

HOT UP

Become a part of a new modern FOOD TECH concept of catering services

INNOVATIVE. STYLISH. DELICIOUS. HEALTHY.





Redefining Catering for the Modern Era



START A NEW MODERN BUSINESS WITH OUR UNIQUE BUSINESS CONCEPT.

Hot🔥Up 's catering-in-boxes concept is a game-changer in the industry. We've redefined convenience, quality, and style when it comes to catering.

Our innovative approach keeps you ahead of the competition.

Mission: To modernize the food services, to make them easy, affordable and healthier.

The mission of the Franchisor Company is to offer unrivaled training and support to each franchisee as they join the Hot🔥Up family. Through rigorous qualification and selection, Hot🔥Up will only sell franchises to the highest quality individuals, personally and professionally.



www.HotUp.delivery



What is **HOT**UP?

1 FULL CATERING SERVICES IN STYLISH BOXES

Cold & hot sets and drinks

2 MENU, THAT SATISFIES ALL CLIENTS NEEDS


Besides the classical meals, we offer gluten-free, vegetarian, vegan, fit, low carb, lactose-free options.



3 ONLINE ORDER ANYTIME, FROM ANYWHERE

Clients make order in the evening / at night, and then do not waste time during the day.

4 RECESSION FRIENDLY CATERING

In times of economic uncertainty, HotUp offers a catering solution that not only satisfies one's cravings but also the budget. Our recession-friendly catering is the ideal choice for high-quality, affordable food that won't break the bank.

5 FAST DELIVERY

We deliver on exact day and time. Everyday delivery. The same day or next day delivery options.

HOTUP

Heat Up your events: Smart Catering, Online Delights

Problems we solve

What problems have our potential clients?

Lack of money for decent catering services for events **01**

Lack of time to consult the order with catering company staff, to deal with installation, uninstalation **02**

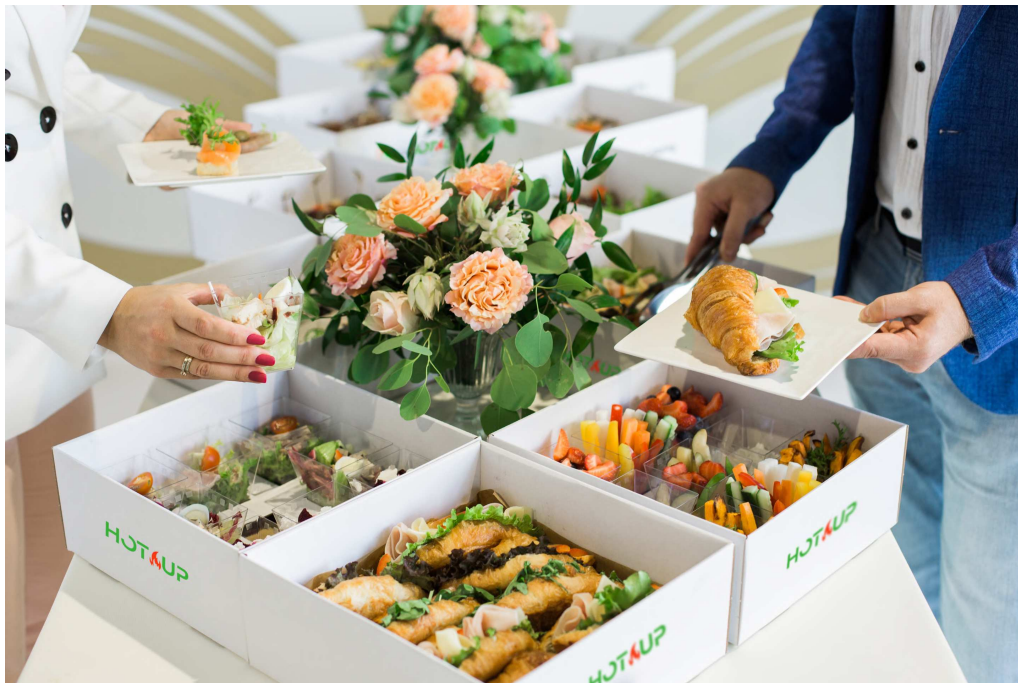
Safety question – fear of additional staff coming to event (potential virus/infection) **03**

Difficulties with satisfying of all guests' dietary preferences, which become more important nowadays **04**





HOT&UP



Our solution

Affordable, healthy catering for corporate and private events



Save time

- Order online 24/7
- Just place the ready-to-eat buffet sets on the table, and you have the complete catering for your event!



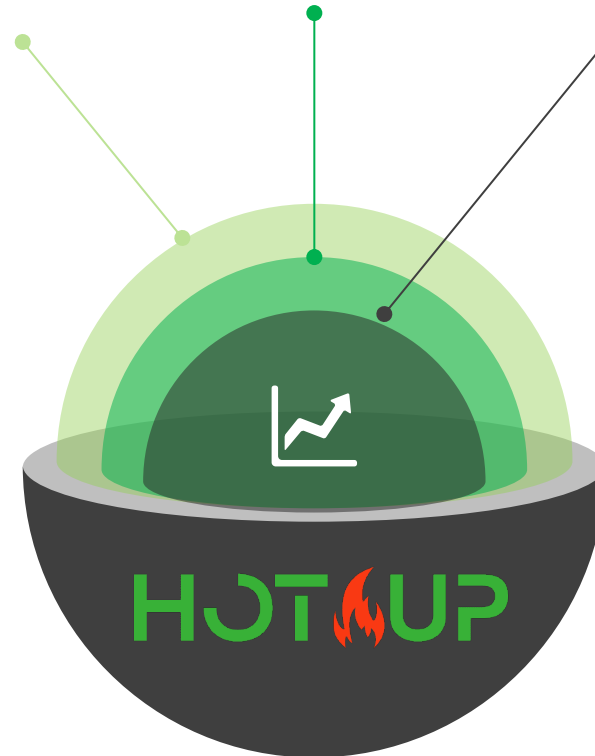
Save money

- No additional expenses for catering equipment.
- No additional expenses for service.



Online catering e-shop

Wide range of food for cold & warm buffets



ONLINE ORDER ANYTIME, FROM ANYWHERE

Saving time is becoming extremely important nowadays. Our clients highly appreciate this possibility – they can make an order in the evening / at night, and then do not waste time during the day.



WE DELIVER ON EXACT DAY AND TIME

WHY to choose Hot🔥Up franchise?

Versatile International Menu

Our menu includes a variety of easy-to-make dishes from American, European, and Asian cuisines. This broad range allows franchisees to cater to diverse tastes and preferences, making it appealing to an international clientele.

Simplified Cooking Process

Cooking our menu is a breeze. You only need one professional cook with some experience, and the rest of your team can be quickly and easily trained. We've streamlined the process to make it efficient and accessible.

Quick Launch with Dark Kitchen Concept

Forget the long wait for restaurant premises approval. Our dark kitchen concept allows you to get started almost immediately. You'll have a web-based online shop to sell your menu items right away.

1

2

3

4

5

6

Low Initial Investment

We understand the financial challenges of starting a new venture. Our dark kitchen rentals come fully equipped, eliminating the need for significant investments in equipment and restaurant design.

Expert Marketing Support

Our team will assist you in setting up a profitable online marketing campaign. We have a proven track record of attracting and retaining customers, so you can focus on cooking and delivering.

Comprehensive Call Center

Rest assured, we've got you covered when it comes to customer care. Our call center handles orders, inquiries, and customer support. Currently available in English, Spanish, and Czech, we can expand to other languages upon request.



HOT UP

Join us, and experience the benefits of a turnkey, hassle-free business venture. Focus on what you do best – preparing and delivering exceptional food – and leave the rest to us.

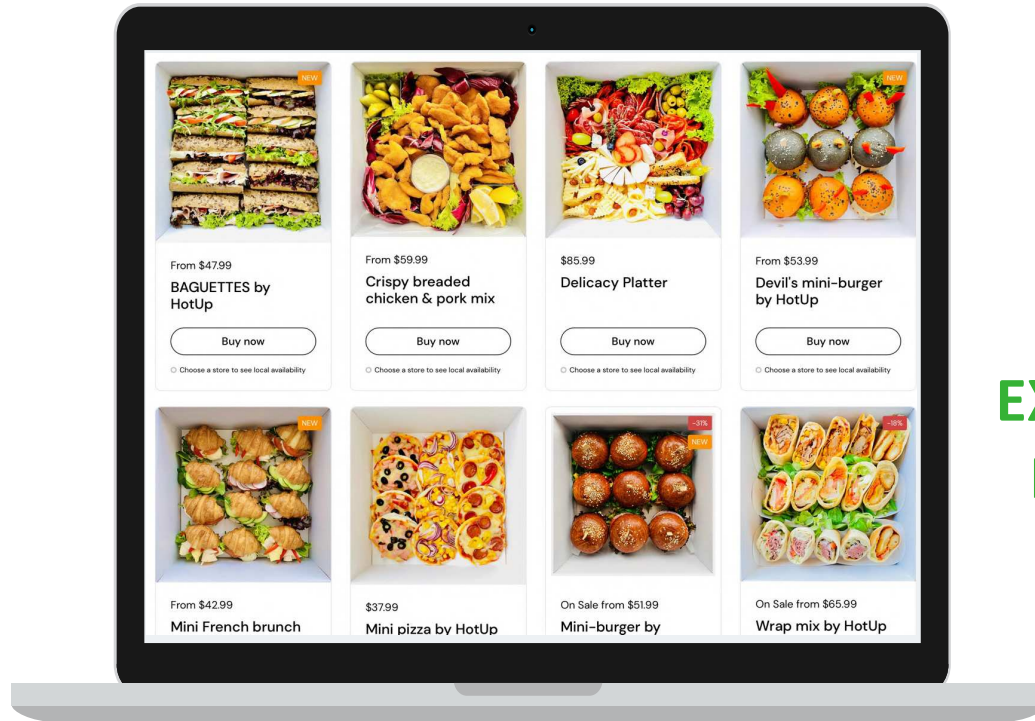
WHAT YOU GET

From us



- 01** Our brand, know-how and continuous updating.
- 02** Full marketing support. We take care of social media management, online advertising.
- 03** Full customer service support. We take care of all incoming telephone and email inquiries.
- 04** Web site with e-shop. Easy, stylish, user-friendly. You will be ready to sell immediately.
- 05** Mobile app. For more convenient customer experience and higher engagement.
- 06** Kitchen management cloud software. Menu recipes, inventory management, costs & margins analysis, production planning and more. All your operations will be automatized, measured and under control.
- 07** Logistics software. Makes sure your orders will be delivered on time and at minimum costs.
- 08** Original production recipes including production processes
- 09** Staff training, explanation of all processes. Detailed operational manuals, instructions.
- 10** Provision of the original packaging and other necessary materials.
- 11** Continuous development and innovation of the Hot🔥Up system
- 12** Regular renewal of menus, preparation of seasonal offers
- 13** Tailoring the menu to your local market as needed
- 14** Help with setting up a marketing campaign in a franchise location
- 15** Consulting of all business aspects throughout the cooperation

Unique Franchise Opportunity

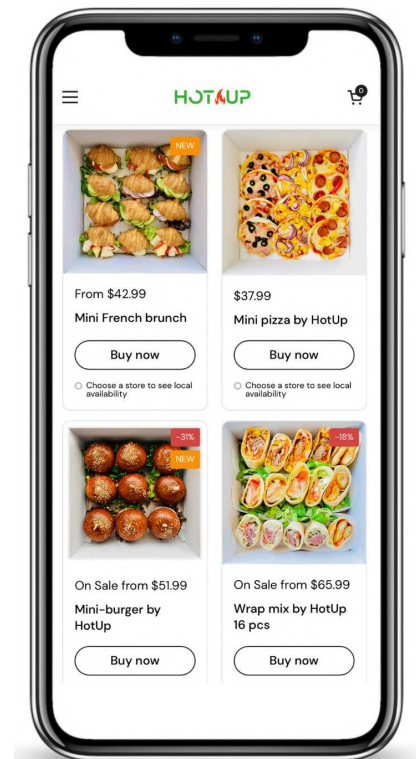


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HOTUP

WIDE DEMOGRAPHIC APPEAL
SCALABLE BUSINESS MODEL
LOW START-UP INVESTMENT
EXTENSIVE MARKETING SUPPORT
FAST RETURN ON INVESTMENT

E-shop and Mobile app are provided





HOT UP



Our boxes:

HUBBO

were developed according to the original design and size

Original design and size

are environmentally friendly (cardboard is easily recyclable)

Environmentally friendly

Special material

made of a special material suitable for contact with food

Thanks to elaborated construction and design, our Hot 🍷 Up boxes are suitable for high-level meetings, conferences, workshops and celebrations.

Main target group

Corporate Clients



Congresses
Offline and online
conferences



PR events

Corporate meetings
Team buildings
Corporate parties
(offline and online)



Workshops
Training



■ Our clients



CLOSER TO STYLIST. CLOSER TO HAIR.

Additional target group

Individual Clients



Weddings
Bachelor parties



Private evenings
for couples or
small groups



Private parties: birthdays,
children's parties, student
parties



Themed celebrations
(Christmas, Halloween,
Valentine's Day, St. Martin)



Market potencial

164.59 billion USD

The global catering services market was in 2023.

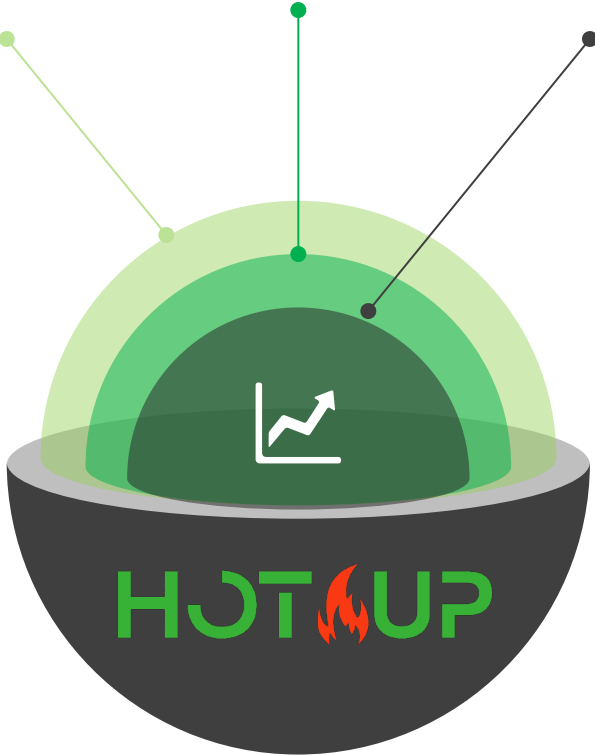
292.56

billion USD

Global catering services market is expected to reach by 2032

66.78 billion USD

The online food delivery market in the UK is projected to reach by 2028,



Market Trends:

- **Increasing Demand for Online Food Delivery:** The online food delivery market is growing rapidly, driven by changing consumer habits and technological advancements. This trend is projected to continue, creating significant opportunities for growth.

Competitive Advantage:

- **Leader in Cloud Kitchen Operations:** Hot🔥Up leverages the cloud kitchen model to provide high-quality, diverse meals with minimal overhead costs, positioning us at the forefront of the evolving food service industry.

Franchise expenses



€30 000

Franchise license

from € 70 000

Investment required

Dark kitchen concept. Suitable for existing food businesses with already equipped kitchen. For opening a new kitchen larger investment is required.



6%

Royalties

10 years term

With 10-year option to extend

2%

Marketing fees





The Next Steps

Joining the HOT UP franchise family is a commitment to excellence and growth. Here are the sequential steps to becoming a HOT UP franchise owner:

1. INITIAL CONSULTATIONS

Complete Initial Consultations. Schedule an initial consultation with a Hot🔥Up franchise representative to discuss the franchise opportunity, answer any questions, and understand your goals and expectations.

Submit Franchise Application:

Complete and submit the official franchise application form. This form will include personal, financial, and business information to help evaluate your suitability as a franchisee.

Review Franchise Disclosure Document (FDD):

Upon approval of your franchise application, you will receive the FDD. Review this document thoroughly, as it contains important information about the franchise agreement, fees, obligations, and rights.

2. COMMITMENT

Officially Sign the Franchise Agreement. Once all due diligence is completed and funding is secured, sign the Franchise Agreement. Pay the initial franchise fee and any other required deposits.

3. SITE

Confirm the Location and Commence Site Preparations: Collaborate with our team to identify and prepare your franchise location.

4. TRAINING AND LAUNCH

Attend the Comprehensive Training Program: Participate in an intensive training program designed to equip you with the knowledge and skills needed for successful operations.

Implement the Launch Program: Roll out a tailored launch strategy to maximize local market penetration and brand awareness.

Site Preparation and Setup:

Prepare your franchise location according to Hot🔥Up's specifications. This includes setting up the kitchen, installing necessary equipment and software, and ensuring compliance with local health and safety regulations, etc.

5. OPERATIONS

Begin Operations: Start your business operations and embark on your journey as a HOT🔥UP franchisee. Complete marketing and customer care support will be provided

6. ONGOING SUPPORT:

Receive ongoing support from Hot🔥Up in the form of marketing assistance, operational guidance, and continuous training. Utilize the provided resources to ensure the success and growth of your franchise.

Contact


Ignite Success, Flame Bright with HOT🔥UP!


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HOT🔥UP

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