores 7 days a week
- Constantly changing website and social media
- 35% of customers use our loyalty card
- On-line shop to buy Shakeaway merchandise



Shakeaway Website

The constantly changing and updated website includes the following features;

- ★ Menu
- ★ Shops
- ★ Famous Customers
- ★ Employment
- ★ On Line shop
- ★ Franchising
- ★ Social Media Links - Facebook, Twitter, YouTube
- ★ VIP Royalty Card, over 120k members
- ★ Promotions



Marketing and Promotions

We have developed a three tier marketing programme designed to create brand awareness and to help drive profitable footfall at low cost

3rd Party Promotions

Shakeaway
the world's largest MilkShake bar company
the original re-inventors since 1999™

ENTER FOR A CHANCE TO **WIN** A £500 EXHILARATION VOUCHER FOR YOU AND YOUR FRIEND

PLUS FOR THE RUNNERS UP:
3 GOODY BAGS
THAT AWKWARD MOMENT DVD'S

ENTER AT WWW.SHAKEAWAY.COM

OUT ON DVD & BLU-RAY JUNE 2ND

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Participating © Entertainment One UK Limited 2014.
All Rights Reserved.
Closing date 02.07.14

facebook Instagram twitter YouTube

National Promotions

Shakeaway
Special Valentine's Milkshakes

regular £3.89 large £4.89

PASSIONATE PARIS strawberries & meringue topped with mini marshmallows	ROMANTIC ROBBIE choc brownie & chocolate topped with maltases	BESOTTED BENJY maltases & oreo cookies topped with mini oreos
S.W.A.L.K. SOPHIA love hearts & bubblegum millions topped with jelly tots	DREAMY DANIEL battenburg & vanilla topped with custard	ADORING ADAM strawberry cheesecake & white kinder bueno topped with milkybar buttons

Shakeaway gift vouchers available in store
Treat your loved one this Valentine's!

www.Shakeaway.com facebook Instagram twitter YouTube

Local Marketing

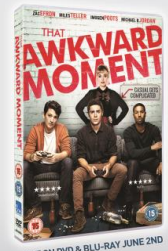


3rd Party Brand Association

Zac Efron

Shakeaway
the world's largest milkshake bar company
the original re-inventors since 1999

ENTER FOR A CHANCE TO
WIN A £500 EXHILARATION
VOUCHER FOR YOU
AND YOUR FRIEND



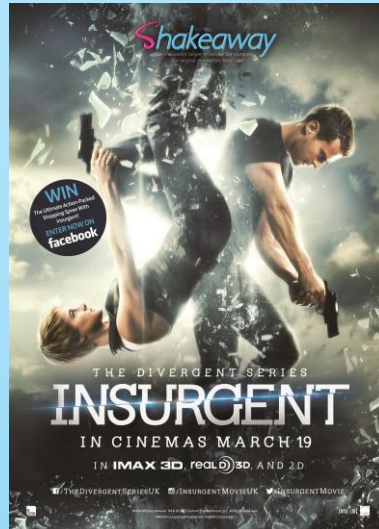
PLUS FOR THE
RUNNERS UP:
3 GOODY BAGS
THAT AWKWARD
MOMENT DVD'S

ENTER AT WWW.SHAKEAWAY.COM

© 2011 AWKWARD Productions, LLC. All Rights Reserved.
Marketing & Merchandise Sales Ltd. 10/11/11
All Rights Reserved.
Offering ends 31.03.12

facebook instagram twitter YouTube

Shailene Woodley



TOM CRUISE

RIHANNA

- 3rd Party promotion partnerships with Sony, MGM, Tesco, Paramount Pictures, London Dungeon's, Nestle, Dandy, Primeval, Gibson Guitars, Radio 1, and major film distributors - Momentum Pictures and Universal Pictures
- Promotions in conjunction with global blockbuster film releases, including promotional leaflets inside DVD cases. For the 'Battleship' & 'Awkward moments' promotion we had inserts into 500,000 DVD's sold in the UK
- Customers to win exclusive prizes such as VIP invitations to red carpet events and meet the stars
- Competitions are run through the stores including speciality drinks which helps to drive footfall
- All 3rd party promotions are zero to very low cost
- Partnership promotions with Almanac, Insurgent, The Duff, Scorch Trial's and The Allegiant and more under review.

National Promotions

Setting a Fun Scene

- Easter / Halloween / Christmas promotions
- Stores are themed and Shakettes and customers dress up and take part



National Promotions Examples

Christmas

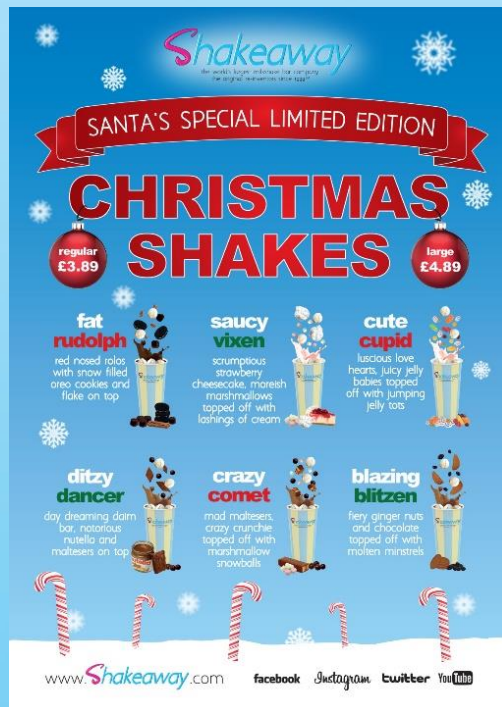
- Mini Christmas milkshake menu
- Giveaway scratch cards
- In store competitions
- In store dress up and decorations

Valentines

- Valentines milkshakes
- Special valentines gift voucher
- Social media competitions

Seasonal menu's

- Named Shakes
- Limited time only





UK'S BEST
DANCE TROUPE
COMPETITION



Shakeaway run national promotions in conjunction with schools, colleges and universities to create brand awareness and to help drive footfall into stores

‘UK’s Best Dance Troupe Competition’ – Designed to promote exercise and healthy eating.

- Schools around the catchment of each Shakeaway store submitted dance routine videos to Shakeaway
- Campaign launched on social media platforms for public vote, final stage judged by celebrity panel.
- Competition supported by big brand names who provided exclusive exciting prizes

Fruit Bowl - provided FREE product to produce a healthy themed Dance Troupe shake

For every shake sold, Shakeaway will be donated £1 to the winning schools



Winners- Stomp, the renowned West End show performance group, provided the winners with tickets and workshop ‘How to Make it on the West End Stage’



Winners- Bend it like Beckham, West End musical received VIP tickets for the show and workshop ‘How to Make it on the West End Stage’



COMPETITION DESIGNED FOR USE NATIONALLY AND FOR A SINGLE STORE ANYWHERE IN THE WORLD

National Promotions

Shakeaway's 'Win a Record Deal' Competition

This national competition giving school kids the chance to win the ultimate music record deal

Sponsored by Nestle and Olympus

Prizes included

- A day in a recording studio
- Professionally record a single
- Single to be promoted online via iTunes and Amazon

Exclusive milkshakes created using free stock provided by Nestle



The poster features the Shakeaway logo at the top, followed by the title 'Win a Record Deal'. Below the title is an image of a recording studio setup with two large speakers, a microphone, and a camera. The text 'Calling all solo artists and bands!' is centered below the image. To the left, under the heading 'WIN the ultimate artist development package', is a list of prizes: 'UK record label, Unique Artists', 'Record your single in a private recording studio', 'Release your single worldwide', 'Full media & PR promotional package to launch your single', and 'Exclusive play of your single on ShakeAway Radio!'. To the right of this list are logos for Spotify, iTunes, PLAY.COM, and amazon.com. At the bottom left, there are three small images showing a house, a pond, and a recording studio. A large black button with white text says 'ENTER NOW at ShakeAway.com'. At the very bottom, it says 'in partnership with Nestlé OLYMPUS' and 'like, tweet and watch on facebook twitter YouTube'.

Shakeaway
Win a Record Deal

Calling all solo artists and bands!

WIN the ultimate artist development package

- UK record label, Unique Artists
- Record your single in a private recording studio
- Release your single worldwide
- Full media & PR promotional package to launch your single
- Exclusive play of your single on ShakeAway Radio!

Spotify
iTunes
PLAY.COM
amazon.com

ENTER NOW at ShakeAway.com

in partnership with
Nestlé OLYMPUS

like, tweet and watch on
facebook twitter YouTube

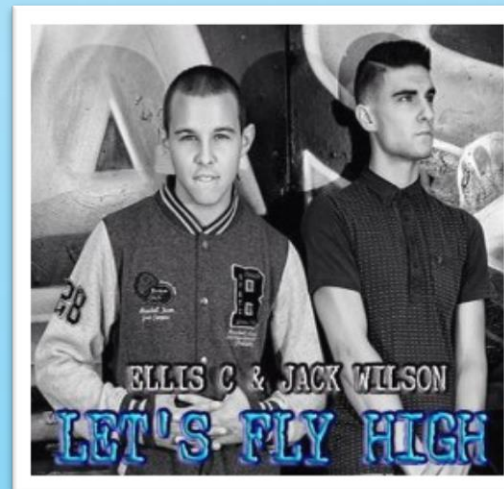
National Promotions

Shakeaway 's 'Win a Record Deal'

The Winners



Ellis and Jack in the studio with
X- factors Peter Dickson



Ellis and Jack having been
restyled, signed and making
a music video

Local Implementation of National promotions

Marketing collateral used on a local level to create awareness of the brand that drives significant footfall

- Tasters
- Cupman
- Flyers
- Facebook
- Posters
- Shakeaway Radio
- Shakeaway TV
- Website
- A Boards
- VIP Royalty cards



Tasters and menu leafleting everyday

Shakeaway milkshakes are so different to any other milkshake you have to taste them



Social Media

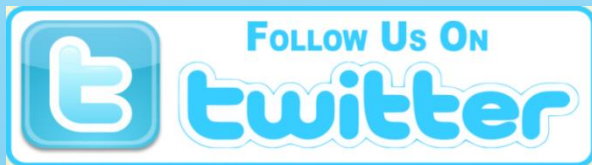
Shakeaway are one of few companies that utilise social media extensively for it's marketing. **All stores have their own unique Facebook account** in addition to the company wide accounts on Facebook, YouTube and Twitter

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Facebook over 202,000

The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle, with a trademark symbol (TM) to the right.

You Tube over 242,000

A Twitter banner featuring the Twitter bird icon in a blue square, followed by the text "FOLLOW US ON" in blue and "twitter" in a blue, rounded, lowercase font.

Twitter over 6200

The Instagram logo, featuring the camera icon in a black square followed by the word "Instagram" in a black, cursive-style font.

Instagram over 8000

Social Media

Twitter Interaction



Twitter logo and Shakeaway logo.

"my mum bought me a raspberry shakeaway milkshake today aww"
@zoellafroyo

"we like your mum!"
@ShakeAwayLand

"haha thanks x"
@zoellafroyo

zoellafroyo @zoellafroyo 20 May
my mum bought me a raspberry shakeaway milkshake today aww

ShakeAway Land @ShakeAw... 20 May
@zoellafroyo we like your mum!

fxncy @zoellafroyo 20 May
@ShakeAwayLand haha thanks x

Social media interaction with ShakeAway Customers - Twitter



Twitter logo and Shakeaway logo.

"Really upset shakeaway has gone from Watford"
@ChristianP

"we have just opened in Watford Christian"
@ShakeAwayLand

"you have made my life complete"
@ChristianP

christian panayi @ChristianP... 22 May
Really upset shakeaway has gone from Watford

ShakeAway Land @ShakeAw... 22 May
@ChristianPanayi we've just opened in Watford Christian

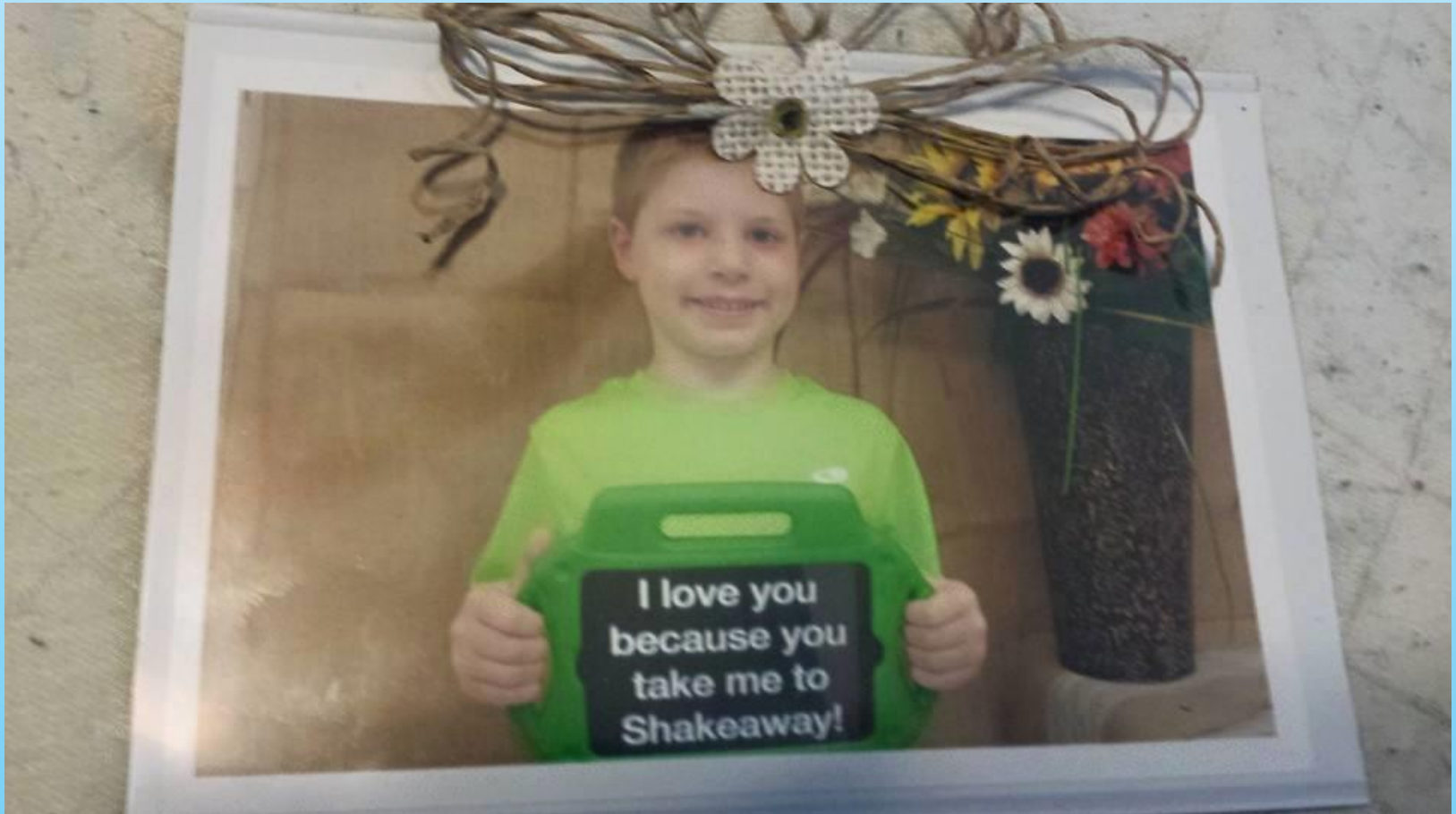
christian panayi @ChristianP... 22 May
@ShakeAwayLand you have made my life complete!

christian panayi @ChristianP... 22 May
@ShakeAwayLand you have made my life complete!
Retweeted by you

Social media interaction with ShakeAway Customers - Twitter

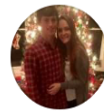
Social Media

Mother's Day post



Social Media

Facebook Post



TO



marahpowers_ My boyfriend asked me to prom with my favorite milkshake, an Alan! I've been the biggest fan of the shakeAway in Cumming, GA US since they opened this past summer. I have spent well over \$300 on milkshakes there! I have filled out 3.5 stamp cards! I am a huge fan of shakeAway and all the amazing combinations and flavor ideas.

3 hours ago

A fantastic demonstration of how Shakeaway has become a cult brand in America

Franchise System

Shakeaway offers all of its franchisees training in key areas of the business, providing detailed support to them on a daily basis through to the opening of their first store and beyond

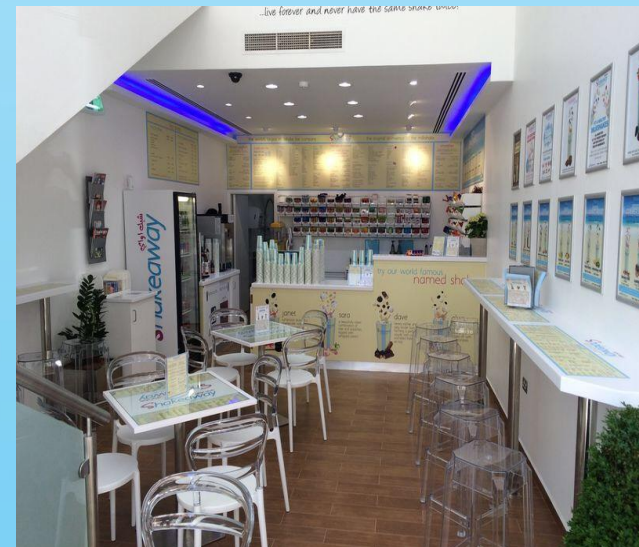
Each Store will receive full training in each of these key areas of the business

- –Customer Focused
- –Consistent Brand Management
- –High Quality Product
- –Professional Operations
- –Marketing, Promotions
- –Constant Local Marketing & Promotions
- –Franchise Recruitment

Shakeaway stores

- Shop fit highly adaptable to any location / size
 - Size- From 350 sq ft to 1500 sq ft

Shakeaway can operate effectively as a stand alone store in both malls and street locations, preferably with outside seating and the ability to promote the brand daily through taste testers outside with Cupman mascot and leaflets



Bournemouth- UK

600 sq ft, high street location



Store Development & Design

Edinburgh UK

1300 sq ft high street location on two floor's



Leicester – UK

800 sq ft, stand alone high street location



Worcester–UK

Stand alone store



Woodgreen, UK



Norwich, UK



Croydon Valley Park - UK

300 sq ft Space share with Subway

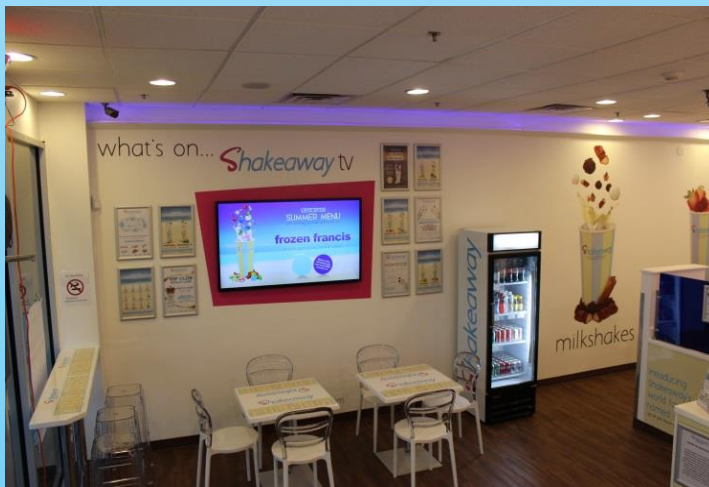


Opened 1st joint venture with Subway “The worlds largest restaurant company”

Huntington Beach, California, USA



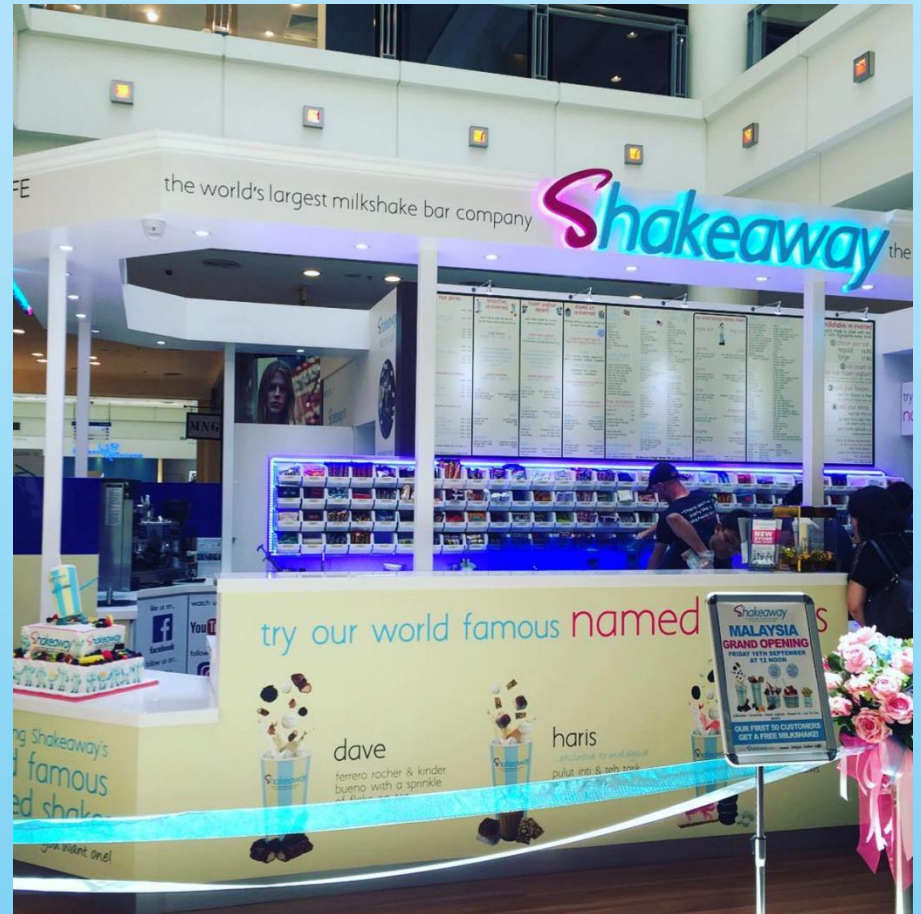
Cumming store, Georgia USA



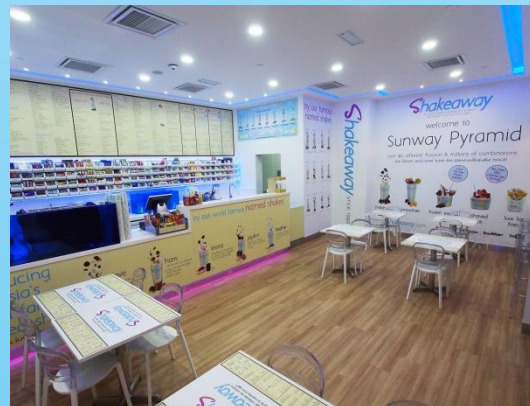
Adliya, Bahrain



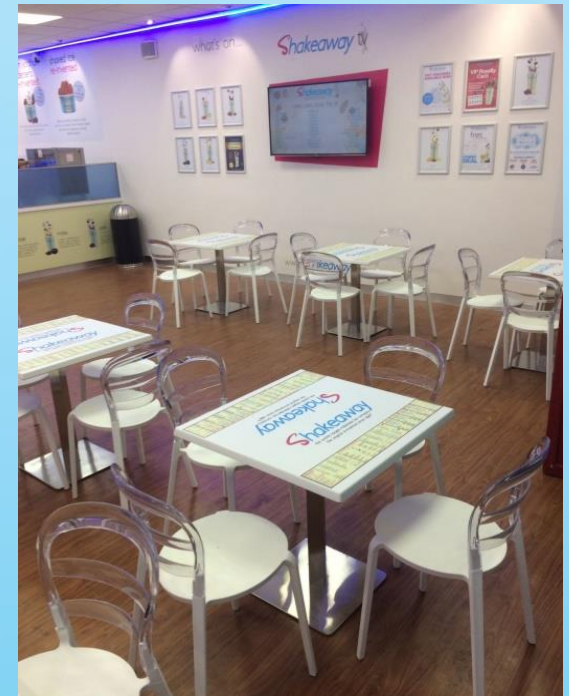
The Curve, Malaysia



Sunway Pyramid, Malaysia



Quezon City, Philippines



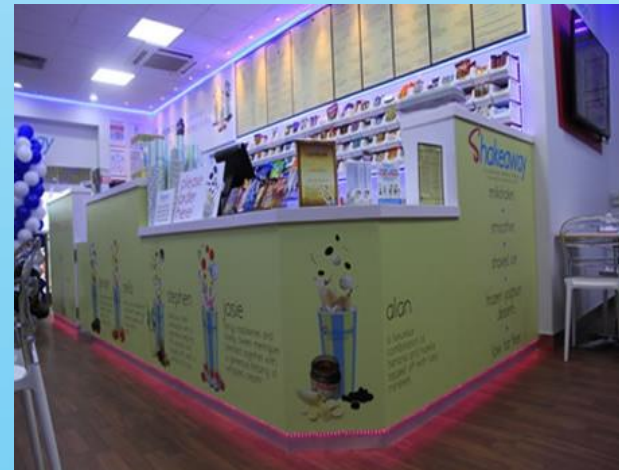
Bonifacio, Philippines



Beirut, Lebanon



Dili, Timor Leste



Santa Fe, Mexico



Condesa, Mexico



Brand Association

Shakeaway Mexico assisting Gap in their opening week



