

NORDSEE



OUR SUCCESS CONCEPT



HISTORY



A PASSION FOR FISH.

SINCE 125 YEARS.



WE ARE ALL ABOUT FISH. SINCE 125 YEARS.

1869

ALL ABOARD!

FOUNDATION OF
THE GERMAN STEAM
FISHING SOCIETY
NORDSEE – THE
BEGINNING OF A
MISSION.

1930

**THE FLEET IS
GROWING**

1930 NORDSEE OWNS
ALMOST HALF OF ALL
GERMAN FISHING
BOATS.

1965

**PIONEERS IN
QUICK-SERVICE-
RESTAURANT**

NORDSEE STARTS SELLING
OVER THE SALES COUNTER
– LONG BEFORE OTHERS HIT
ON THE IDEA. PEOPLE WERE
EXCITED BY THE INNOVATION.

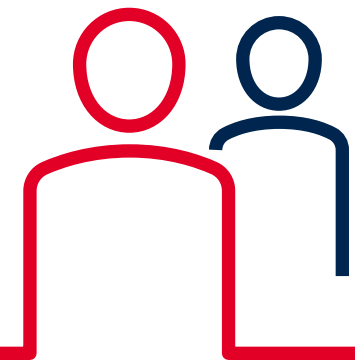
2021

**IT'S JUST GET-
TING STARTED**

OUR PRODUCTS BRING
DELIGHT TO PEOPLE ALL
OVER EUROPE – AND
WE STILL HAVE A LOT OF
GOOD PLANS.

2. VISION

CORPORATE VISION



FLEXIBILITY

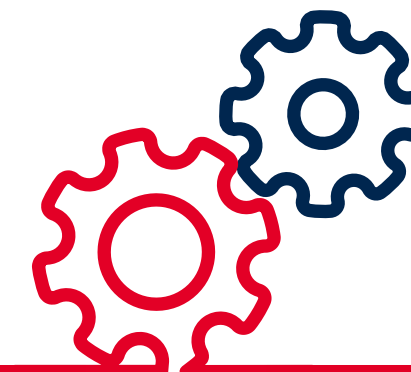
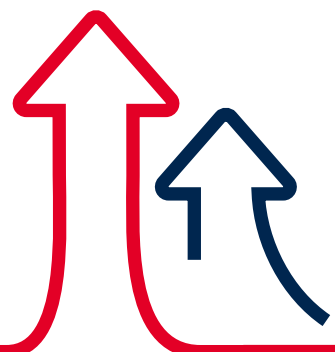
TWO BRANDS, EVEN MORE SUCCESS: WITH NORDSEE AND GO!FISH WE MEET THE NEEDS OF TWO TARGET GROUPS.

QUALITY

FRESH, DELICIOUS, SIMPLE: THE QUALITY OF OUR FRESH PRODUCTS REMAINS OUR TOP PRIORITY.

INNOVATION

WE ARE CONTEMPORARY AND SURPRISE WITH NEW PRODUCT-LAUNCHES, AS WELL AS RE-INTERPRETATIONS OF OUR CLASSICS.



GROWTH

PROFITABLE AND SCALABLE: WE BASE ON OUR UNIQUE ROLE AS EUROPE'S FISH-QUICK-SERVICE COMPANY.

EXPANSION

WITH MORE AND MORE RESTAURANTS IN ALL MAJOR EUROPEAN CITIES, WE ARE INCREASING OUR MARKET PRESENCE.

EFFICIENCY

WITH OUR LOGISTICAL EXPERTISE IN QUICK SERVICE, WE WILL CONTINUE TO IMPROVE OUR PROCESSES.

DIGITAL POWER

SOCIAL MEDIA, APP, CLICK & COLLECT – OUR DIGITAL FOOTPRINT AND EXPERTISE IS GETTING EVEN BIGGER AND STRONGER.

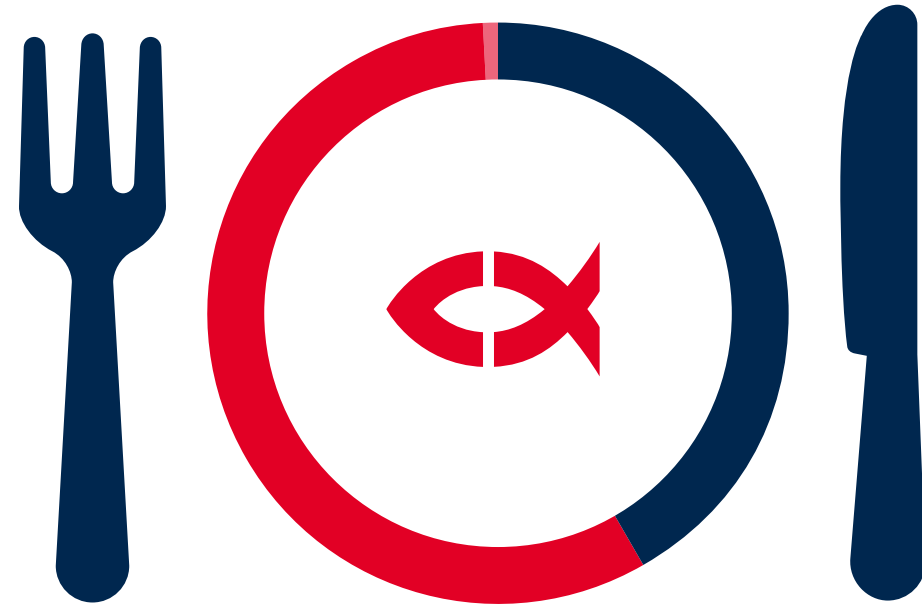
3.

FACTS AND FIGURES

OUR PRESENCE IN EUROPE

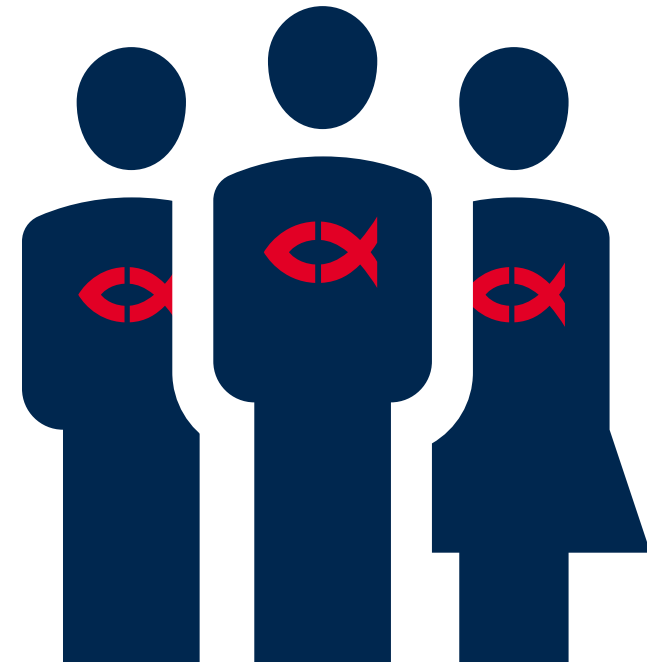
3 BUSINESS MODELS

FRANCHISING	143
COMPANY	203
GO!FISH	2



TOTAL NUMBER OF EMPLOYEES

APPROX. 2550



359 STORES IN 11 COUNTRIES

GERMANY	300	SLOVAKIA	2
AUSTRIA	28	HUNGARY	2
SWITZERLAND	3	ROMANIA	5
LUXEMBOURG	1	BULGARIA	1
BELGIUM (GO!FISH)	2	ITALY (GO!FISH)	1
CZECH REPUBLIC	2		

KEY FIGURES AT A GLANCE



338

MILLION EURO IN REVENUE



13
MILLION
GUESTS
PER YEAR



900

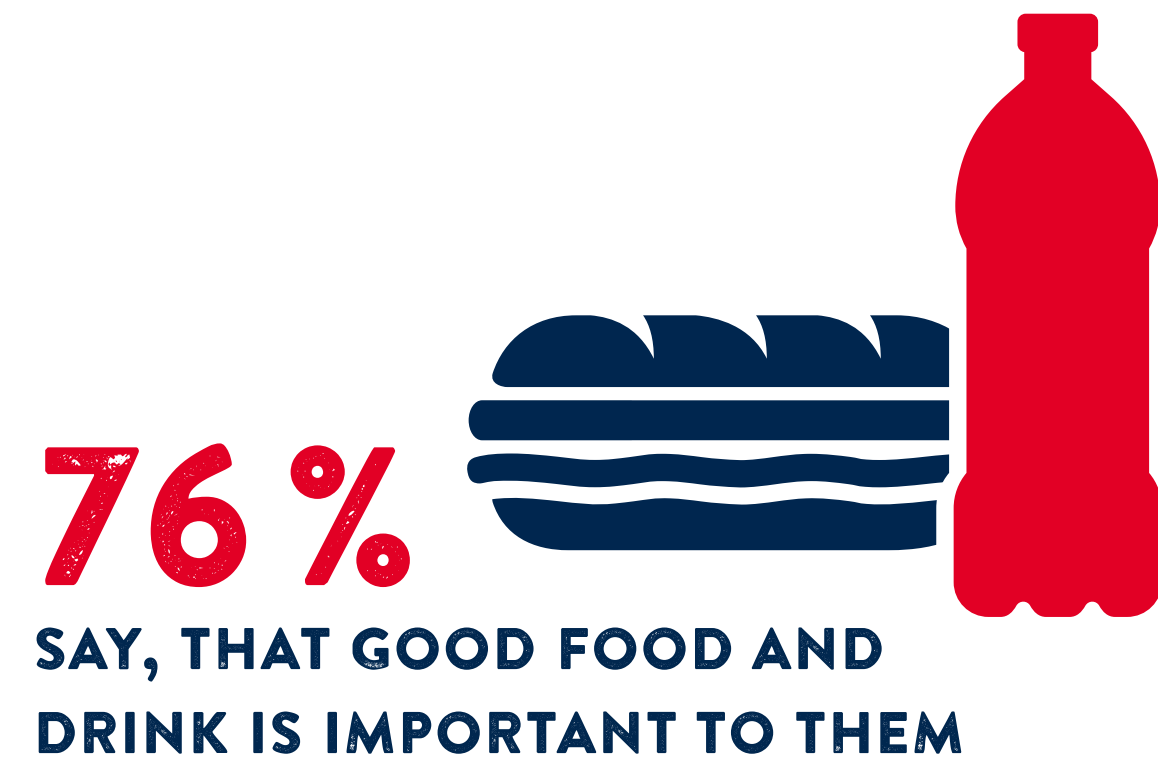
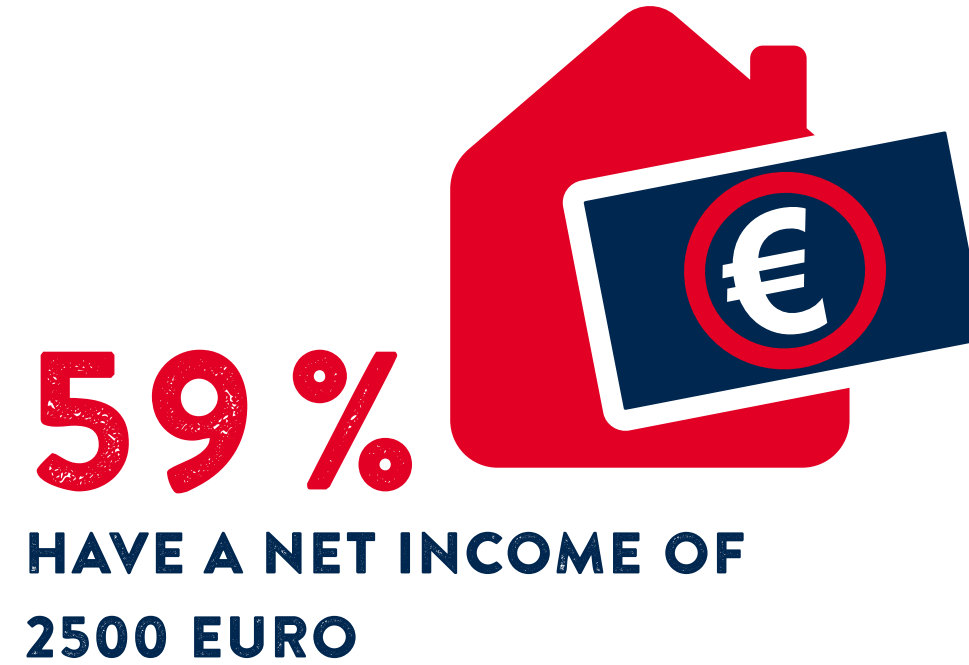
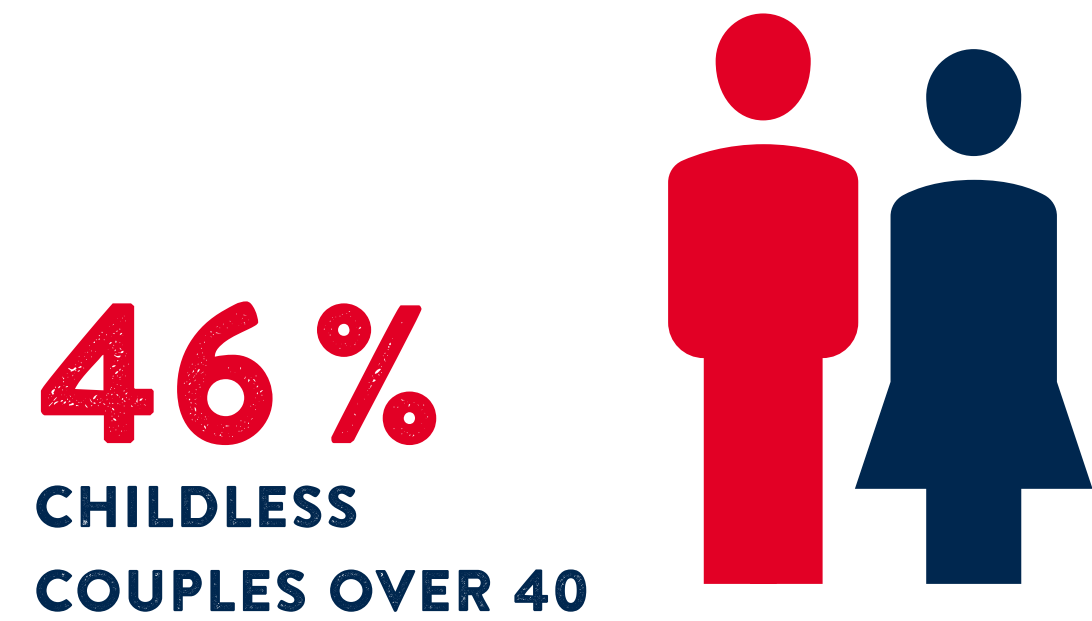
REVENUE PER
RESTAURANT
PER YEAR



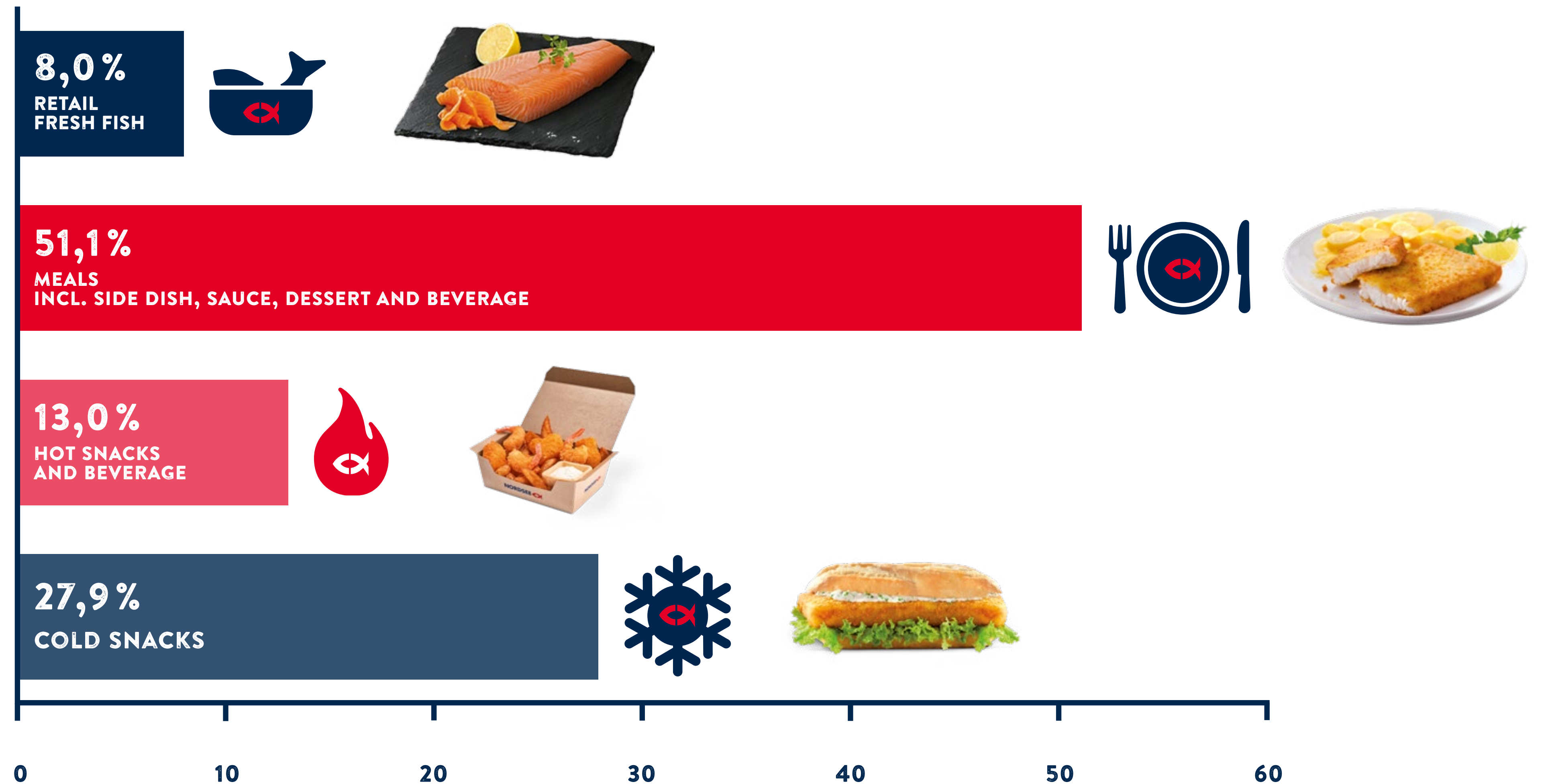
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AVERAGE CHECK
PER CUSTOMER

OUR CUSTOMERS: LOYAL, FINANCIALLY INDEPENDENT AND LOVER OF GOOD FOOD



SALES IN CATEGORIES



NORDSEE – A STRONG BRAND

1 FIRST-CLASS RATINGS

- ✕ STRONGEST BRAND AMONG FAST FOOD CHAINS (SPLENDID RESEARCH 2020)
- ✕ GASTRONOMY-BRAND OF THE YEAR (YUGOV BRAND INDEX 2020)
- ✕ RANK 3 OF THE MOST FAMOUS FAST-FOOD-RESTAURANTS (YUMA STUDY STATISTA 2021)

2 HIGH BRAND AWARENESS

- ✕ THIRD PLACE IN THE GERMAN "SYSTEMIZED"-GASTRONOMY WITH 89% UNAIDED BRAND AWARENESS (BASELINE STUDY 2019, SKOPOS MARKET RESEARCH)

3 BALANCED CUSTOMER STRUCTURE

- ✕ 50% >50 YEARS AND 50% <50YEARS
- ✕ 54% WOMEN AND 46% MEN
- ✕ 50% FAST FOODIES AND CONNOISSEURS
- ✕ 50% FAST FOODIES AND SPORADICS

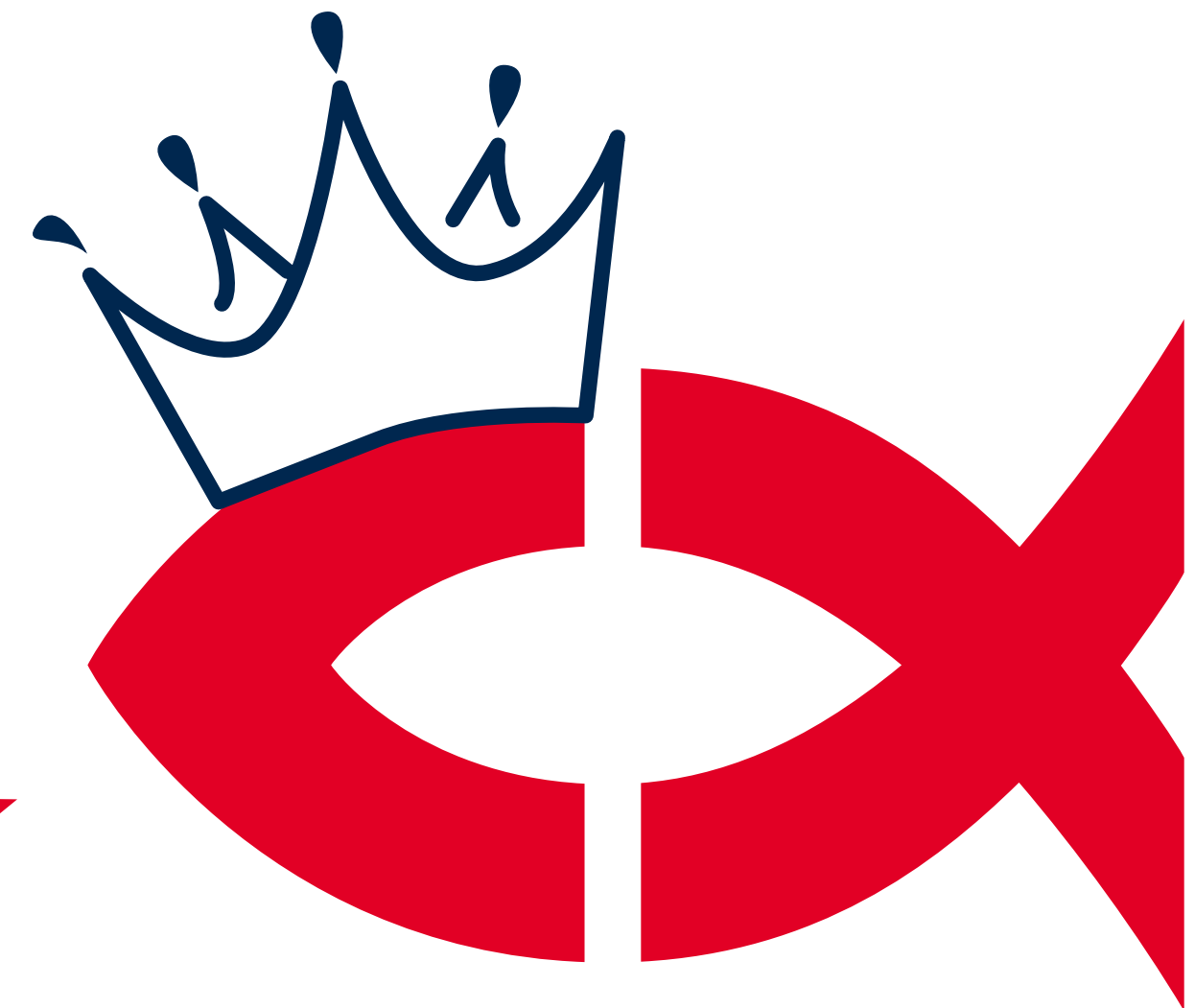
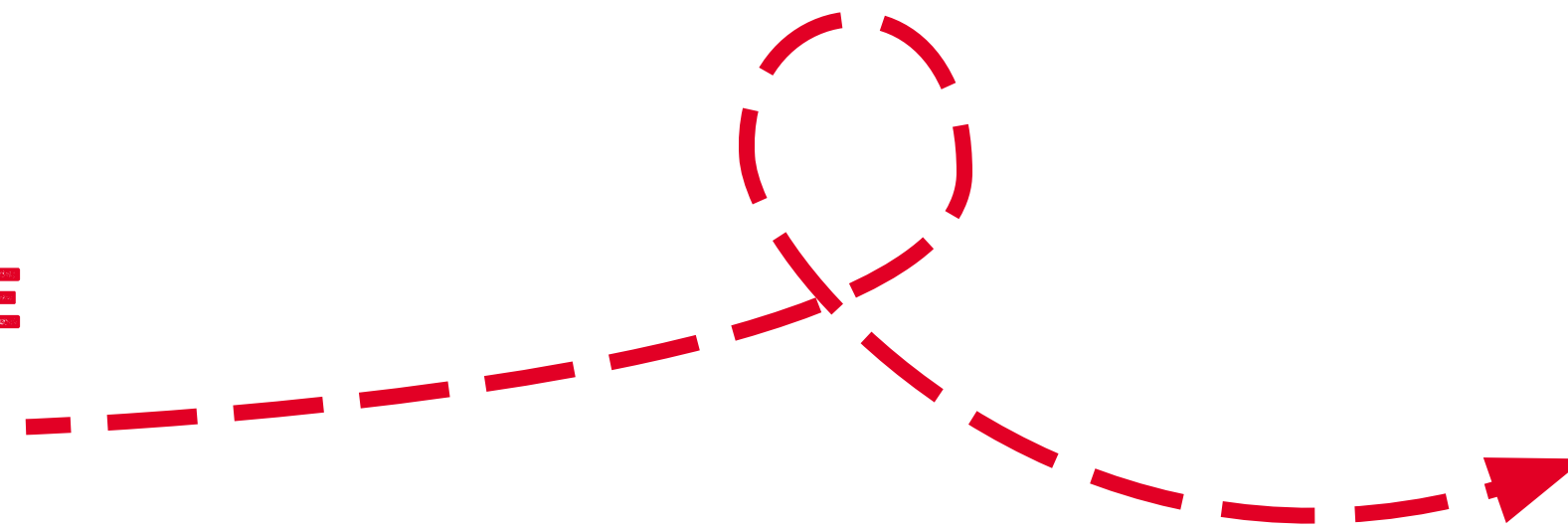
4 UNIQUE IMAGE

- ✕ PRODUCTS: THE FRESHNESS AND QUALITY OF OUR PRODUCTS, AS WELL AS THE TYPICAL NORDSEE TASTE, ARE STRONG ATTRIBUTES THAT CHARACTERIZE THE IMAGE OF NORDSEE: THEY PROVIDE THE TYPICAL "NORDSEE FEELING" AND ARE THE CORE OF ATTENTION.
- ✕ SIMPLE & FAST: NORDSEE STANDS FOR "ENJOY DELICIOUS FISH QUICKLY AND CONVENIENTLY". OUR CUSTOMERS RELY ON OUR QUALITY AND APPRECIATE OUR WIDE RANGE OF PRODUCTS.
- ✕ REGIONAL: WE ARE ROOTED IN THE REGION AND CARE FOR OUR TRADITION – OUR CUSTOMERS RELY ON US.
- ✕ SUSTAINABILITY: WE PLACE GREAT VALUE TO A DELIBERATE ATTENTION TO THE ENVIRONMENT. OUR CUSTOMERS APPRECIATE THIS.

BRAND OF THE YEAR 2021

IN THE 2021 BRAND RANKING OF YUGOV,
NORDSEE PREVAILS OVER 24 COMPETITORS
AND ACHIEVES **FIRST PLACE** IN THE CATE-
GORY "**GASTRONOMY**"

RANKING	BRAND	SCORE
1	NORDSEE	32,3
2	HANS IM GLÜCK	32,1
3	L'OSTERIA	30,8
4	BLOCK HOUSE	29,2
5	TCHIBO	27,2



4. PRODUCTS

ALL-TIME-FAVORITES



NEW PRODUCTS



NEW PRODUCTS

**PLANT
BASED
VISCH**



FRESH FISH



COMPOSE YOUR MENU

KLASSIK MENÜ *Dein Lieblingsfisch als Menü!* **NUR 10⁴⁹**

1. DEIN FISCH
MIT SAUCE NACH WAHL

- ALASKA-SEELACHSFILET
- SEELACHSFILET VOM GRILL
- SCHOLLENFILET VOM GRILL

2. BEILAGE

- Petersilienkartoffeln
- Bratkartoffeln
- Kartoffelsalat
- Pommes Frites
- Kartoffelwedges
- Gemüserais
- Gemüse

3. GETRÄNK 0,2L
Coca-Cola, Coca-Cola Zero, Fanta, Sprite, Lift, Tafelwasser

SPAR MENÜ **NUR 7⁴⁹**

2. „BREMER“ FISCHFRIKADELLEN
MIT KARTOFFELSALAT & SAUCE NACH WAHL

GETRÄNK 0,2L
Coca-Cola, Coca-Cola Zero, Fanta, Sprite, Lift, Tafelwasser

Spar Dich einfach satt!

SALAT MENÜ **NUR 9⁹⁹**

SALAT BOWL

- MIT SHRIMPS
- MIT PLANT-BASED TUNA UND FALAFEL

GETRÄNK 0,2L
Coca-Cola, Coca-Cola Zero, Fanta, Sprite, Lift, Tafelwasser

1. Pick your favorite fish
2. Decide on a delicious side dish
3. Choose a beverage

It's that simple!

5.

MARKETING & SALES

ABOUT US

WE LOVE SIMPLE FOOD.

OUR PRODUCTS ARE CONVENIENT TO ENJOY, FRESH AND FULL OF TASTE.

ABOUT US

WE LOVE FISH.

OUR PRODUCT FOCUS GIVES US A UNIQUE BRAND POSITION.



ABOUT US



WE LOVE NEW IDEAS.

WE LIKE TO KEEP UP WITH THE TRENDS AND SURPRISE WITH NEW PRODUCTS.



ABOUT US

WE LOVE OUR
CUSTOMERS.

WE CULTIVATE OUR COMMUNITY, ALSO ON ALL DIGITAL CHANNELS.

ABOUT US

WE LOVE OUR NATURE.

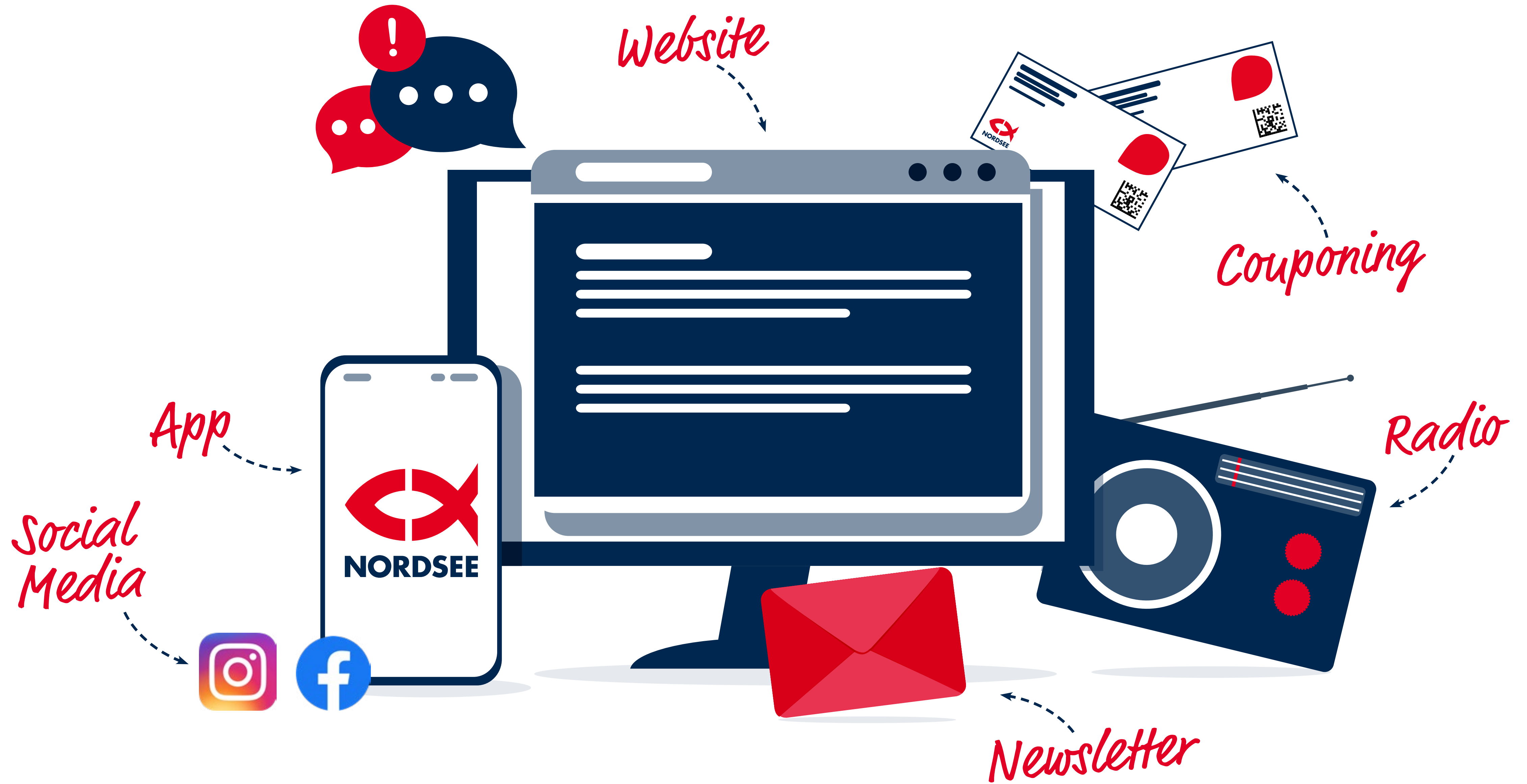
SUSTAINABLE ACTION HAS ALWAYS A HIGH PRIORITY.

ABOUT US

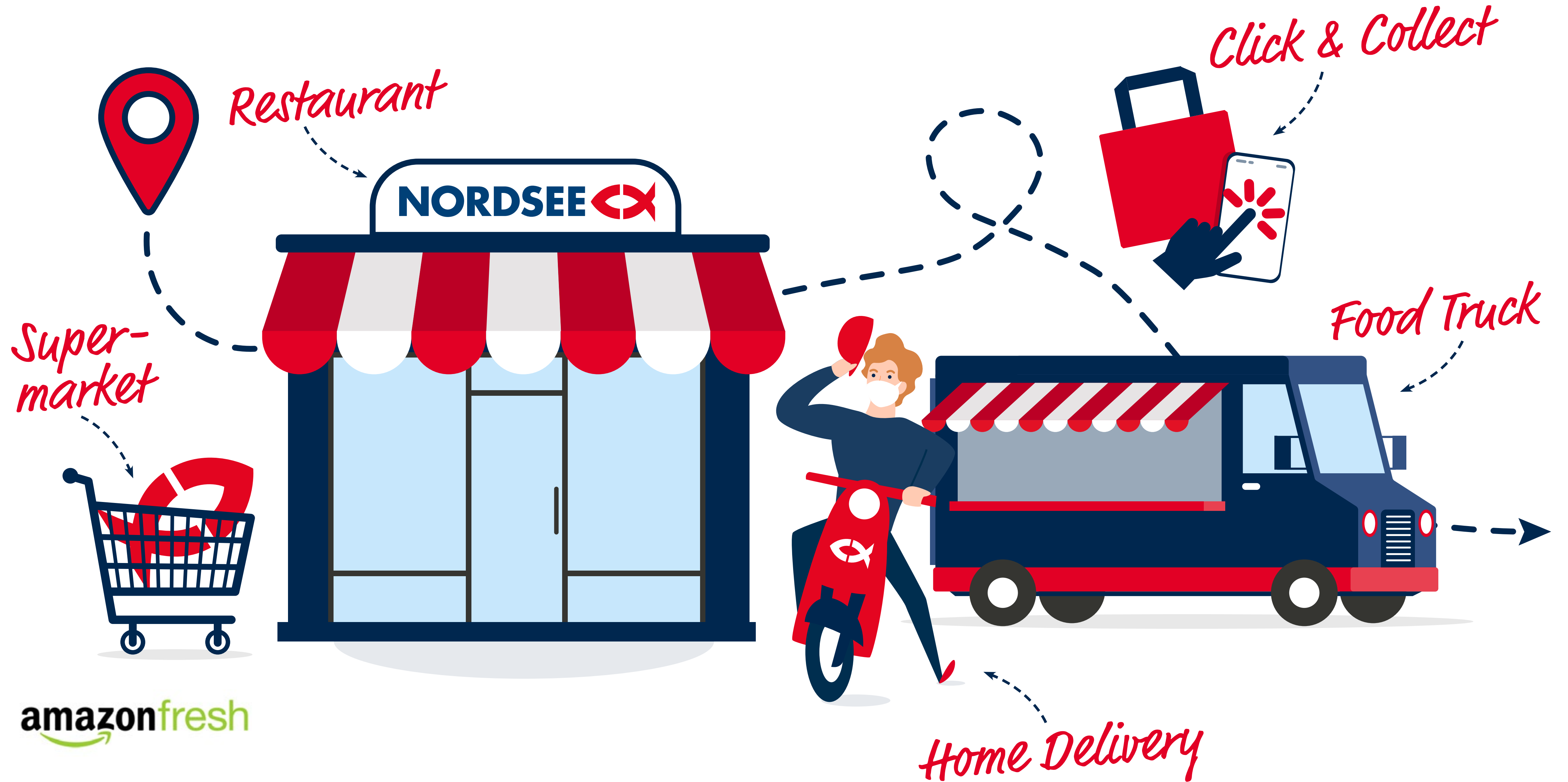
**SIMPLY
GOOD FISH.**

NORDSEE 

MEDIA CHANNELS



SALES CHANNELS



RESTAURANTS, FOOD COURTS AND SNACK SHOPS – THE MATCHING CONCEPT TO ANY LOCATION

NORDSEE RESTAURANTS



NORDSEE RESTAURANTS WITH DINE-IN AREA OFFER SELF-SERVICE MEALS AND SNACKS, THAT CAN BE CONSUMED IN THE RESTAURANT OR ARE SUITABLE FOR TAKEAWAY.

- ✘ **TOTAL AREA INCL. SALES COUNTER: 300M²**
- ✘ **GROUND FLOOR: 120-180 M²
PLUS, ADDITIONAL AREAS FOR STORAGE AND COOLING: 100-150 M²**
- ✘ **MINIMUM OF 7 M STOREFRONT**
- ✘ **TOP RESTAURANTS OFFER ADDITIONALLY FRESH FISH & DELICACIES**
- ✘ **92% OF THE STORES**

NORDSEE FOOD COURTS



NORDSEE FOOD COURTS WITH COMMON SITTING-AREA OFFER SELF-SERVICE MEALS AND SNACKS.

- ✘ **GROUND FLOOR: 60-75 M²
PLUS, ADDITIONAL AREAS FOR STORAGE AND COOLING: 30-40 M²**
- ✘ **MINIMUM OF 5 M STOREFRONT**
- ✘ **5% OF THE STORES**

NORDSEE SNACK SHOPS



NORDSEE SNACK SHOPS ON HIGH-TRAFFIC LOCATIONS OFFER COLD SNACKS, HOT-SNACKS AND SALADS FOR TAKE AWAY.

- ✘ **GROUND FLOOR: 30-50 M²
PLUS, ADDITIONAL AREAS FOR STORAGE AND COOLING: 30-50 M²**
- ✘ **MINIMUM OF 3 M STOREFRONT**
- ✘ **3% OF THE STORES**

BRANCH DESIGN

🐟 NATURAL LIKE THE SEA:

NATURAL MATERIALS SUCH AS STONE AND WOOD PROVIDE AN AUTHENTIC AND MODERN APPEARANCE

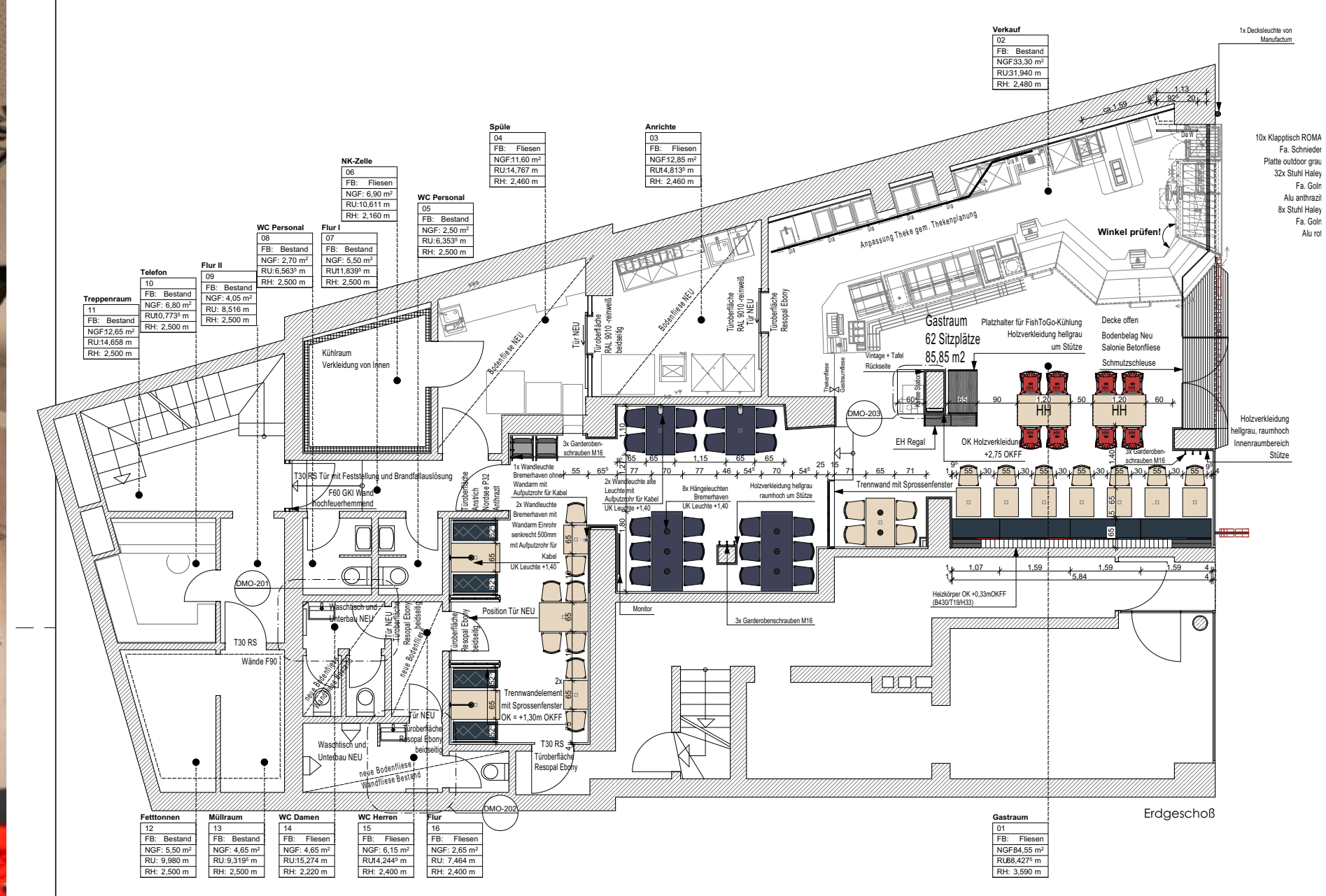
🐟 MARITIME CHIC:

WE LIKE TO WALLPAPER THE DINING AREA WITH THEMES OF THE SEA AND SHIPPING WORLD

🐟 OUR COLOURS:

WE LIKE TO REFLECT OUR CI-COLOURS RED AND BLUE E.G. IN LAMPSHADES, CHAIRS AND LUMINAIRES





6.

NORDSEE FRANCHISE

BECOMING A FRANCHISE PARTNER

BENEFIT FROM THE KNOW-HOW OF OVER 125 YEARS OF EXPERIENCE:

- ✘ WE ARE QUALITY AND INNOVATION LEADER IN BRANDED FISH RESTAURANTS AND CONVINCED WITH A UNIQUE AND BROAD RANGE OF FOOD PRODUCTS, WHICH ATTRACTS DIFFERENT TARGET GROUPS.**
- ✘ AS A STRONG BRAND WITH EXTREMELY HIGH BRAND AWARENESS AND RECOGNITION VALUE, WE ARE NOT ONLY LOCATED IN SHOPPING CENTRES AND TOWN CENTRES, BUT ALSO AT TRAFFIC LOCATIONS LIKE MAIN STATION, AIRPORTS AND MOTORWAYS.**
- ✘ WE FOCUS ON SUSTAINABILITY AND RESPONSIBLE STEWARDSHIP OF RESOURCES.**

TO BE SUCCESSFUL AS A PARTNER OF NORDSEE, YOU WILL NEED:

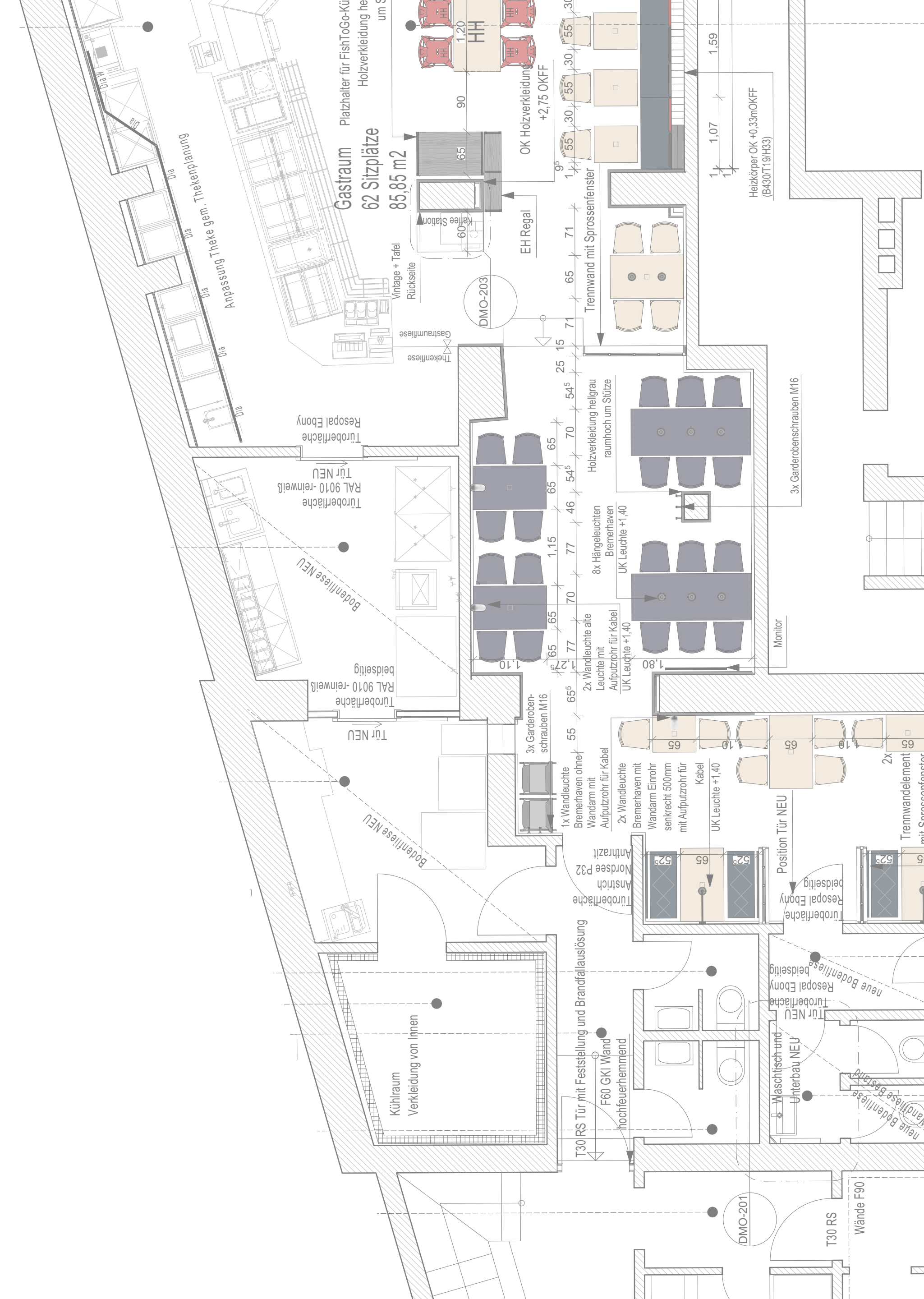
- ✘ EXTENSIVE KNOWLEDGE AND EXPERIENCE IN THE MANAGEMENT OF CATERING BUSINESSES, INCLUDING TEAM MOTIVATION AND PERSONNEL MANAGEMENT.**
- ✘ ENTHUSIASM FOR THE GASTRONOMY AND THE PRODUCT FISH.**
- ✘ THE WILLINGNESS TO ENTER INTO A LONG-TERM CONTRACT INCLUDING EXPANSION PLANNING.**
- ✘ STRONG BRAND AND SYSTEM LOYALTY, OPEN TO INNOVATIONS AND NEW SALES CHANNELS.**
- ✘ THE WILLINGNESS TO OPTIMIZE EXISTING PROCESSES CONTINUOUSLY.**
- ✘ TREATMENT OF THE ENVIRONMENT WITH DUE RESPECT, THAT IS WHAT OUR CUSTOMERS APPRECIATE.**

EXAMPLE RESTAURANT (NEW SITE)

- ✘ **NET SALES: 700.000-1.500.000€**
 - 77% FOOD, 9% BEVERAGES, 14% RETAIL-PRODUCTS
- ✘ **STAFF:**
 - 9,25 FTE (FULL TIME EMPLOYEES: HOURS OF FULL- AND PART-TIME WORK ADDED UP TO 40 HOURS/WEEK)
 - RESTAURANT MANAGER (40 HOURS/WEEK)
 - DEPUTY MANAGER (40 HOURS/WEEK)
 - SHIFTLIDER (30 HOURS/WEEK)
- ✘ **INVESTMENT FROM 600.000€**

EXAMPLE FOOD COURT (NEW SITE)

- ✘ **NET SALES: 550.000-1.200.000€**
 - 83% FOOD, 17% BEVERAGES, 0% RETAIL-PRODUCTS
- ✘ **STAFF:**
 - 7,4 FTE (FULL TIME EMPLOYEES: HOURS OF FULL- AND PART-TIME WORK ADDED UP TO 40 HOURS/WEEK)
 - RESTAURANT MANAGER (40 HOURS/WEEK)
 - DEPUTY MANAGER (40 HOURS/WEEK)
 - SHIFTLIDER (30 HOURS/WEEK)
- ✘ **INVESTMENT FROM 350.000€**



FRANCHISING CONDITIONS NORDSEE



30T€
ENTRY FEE

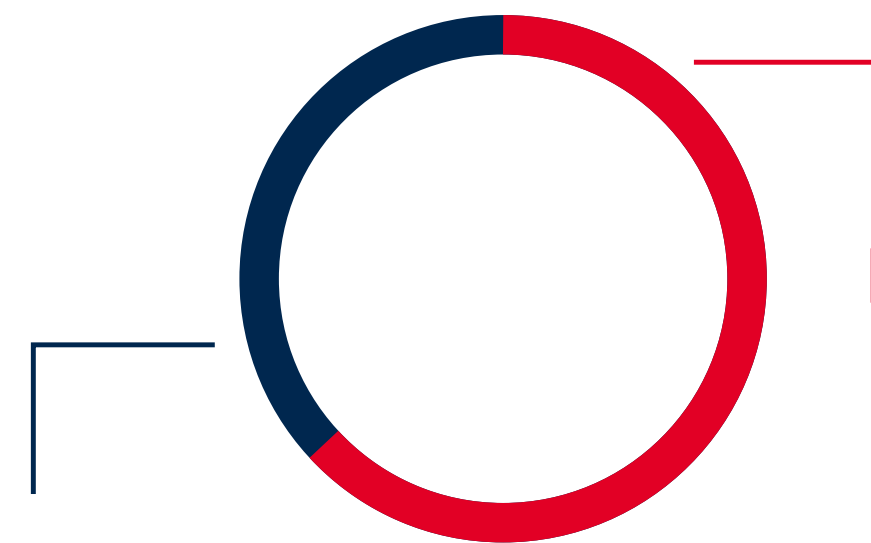
INVESTMENT:

NEW CONSTRUCTION:
DEPENDING ON THE CONCEPT AND SITE SIZE

30T€
SECURITY
DEPOSIT



FEE STRUCTURE



ROYALTY:
5% FROM NET
SALES

AD FUND:
2% FROM NET
SALES



APPROX. **20%**
EQUITY OF THE TOTAL
INVESTMENT

7. AT A GLANCE

10 REASONS TO TAKE OUT A NORDSEE FRANCHISE

1 WE ARE PARTICULARLY PASSIONATE ABOUT FISH – SINCE 125 YEARS

2 YOU CAN FIND US AT 360 LOCATIONS IN 11 COUNTRIES

3 OUR PRODUCTS ARE FRESH AND SIMPLY GOOD

4 WE LOVE INNOVATIONS AND CONTINUOUSLY DEVELOP OUR ASSORTMENT

5 FISH & SEAFOOD OF HIGHEST QUALITY

6 WE ARE PIONEERS IN PLANT-BASED ALTERNATIVES

7 GUESTS AND SERVICE ARE OUR FIRST PRIORITY

8 SUSTAINABILITY AND RESPONSIBLE USE OF RESOURCES IS A MATTER OF COURSE FOR US

9 WE CONTINUE TO DEVELOP OUR BUSINESS IN ALL DIGITAL CHANNELS
A: E.G DIGITAL CHANNELS AS HOME DELIVERY AND CLICK & COLLECT
B: APP & DIGITAL LOYALTY PROGRAMM

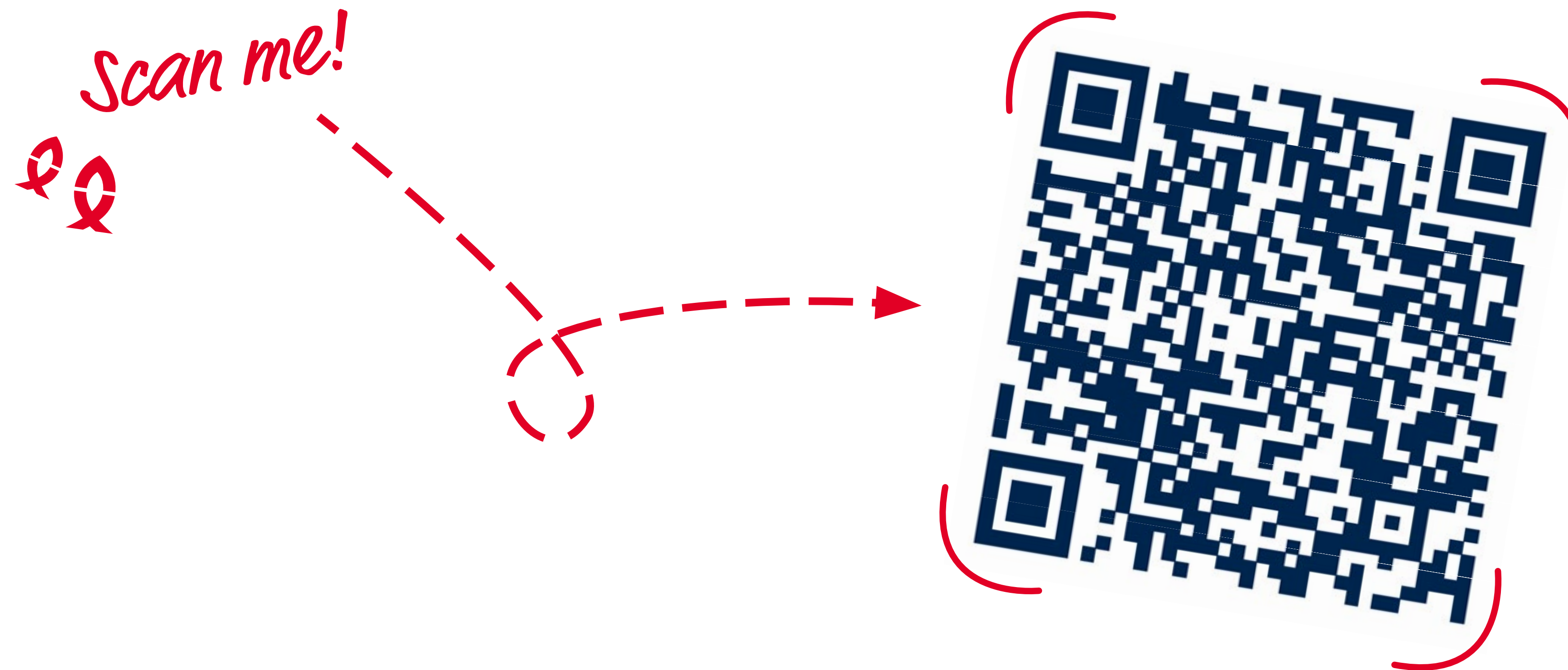
10 WE HAVE A CLEAR STRATEGY AND EXPANSION-TARGETS

ARE YOU INTERESTED IN A FRANCHISE PARTNERSHIP?

FURTHER INFORMATION TO "FRANCHISING AT NORDSEE".

YOU CAN FIND OUR INQUIRY FORM AND THIS PRESENTATION ON:

[HTTPS://WWW.NORDSEE.COM/DE/UEBER-UNS/FRANCHISE/FRANCHISE-BEWERBUNG/](https://www.nordsee.com/de/ueber-uns/franchise/franchise-bewerbung/)



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NORDSEE 

2022